



**BARCALDINE REGIONAL COUNCIL**  
**TOURISM PLAN**  
**2013-2018**



*Where every moment becomes a memory*

ALPHA

JERICO

BARCALDINE

ARAMAC

MUTTABURRA

## PREAMBLE

Throughout the development of the Tourism Plan, the committee sought input from respondents concerning a definition of tourism. Although many of us have been "tourists" at some point in our lives, defining what tourism actually is can be difficult. The following definition was constructed from input received during the consultation process.

*"Tourism is the activities of persons travelling to and staying in places outside their usual environment for more than one consecutive night for leisure, business or other purposes.*

*It is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses."*

This definition has been a guide and provided a basis from which the plan has been created.

The development of the plan has provided a huge learning curve and while it would be naive to believe that it holds all of the answers for tourism in the region, there is little doubt it can be a useful tool that will assist in the development of a sustainable and robust tourism industry within the Barcaldine Regional Council area.

The team would like to thank all who were involved for their input.

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## EXECUTIVE SUMMARY

Tourism is based on the same economic development aims of employment and wealth creation as any other sector. Increasingly the effectiveness of support for tourism requires to be demonstrated in these terms. However, what makes tourism 'different' to other sectors and particularly where it is a major part of the economy, is the significant impact it can have on the overall quality of life of the resident population.

Tourism experiences are generated by the people met, places visited, activities participated in and memories created from travel; particularly through watching, touching, listening to and being part of a culture or lifestyle that is distinctly different from everyday life.

There are three primary challenges in the continued development of tourism in the region:-

- I. Meeting customer needs;
- II. Marketing our region; and
- III. Ensuring sustainability.

Tourism planners need to be aware of, and adapt to the changing needs of potential visitors. Potential visitors are a diverse group typified by the following characteristics:

- More adventurous travellers;
- Interested in arts, culture and history;
- Seeking events and adventures;
- Seeking educational experiences; and
- Increased usage of social media and online bookings.

The declaration by the current Queensland Government that tourism is one of the "Four Pillars" of the Queensland economy has provided local governments with an opportunity to leverage for the development of projects that value-add to existing tourism products including attractions and events.

Three significant documents have been released in the past 18 months that will impact on the tourism industry in Central Western Queensland (refer Appendix 1). These documents are designed to stimulate tourism growth at State, Regional and Sub-regional level and will rely on collaborations with and between Local Governments, not only in the Central West, but across the state.

The major advantage of Council aligning itself with the goals, strategies and concepts documented in these documents is that projects identified have a greater opportunity to attract funding and just as importantly, the ideas behind the TOP projects originated from the region are more likely to be supported by the communities.

Tourism can help raise the awareness of places, change perceptions, create interest and encourage community pride. The success of events, attractions and the links through the community can have far reaching effects on people's identification and integration with their local area. A place that people want to visit is usually a good place in which to live and work.

## 1.0 SUMMARY OF KEY REGIONAL RECOMMENDATIONS

The Key Regional Recommendations have arisen from discussions at community forums, stakeholder discussions and feedback and consists of items that are applicable to more than one town. (A full list of recommendations is in Appendix 2). Recommendations for individual towns are contained within the various town sections.

Recommendation	Rationale	Time Frame
a. Create a regional data base for businesses, tourism operators, community organisations and networks that incorporates the following information: <ul style="list-style-type: none"> <li>Email addresses</li> <li>Phone numbers</li> <li>Hours of trade (where applicable)</li> </ul>	This database will assist in the dissemination of information across the region.	Short
b. Create a BRC Event Procedure Manual incorporating all events held within the BRC region.	This will assist with future planning, including succession planning for community organisations.	Ongoing
c. Create a purely tourism focussed brochure for the region – highlighting the attractions, accommodation, events and other tourism information.	The current BRC brochure, while well intended, is not a purely tourism focussed product.	Ongoing
d. Establish a marketing brand for the region	A brand can be used to promote the region externally and within the region to partner with tourism businesses and other local organisations. The brand would create a consistent message and identity that would resonate with both visitors and residents alike.	Short
e. Develop strategies (including creating events and adventures) that extend the traditional tourist shoulder season	This is a booming industry that has the potential to be extended to provide income for longer.	Medium –Long
f. Cultural Heritage Tourism	This is an undeveloped area that really needs attention with respect to Indigenous Australian Heritage [Central West Aboriginal Corporation have already started developing a range of experiences] and European settlement Heritage.	Long
g. Continue strategic alliances with Qantas, Queensland Rail, Dept of Transport & Main Roads and coach companies	These alliances can help to build on the sustainability of visitors to the region.	Ongoing

Key	Short Term	6-12 months	Medium – Long Term	24-36 months
	Short-Medium Term	12-24 months	Long Term	36 months plus

## INTRODUCTION

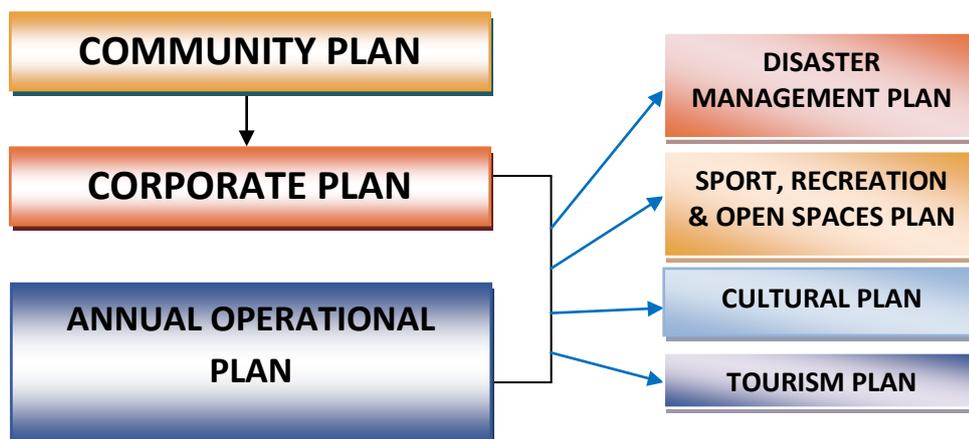
### 2.1 Our Plan

Barcaldine Regional Council's Tourism Plan (2013-2018) will help establish the direction of tourism within the region for the next five years. This plan is not the panacea for the region's tourism issues, but rather a practical approach that offers both short and long term goals that can be achieved through cooperation, collaboration and partnerships at all levels of government and community.

At the local and regional level, the industry comprises tourism operators, businesses not directly involved in tourism, local and regional tourism organisations, community groups, residents and local government. By working together destinations have the capacity to attract visitors, satisfy their leisure needs and expectations and generate economic and social benefits for the whole community.

While this plan has been initiated by the Council, it can only succeed if industry and community work with Council towards creating a sustainable industry that provides, among other things, a high standard of customer service, unique attractions and experiences, a highly skilled tourism workforce, a range of accommodation, camping and eating outlets and warm and welcoming people.

The plan will fit in with Council's planning framework as indicated below.



### 2.2 Our Region

The BRC is part of the Outback Queensland Tourism Association [OQTA] region and the Central West sub-region. The Outback region covers 832,000 square kilometres, which is 48% of all of Queensland, 12% of Australia, or 30,000 square kilometres larger than New South Wales.

The OQTA area encompasses the Regional Local Authorities of Barcaldine, Blackall-Tambo and Longreach and the Shires of Barcoo, Boulia, Bulloo, Cloncurry, Diamantina, Flinders, McKinlay, Murweh, Paroo, Quilpie, Richmond and Winton. Mount Isa City is also covered within the region.



Table 1 below provides a snapshot of the numbers recorded at the VICs throughout Outback Queensland for the past four years. The numbers reflect an increase in the overall numbers.

Visitor Centre	Information	2008	2009	2010	2011
Barcaldine		14864	17650	18179	12658
Bedourie		3229	6643	4670	5428
Blackall		13764	12886	11065	12253
Boulia Min Min Centre		6933	7888	1517	7668
Charleville		18861	17391	19475	17747
Cloncurry		7794	9114	10577	8952
Cunnamulla		9264	10339	2430	8221
Hughenden (Flinders)		18014	15810	16737	15776
Isisford		1557	719	969	1042
Julia Creek		3363	3718	4647	3534
Longreach		19793	20012	36906	26800
Outback at Isa		32332	6975	8155	23753
Quilpie		6143	9331	7238	8709
Richmond		12521	5462	14649	10536
Thargomindah		3323	4141	4527	4582
Wirrari Centre		6619	14332	8920	13450
Windorah		5134	6604	2588	4404
Winton		13356	13956	11372	13615
<b>TOTALS</b>		<b>195,769</b>	<b>182,971</b>	<b>184,621</b>	<b>199,128</b>

Table 1 - Visitor Information Centre Numbers

## 2.0 REGIONAL COUNCIL PROFILE



Barcaldine Regional Council covers an area of 53,677 square kilometres, has five communities and a population of 3,500 across the region. The communities of Alpha, Aramac, Barcaldine, Jericho and Muttaborra are the residential and service base for the region.

The economy of the Regional Council area is becoming diverse with the introduction of coal mining and coal seam gas exploration in addition to the traditional sheep and cattle grazing. Tourism continues to play an important role in the economy and the region is fortunate to have attractions of national, state and local historical significance as well as a growing indigenous cultural presence, natural landscapes and streetscapes which contribute to the character of the region.

The continuous development of events which bring together the “city and the bush” are becoming synonymous with the region – annual events such as the Tree of Knowledge Festival, the Harry Redford Cattle Drive, campdrafting events, rodeos and the WESTECH Field Days (held every three years) also play an important role in showcasing what the area has to offer.

A range of small businesses and public services including key State Government agencies are established in townships throughout the region. Opportunities will increase with the development of coal mining and coal seam gas operations.

Towns within the Regional Council area are well serviced in a wide range of areas to meet the needs of residents. Services auspiced by Council for the aged, families, and children are just some of the factors which contribute to the character and liveability of the region. Unsealed roads in the region are generally accessible by conventional vehicles, the exception being during the wet season when unsealed roads may become impassable.

Council contributes towards the operation of four information centres – Alpha, Aramac, Jericho and Barcaldine while the information centre at Muttaborra is operated as part of the postal service. Council runs special programs and events that assist in the development of product for the Council and wider Central West regions.

### 3.1 Green Army Program

The Green Army is an Australian Government initiative open to young people including Indigenous Australians, school leavers, gap year students, graduates and job seekers who are looking to develop skills, undertake training and gain experience in the delivery of conservation projects all while being paid!. Through this, participants will enhance opportunities for careers and further training in conservation.

The Barcaldine Aridland Botanical Gardens and Park Project, coordinated by Conservation Volunteers Australia and Desert Uplands Committee, has been implemented to protect and enhance plant species and communities by developing the Barcaldine Botanic Gardens and Park to preserve and improve significant Desert Uplands ecologies.

The project will:

- Reverse the long-term decline in the extent and quality of Australian native vegetation
- Increase habitat and flora and fauna diversity in the Barcaldine Region

To be eligible to apply all you need is to be within the age of 17 – 24yrs, an Australian citizen or permanent residence, and passionate about being a part of a team that will make a REAL difference to the environment in your local community.

### 3.2 Green Nomads

Pest weeds are an enormous problem for the region. Weeds lead to a loss of wildlife habitat, decline in soil structure, erosion, and loss of native pastures and provision of a refuge for feral animals. Eradicating weeds is a costly and time consuming task for Barcaldine Regional Council.

Green Nomads is a casual volunteering program that links travellers with environmental volunteering opportunities throughout Queensland. The Muttaborra community has adopted the Green Nomads for their Muttaborra Weeds Project.

### 3.3 Outback Mates Program



Barcaldine Regional Council established the Outback Mates Program in late 2010, early 2011 as a pilot program. The program is still operating.

The aim of any town or region is to increase visitation, length of stay, and tourist expenditure. By establishing a network of 'Outback Mates' throughout Queensland's Outback, it is hoped to create a significant point of difference in what is an increasingly competitive market. Barcaldine Regional Council will pilot this initiative program in Outback Queensland.<sup>iv</sup>

The primary goals of the Outback Mates program are to:

1. Increase the length of stay and expenditure for Outback Queensland visitors especially those who are not time poor
2. Use satisfied visitors to continue positive promotion of the region once they leave by word of mouth

3. Achieve the above without burdening Local Government budgets.

It's about identifying those people or "characters" that have the personality, passion and time, to interact with travelers both on an ad-hoc and planned basis.

Barcaldine Regional Council's Outback Mates program evolved from the practice of visitors seeking information from Council employees. These employees usually work in frontline jobs such as road and gardening gangs, are highly visible because of their bright clothing and have been acting as "local guides" for many years.

The idea of using employees or community volunteers as "frontline tour guides" originated from and is in operation within the Barcaldine Regional Council area. The Council developed the framework for the role of the Outback Mate in conjunction with Queensland Tourism and the Outback Queensland Tourism Association. 'Outback Mates' is a local ambassador program aimed at helping and greeting visitors to the region as part of their daily job or activities. Those appointed as 'Outback Mates' may be council workers, business people and retired 'townies'.

This program embraces the essence of why travelers love Outback Queensland. Apart from the natural beauty, it is the friendly and sincere nature of the locals which keep them coming back.

Outback Mates are identified by an 'Outback Mates' uniform and are assisting visitors with general information, local insights and probably a few tall stories. This is a voluntary position sanctioned by the employer and will work closely with the Visitor Information Centre to greatly enhance the visitors experience to the region. This unique program puts visitors in touch with local identities and connects them to the region in a way not previously available. Through promotion of the program and travelers "word of mouth" the 'Outback Mates' will become known by visitors as a friendly source of information, local knowledge and general advice. The five communities of the Barcaldine Regional Council Area – Alpha, Aramac, Barcaldine, Jericho and Muttaburra each have "Outback Mates" who are available to assist the travelling public.

This program will contribute to a 'Community Tourism' mentality in the region where positive interaction between tourists and the community can energise the community to work with and welcome visitors.

OQTA has rolled out an Outback Mates program across the Queensland Outback utilising a different logo however with a similar concept. The program is run through the Visitor Information Centres where tourists collect a 'passport' which is made up of details of each VIC which they signed off on when they visit as well as exclusive deals for the visitors. Once 6 VIC's have been visited the booklet along with their fuel receipts is returned to the OQTA and a winner is drawn at the end of the year to win \$500 of fuel.

Currently there is no plan to change the Council's OM's log but to work with both programs.

### 3.0 PUBLIC CONSULTATION AND METHODOLOGY

Four methods of public consultation were used to gain information and ideas on a wide range of issues surrounding the tourism industry, its status and its potential for future development.

These methods included:

- Industry consultation;
- Stakeholder interviews and discussions;
- Discussions with Council;
- Community forums; and
- Survey Feedback Form.

The survey, developed in consultation with representatives from the OQTA focused around people's perception of what tourism involved, their support of tourism, their knowledge of their own town's tourism potential and their knowledge of what is happening at a regional level as well as within the Barcardine Regional Council area.

Residents were also asked to provide ideas on what could be done or what they thought could be done to give a much needed boost to the tourism industry.

Community engagement included meetings in each of the communities in the region – Barcardine, Alpha, Jericho, Aramac and Muttaborra. Meetings were held with operators and organisations involved in the delivery of tourism products and related services. The youth of the region were consulted through attendance at the schools throughout the region. Input from these meetings has been included in the individual town sections.

Existing data from Tourism Queensland and BRC plans were also reviewed. Recommendations from the Tourism sections of the town plan have been transposed into this plan.

Details of the feedback can be found at Appendix 3.

## 4.0 OUR COMMUNITIES

### 5.1 Alpha – Overview

#### 5.1.1 Consultation

- Alpha School students
- Alpha Arts and Crafts
- Community members
- Alpha Tourism Association
- Business owners

#### 5.1.2 Alpha’s Attractions and Assets

##### Attractions

###### Natural Attractions

- The “Jump Up”
- George’s Fishing Hole
- Alice River
- Wildflowers
- Petrified Wood
- Deer
- Native gardens

###### Man Made Attractions

- 26 Murals throughout town
- Information Centre
- Fossilised Forest of Alpha
- Museum and Art Gallery
- Sporting facilities
- Settler’s Park
- The Dip Yards
- Railway bridge

Table 2 - Alpha's Attractions

##### Assets

- Community members and volunteers
- Friendliness of the people
- All listed attractions
- Events – Horse sports
- Well established shopping centre
- Caravan Parks
- Alpha’s location – between the coast and the outback

Table 3 - Alpha's Assets

###### Community Recommendations

- a. Training required for the current and new employees and volunteers at the Information Centre
- b. Improve town signage
- c. Develop the “Jump Up” area
- d. Look at developing town tours
- e. Develop the artistic nature of the community
- f. Refurbish murals throughout the township
- g. Establish a mural or poetry festival
- h. Develop succession planning for committees within the town
- i. Improve the museum and tourism meeting facilities
- j. Expansion of Tourist Information Centre
- k. Increase promotion of the area
- l. Preserve the history of the region
- m. Continue to market the region

###### Time Frame

- Ongoing
- Ongoing
- Short-Medium
- Short-Medium
- Ongoing
- Medium-Long
- Medium-Long
- Ongoing
- Ongoing
- Ongoing
- Ongoing
- Ongoing
- Ongoing

Table 4 – Recommendations for Alpha

## 5.2 Jericho – Overview

### 5.2.1 Consultation

- Jericho Tourism Association
- Business owners
- Community members.

### 5.2.2 Jericho’s Attractions and Assets

#### Attractions

##### Natural Attractions

- Red Bank Park area
- Wildflowers
- Petrified Wood

##### Man Made Attractions

- Crystal Trumpeters and Trumpeter
- Railway Information Centre
- Drive In Theatre
- Sporting facilities
- Parks
- Monthly Markets during tourist season

Table 5 - Jericho's Attractions

#### Assets

- Community members and volunteers
- Friendliness of the people
- All listed attractions
- Redbank Park
- Caravan Parks

Table 6 - Jericho's Assets

#### Community Recommendations

Community Recommendations	Timeframe
a. Recalibrate the crystals in the “Crystal Trumpeters	Ongoing
b. Display and build onto the clay village	Ongoing
c. Re-establish “Arts and Craft” fair	Ongoing
d. Provide succession planning and governance training to committees	Ongoing
e. Continue to develop the religious theme	Long
f. Preserve the history of the region	Ongoing
g. Continue to market the region	Ongoing

Table 7 – Recommendations for Jericho

### 5.3 Barcaldine – Overview

#### 5.3.1 Consultation

- Barcaldine State School students
- Barcaldine Tourism Association
- Caravan Park owners
- Business owners
- Community members.

#### 5.3.2 Barcaldine’s Attractions and Assets

##### Attractions

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Natural Attractions</li> <li>• Wildflowers</li> <li>• Alice River</li> <li>• Lloyd Jones Weir</li> <li>• Barcaldine Botanical Walk</li> <li>• Artesian Water</li> <li>• Lagoon Creek</li> </ul> | <ul style="list-style-type: none"> <li>• Man Made Attractions</li> <li>• Tree of Knowledge Memorial</li> <li>• Barcaldine Visitor’s Information Centre</li> <li>• Memorial Clock</li> <li>• Back Creek Windmill</li> <li>• Radio Picture Theatre</li> <li>• Lagoon Creek Walkway</li> <li>• Historical Museum</li> <li>• Masonic Lodge</li> <li>• Between the Bougainvillea’s Heritage Trail</li> <li>• Artesian Country Tours</li> <li>• Roses and Things</li> <li>• Public Art</li> <li>• Historic building including hotels</li> <li>• Australian Worker’s Heritage Centre</li> <li>• Wanpa-rda Matilda Outback Education Centre</li> <li>• Thong-a-phone and Marimba</li> <li>• St Peter’s Anglican Church</li> </ul> |
|--|---|

Table 8 - Barcaldine's Attractions

##### Assets

- Community members and volunteers
- Friendliness of the people
- All listed attractions
- Events – Tree of Knowledge Festival, Art Shows
- Camping at Lloyd Jones Weir
- Well established shopping centre
- A variety of accommodation
- Barcaldine is geographically well placed
- Good artesian water
- Safe and secure community
- Main street presence – including improved seating

Table 9 - Barcaldine's Assets

Community Recommendations	Timeframe
a. Install barbecues on the “Village Green”	Short
b. Improve the quality of intra-town and inter-town communication	Short
c. Develop maintenance plan for all attractions (murals, Tree of Knowledge Memorial) to preserve these for the future.	Short

d. Reinstatement of the Grey Nomads Program	Short-Medium
e. Look at caravan camping facilities to ensure all types of customers are catered for	Short-Medium
f. Continued development of Lagoon Creek, including signage and lighting	Medium-Long
g. Develop a bird watching booklet/brochure	Medium-Long
h. Ensure road connections from north, south, east and west are completed	Long
i. Create stronger links with the Australian Workers Heritage Centre	Long
j. New amenities closer to the Tree of Knowledge	Long
k. Develop a succession/recruitment plan for all tourism industry related volunteers	Long
l. Develop famil packages between the communities	Long
m. Look at options for the development of a "Water Tower Experience"	Long
n. Succession planning	Long
o. Develop more tourism product	Long
p. Redevelopment of Barcaldine Botanical Walkway	Short-Long
q. Replace 'Tropic of Capricorn' sign	Short
r. Preserve the history of the region	Ongoing
s. Continue to market the region	Ongoing

Table 10 - Recommendations for Barcaldine

## 5.4 Aramac - Overview

### 5.4.1 Consultation

- Aramac State School students
- Aramac Community Development Association
- Business owners
- Community members.

### 5.4.2 Aramac's Attractions and Assets

#### Attractions

Natural Attractions	Man Made Attractions
<ul style="list-style-type: none"> <li>• Lake Dunn</li> <li>• Horsetailors' and Mailman's Gorges</li> <li>• Gray Rock</li> <li>• Aramac Creek</li> <li>• Artesian Water</li> <li>• Aramac Range and Jump Up</li> </ul>	<ul style="list-style-type: none"> <li>• Aramac Tramway Museum</li> <li>• The White Bull</li> <li>• Heritage Trail and Historical buildings</li> <li>• Harry Redford Interpretive Gallery</li> <li>• Gracevale Rock Art</li> <li>• Artesian Country Tours</li> </ul>

Table 7 – Aramac's Attractions

#### Assets

<ul style="list-style-type: none"> <li>• Community members and volunteers</li> <li>• Friendliness of the people</li> <li>• All listed attractions</li> <li>• Events – The Harry Redford Cattle Drive</li> <li>• Camping at Lake Dunn</li> <li>• Rural Transaction Centre</li> <li>• Caravan Park and Showgrounds</li> <li>• Harry Redford Community and Sporting Centre</li> <li>• Well established park and sport/recreation facilities</li> </ul>
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Table 8 – Aramac's Assets

Community Recommendations	Timeframe
t. Organise displays in vacant shop fronts and investigate the establishment of a simple tourism facility (Community Plan)	Ongoing
u. Redevelop and reorganise the Tramway Museum	Ongoing
v. Lobby for the completion of Torrens Creek Road.	Ongoing
w. Continue with events, but advertise them more extensively (especially within the communities)	Ongoing
x. Promote local area more effectively	Ongoing
y. Preserve the history of the region	Ongoing
z. Continue to market the region	Ongoing

Table 9 - Recommendations for Aramac

## 5.5 Muttaborra – Overview

### 5.5.1 Consultation

- Muttaborra Community Development Association [MCDA]
- Muttaborra State School students
- Dr Arratta Memorial Hospital Committee
- Business owners
- Community members.

### 5.5.2 Muttaborra’s Attractions and Assets

#### Attractions

##### Natural Attractions

- Broadwater
- Pump Hole
- Geographical Centre of Queensland
- Open Mitchell Grass plains

##### Man Made Attractions

- Dr Arratta Memorial Hospital
- Cassimatis Store and Cottage
- Union Hole/Camp
- *Muttaborrasaurus langdoni*
- Sporting facilities – Aquatic Centre
- Artesian Spa
- Public Art

Table 10 - Muttaborra’s Attractions

#### Assets

- Community members and volunteers
- Friendliness of the people
- The river system of the area
- Artesian Spa
- Camping along the rivers – sees repeat customers
- Events
- Cleanliness of facilities within the town

Table 15 - Muttaborra’s Assets

#### Community Recommendations

Community Recommendations	Time frame
a. Create opportunities for the spa to be open in the off season – winter months	Ongoing
b. Investigate the feasibility of a dinosaur Centre (CP)	Ongoing
c. Negotiate with the private landholder to create a replica of the geographic centre of Queensland (CP)	Ongoing
d. Develop a proposal to improve the Union Camp and Union Hole as a tourism attraction as part of a regional tourism plan (CP)	Ongoing
e. Improve facilities along the rivers	Ongoing
f. Develop a BRC region tourism trail and connect with the museums in other Local Government areas	Ongoing
g. Redevelopment of the skate park area	Ongoing
h. Investigate the development of a “Muttaborra Token” for use for entry	Ongoing
i. Life Style Options walkways (including public art trail and historical signage)	Ongoing
j. Develop the Dr Arratta Memorial Hospital for use future use	Ongoing

Table 11 - Recommendations for Muttaborra

## 5.0 WHO ARE OUR VISITORS?

The traditional perception of the “tourist” has altered markedly over the last few years. However, it has only been in the last few years that industry organisations have been looking beyond the traditional descriptor of a tourist to discover that it is no longer just about age and origins, but are actually more complex and are rapidly including people who travel for work or to attend sporting fixtures.

According to Tourism Queensland there are six consumer segments that make up the Australian tourism market. These groups are the active explorers, the stylish travellers, the self discoverers, the unwinders, the connectors and the social fun-seekers. Market segmentation is based on wants and needs, not on the traditional age and income demographics.

Marketing segmentation has been mentioned to highlight one particular segment – that of Connectors, which constitutes 38% of Outback Queensland visitation and with Grey Nomads make up the lion’s share of the region’s customer base. Other market sectors such as the business sector are important to our tourism market within the Barcaldine Regional Council area and this is becoming more pronounced since resource exploration has increased dramatically.

### 6.1 Grey Nomads

Most of the visitors to Outback Queensland are older Australians on long haul holidays, of more than seven nights.<sup>v</sup> These travellers have become known as “Grey Nomads” and consist of the 55+ years olds, who travel independently in caravans, motorhomes, campervans or converted buses for periods ranging from three months to three years. This group of visitors can be broken down into sub-groups such as those who wish to revisit places where they have had a special connection with the people or the land. Many Grey Nomads visit Queensland during the winter months to escape the colder southern winters. This market is an expanding market which needs to be nurtured. Traditionally, these people are not big spenders, but their length of stay and sheer numbers compensates for any economic shortfall.

According to the State Government, the sustainability of Queensland’s drive tourism market depends on the number of visitors embarking on self-drive journeys, the length of their journey, the time they spend in particular places, and the amount of money they spend.

### 6.2 Connectors

Connectors see holidays as a chance to connect with the people they care most about. They will often compromise their own preferences in terms of activities to ensure everyone has a good time. It’s about what is real and what’s important. This is the second largest group of visitors to the Outback Queensland area according to the Queensland’s Outback Central West Visitor Profile and Satisfaction report.

Visitors to the region arrive via a number of methods – air, rail, bus or self drive – with the largest by far originating from the self drive market. There are countless opportunities for the region to form lasting partnerships with QANTAS, Queensland Rail, Greyhound and Paradise Coaches to run programs focussed around increasing visitor numbers arriving via these modes of transport. These opportunities can be further explored on a regional basis with pre-existing tourism operators and groups.

## 6.0 MARKETING, PROMOTION AND BRANDING

Many people often confuse these three concepts and think that just because you are doing one, then the other two concepts will flow automatically. This is not the case.

Marketing is an economic discipline. It is a relatively new field. Its guiding principles revolve around satisfying the wants of a given base of consumers where supply is greater than demand.

Promotion is a practical use of media tools. Though many modern media tools are used in marketing, most were not specifically developed for that purpose.

To understand branding, it is important to know what brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

Branding is when that idea or image is marketed so that it is recognisable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. A brand is not only about having a logo. There is a misconception that if you place the logo on everything that stands still long enough that it will become recognisable in connection as a product of the Council. This is not the case. Council's brand will never be as recognisable as Nike or Mitsubishi, but then Council may not be interested in undertaking the market research of the magnitude and cost of these multinational corporations. However, there is a need for the brand to be associated with high quality service and in relation to the flagship events, an exciting and worthwhile experience.

In the near future Council will need to develop:

- Unified branding for the whole area;
- The development of a marketing plan;
- Development of unified promotional material;
- Increase attendance at consumer shows (to market the brand and products);
- Media Promotional initiatives;
- Develop new product and packaging.

Social Media is another avenue that needs to be explored to bring this region into the 21<sup>st</sup> Century in terms of marketing and promotions. Social media marketing refers to the process of gaining traffic or attention through social media sites.

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

## 7.0 TRACKS AND TRAILS

This region's location has provided it with ideal opportunities to develop tracks and trails, not only within the region, but also connecting with other regions as well to value add to the product being offered to visitors. Any publications surrounding this concept should not be done until all possible avenues are explored and inter-region partnerships are established.

Tracks and trails are the most basic form and once established, most cost effective way in which to package tourism products.

The table below lists intra and inter regional opportunities for tracks and trails:

Intra Regional	Inter Regional
<ul style="list-style-type: none"> <li>• Scenic loops around Lake Dunn</li> <li>• Barcaldine's Botanical Walk</li> <li>• Wildflowers and bird watching loops</li> <li>• Muttaborra Heritage and Walkway Lifestyle project</li> <li>• Museum trail</li> </ul>	<ul style="list-style-type: none"> <li>• Spa Trail</li> <li>• Public Art Trails</li> <li>• Coal mining trail</li> <li>• Museum trails</li> </ul>

Table 12 - Intra and Inter Regional Trail Opportunities

## 8.0 EVENTS AND NICHE MARKET TOURISM

Festivals and events have become increasingly important to the makeup of Outback Queensland Tourism. While many events may have started out as "Fields of Dreams"(that is "if we hold it they will come), they continue thriving under their own steam and that of the many volunteers, so much so that regional, state and national tourism identities cater for excellence in events at annual award ceremonies. Events can:-

- Generate additional tourism business, more spending and jobs;
- Provide a persuasive reason to visit this area, often out of season;
- Secure media coverage that raises the profile of the location and showcases the best attributes;
- Provide flow on benefits to many associated businesses; and
- Stimulate partnerships and build community morale.

Though not core business, Local Governments across Queensland are finding themselves increasingly involved in event planning and management. BRC is no exception and has two major events to its credit in the form of the Harry Redford Cattle Drive and the Angel Flight Outback Trailblazer. The Council's commitment to events is strong and evidenced through the employment of a full time events co-ordinator and commitment through the budgeting process.

## 9.1 Harry Redford Cattle Drive

Set against the beautiful landscapes of the Aramac and Murrumbidgee districts of Central Western Queensland, the Harry Redford Cattle Drive [HRCD] is a droving adventure event that provides “guest drovers” with a hands-on, authentic droving experience, where each day brings new experiences and challenges and each night brings a sense of accomplishment and mateship around the campfire.



The event spans three weeks beginning the first weekend in May and incorporates various community activities and festivals that value-add to the visitor experience.

The HRCD began in 2002 – Year of the Outback with this Drive re-enacting part of the journey of accidental hero, Harry Redford, who in 1873, stole cattle from Bowen Downs. At the time Bowen Downs was one of the largest properties in Western Queensland and spanned much of the former Aramac Shire. Redford became known for his ability to Drive these cattle through unexplored country down what we know today as the Strzelecki track to South Australia for sale, opening some uncharted territory and creating an alternate route for graziers to take their stock to southern markets.

The 2002 HRCD was Queensland’s showcase event for the Year of the Outback. This Drive took three months, taking in eight shires and 11 towns from Aramac to Roma. All of the communities along the route celebrated the Drive in their unique way with events such as the Poddy Dodgers Festival, Murrumbidgee Festival, Green Hide Challenge, Australian Bronco Branding Championships, Hoofs, Hides and Horns, Chuck Wagon Extravaganza, Maranoa Muster and Roma’s historic Harry Redford Court Case and Cattle Sale.

The Harry Redford Cattle Drive has won many regional tourism awards and commendations as well as being a Finalist for the Queensland Tourism Awards and winning the Queensland Regional Achievers Event Category award.

The Harry Redford Cattle Drive has grown and has been fully subscribed for three out of the last five years. The two years in which it was subscribed can largely be attributed to the Global Financial Crisis. The participation has included not only new clientele, but repeat customers.

The event is very dependent on the generosity of the grazing fraternity for the use of stock and the community of Aramac (and other southern communities) for the regular supply of volunteers.

## 9.2 Other Events

Barcaldine Regional Council is a major contributor to the annual Tree of Knowledge Festival and the triennial Westech Field Days, as well as supporting many other events throughout the year and region. These events range from sporting fixtures such as Rugby League, Pony

Club, campdrafts and rodeos to cultural events such as the Barcaldine Arts Council Art Show.

The types of events supported by Council include:

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Aged activities events</li> <li>• Arts events</li> <li>• School events such as concerts and Awards nights</li> <li>• Race meetings</li> </ul> | <ul style="list-style-type: none"> <li>• Christmas events</li> <li>• Entertainment events</li> <li>• Competitions</li> </ul> | <ul style="list-style-type: none"> <li>• Events for young people</li> <li>• Festivals</li> <li>• Social issue events such as the “Dinner for Daniel”.</li> </ul> |
|--|--|--|

Table 13 - Types of events supported by Council



Country Race meetings are an important part of the event calendar  
*photo A. Hayden*

Running events away from major regional and capital centres brings with them a host of added expense and difficulties in securing services such as bands and entertainment. Without Council support, this market would diminish in a very short period of time.

**9.3 Opportunities for Niche Markets**

A niche can be thought of like a small section of a large wall, which is reserved for some specific item. In some buildings, that niche is occupied by small statues, busts, or even simple art displays. The entire wall could be used to hang various pictures, paintings, mirrors, or any assortment of articles, but this little niche place can only hold smaller, more particular items.

In the same way, the 'market' can be thought of as the huge wall where many goods can be hung (sold) for display (sell). The items hanging there are intended for a broader audience and larger viewing potential (you can see them from farther away). But, any item in that little niche space is intended to focus your attention just on that one item and certainly a more specific audience (say, something for children).

Similarly, with tourism niche markets are markets that cater for a specific audience or target market.

The Barcaldine Regional Council area has many opportunities to develop niche markets in both events and attractions. These include:

Events	Attractions
<ul style="list-style-type: none"> <li>• Equestrian and Rodeo Events (campdrafts, gymkhanas, Polocrosse, Pony Clubs)</li> <li>• Cycling/Triathlon events</li> <li>• Birdwatching</li> <li>• Camping</li> <li>• Hiking and Bushwalking</li> </ul>	<ul style="list-style-type: none"> <li>• Fossicking areas</li> <li>• Museums</li> <li>• Public Art</li> <li>• Photography</li> <li>• Indigenous tourism</li> </ul>

Table 14 - Niche markets

### 9.3.1 Indigenous Tourism

There is great potential across the region to develop specific projects and programs around indigenous programs. Tourism Australia has identified activities involving Aboriginal Australia as the world’s most ancient, living culture, expressed through art and story telling, dance and the land as the key experience sought after by domestic and international markets.<sup>vi</sup>

The Barcaldine Regional Council region has an undeveloped indigenous tourism industry. The Central West Aboriginal Corporation has developed a “tour and taste” concept involving a combination of a guided bush tour, followed by a sampling of bush foods.

There are also some significant indigenous rock art sites within the region which could be developed in conjunction with landowners and indigenous groups to give the Barcaldine Region a competitive edge.

### 9.3.2 Art Tourism

Another growing niche market is art tourism. The region is home to a growing artistic community. As a merging market there are four strategic aims that need to be implemented to keep this sector growing. These are:

- Providing regular access to high quality arts;
- Develop a stronger artistic sector to ignite greater creativity
- Promote arts in supporting tourism; and
- Enhancing the environment through public and environmental art.



Alpha’s murals are just one of the many works of art in the Barcaldine Regional Council area.

## **Festival of Living Arts in Regional Queensland – FLAIR Q!**

For quite some time the idea of a major arts festival within the Barcaldine Regional Council area has been on the minds of many arts orientated people. The concept is in developmental stages but would seek to combine existing events with a range of workshops across the region (similar to Evening Light – Lantern and Bush Poetry Festival in 2011).

## 10. STRATEGIC PROJECTS

The Barcaldine Region has several projects either in the conceptual or development phase that are designed to attract visitors, create and update facilities for the community and boost community pride.

### 10.1 Linger Longer Strategy – Alpha

The strategy will define and refine linkages from the shopping precinct to the shaded parkland and outdoor arts installations draw focus to the railway and interpret the importance of rail to the development of the Meat and Wool industries of the Central West and Central Highlands.

Staged Projects identified from workshops led by Architect, Brian Hooper, the Strategy will attempt to re-invigorate the main shopping precinct of Alpha.

- |            |   |
|------------|---|
| Stage I:   | Master Planning and Workshops to define a concept to increase the ambience of the precincts. Increase social participation, visibility of our vulnerable residents through the provision of ‘user-friendly’ shopping. |
| Stage II:  | Delivery of concept.  |
| Stage III: | Stage and rank projects into order of Priority  |
| Stage IV:  | Secure funding to undertake projects and significantly increase sustainability of the concept and execution.  |
| Stage V:   | Monitor and evaluate the project, effectiveness and potential for expansion.  |

The invigoration will comprise of:

- Increased ambience for pedestrian traffic;
- Increased opportunity for gathering points along the main street;
- Increased seating & outdoor dining points throughout the main street (take away);
- Provision for community led awareness raising – fund raising activities;
- Increased potted plants, shaded areas, landscaped areas;
- Increased physical linkages to both sides of the street;
- Increased promotion of existing arts installations;
- Increased promotion of the existing museum and other entities, retail outlets within the defined precinct;
- Directional signage to Post Office, butchery, Tilson’s Garage, ATM, coffee shop, to promote walking during the tourist season, to take advantage of the cool conditions;
- Promotion of other Hidden Treasures in Alpha;
- Interpretation of the flood patterns, Alpha Creek drainage into major river systems over the ‘range’ – the difference between the directional flow in Alpha, Jericho and other major creeks, flood ways in the Central West, where drainage of these systems feed into the Lake Eye basin; and
- Promotion of the migration of lorikeets and other parrots into Alpha.

## **Rationale:**

In its current form, the main shopping precinct is a 'village' style centre. Located off the main highway, this brings mixed blessings to the community. Development is not reliant, nor stymied by the legislative confines of development; signage etc on a 'Highway', and this lends more flexibility and scope for the creation of a 'user friendly' space and precinct.

The current parking arrangements will be switched, and parallel parking will be located to the 'shop side' or southern side of the precinct. Dotted with potted plants in a recurring theme using 'dinosaur' cardboard fern and *revoluta zamia*. The footpath will also be renovated to increase safety and ambience. The gutters (deep to allow storm water to flow quickly and reduce inundation) will also be remodelled to increase efficiency and extend the ambience.

New 45 degree angle parking under the trees on the Northern Side will increase parking in the area. Defined linkages and marked crossings will increase movement throughout the street.

'Linger Longer' is the name given to this strategy, as we are striving to increase the amount of pedestrian traffic and the time spent by residents and visitors in this small village styled shopping precinct. It is envisaged, that with this increase of time spent, a duality of purpose might be served; that of increase in visibility of our socially vulnerable people and opportunity for visitors to interact with residents, presenting opportunities for our residents to become 'accidental promotional officers' of their own community. This will support the work of the OM and the Tourist information centre and present a new perspective to encourage visitors to 'explore' the hidden treasures of Alpha and its surrounds.

## **Signage**

Signage throughout the community, visible from the Highway will promote the 'Hidden Treasures', and direct people to the various activities: Swimming Pool, Parkland, Art Gallery, Jump Up, show Grounds and bush trails out to the 'jump up', and along the Alpha creek riparian zone.

## **Promotions - Arts based workshops**

Photographic workshops and weekend long photographic camping events out at the Jump Up – in this area, an abundance of birdlife, kangaroo, wallaby, echidna, deer, goanna, snake/python as well as ant hills and rising red cliffs act as a backdrop for stunning eucalypt and other riparian trees and shrubs in a pristine environment.

The creation of the Sculpt in Stone "Fossilised Forest of Alpha" depicting the evolution of the humble tree into Coal and Petrified wood, translates the era of Gondwana to contemporary life in a unique and locally appropriate perspective. Workshops in stone sculpture, metal and timber are in planning, to provide new workshops and/or experiential tourism.

Mosaic workshops can be promoted in the same way, and attract visitors to take part in workshops in a new and exciting environment, adding substantial value to the tourism experience.

## Market and Branding

### ***“Alpha – town of Hidden Treasure”***

Signage and branding – to support and encourage exploration by tourists to visit the Art Gallery, recreational spaces and infrastructure, as well as the vast diverse array of natural environments within five kilometres of the main street.

The location of many of our attractions lie off the main highway – although these are ‘signed’ there is little promotion and no permanent staff or volunteer staff to man these ‘spaces’.

A passport styled brochure – detailing the various tourist elements – Exploring Alpha’s Hidden Treasures:

- Native Gardens;
- Alpha Creek walking trail;
- Jump up 4WD access and walking trails;
- Diversity of wildlife, flora and fauna in the region;
- Existing infrastructure, such as the Showgrounds, Cattle Yards etc provide a unique ‘snapshot’ of country life;
- Railway Station;
- Tourist Information Office;
- Museum;
- Golf Course;
- More interpretive signage (flood, fire and drought) to visitors (flood markers to buildings); and
- Interpretive signage – life, sport and culture of Alpha

Whilst it is often said that Alpha has nothing to attract ‘tourists’, a very under promoted asset is the close proximity to natural vistas, such as Alpha Creek and the Jump Up.

An A4 tri-fold paper brochure containing a map, and detailing the flooding patterns of Alpha Creek, riparian zones, natural beauty and flora and fauna at the Jump Up would provide a self-paced exploration of a pristine space. This would require little preparation, other than to sign and remove debris from the tracks. Leaving the tracks and trails in their current condition, will slow down and add a level of excitement to drivers – trails could be promoted as 4WD or high clearance access only.

Camping would be available only as part of an organised weekend ie: Photographic Safari.

Existing campsites should be noted in this brochure, and included in the Passport with each element representing another ‘treasure’.

Cost of production of this passport/brochure should be kept to a minimum, using existing resources and resisting the urge to have glossy printed brochures mass produced, to increase the illusion of the ‘invitation to explore our treasures’, as opposed to competing with the plethora of glossy brochures professionally printed, and presented. The Hidden Treasures Passport could also align with local business, to receive discounts on local

produce ie: Snow's Pies – promote the ability to purchase 'cold or frozen' pies to really extend the experience.

### **Uncovering Hidden Treasures**

Provide a quantity of disposable cameras to groups of people within the community to photograph their 'Best things about Alpha', fishing spots, favourite tree, space, camping area, views, infrastructure, recreational place – new and old. Put together a display in the Hall so that residents can re-discover the hidden treasures and learn of new places and spaces that they themselves have not visited. This then enables our residents to tell visitors of these spaces as well, and informs Council and the Tourist Development Association to promote these in both an informal and formal manner.

### **Queensland Rail and Murals**

Queensland Rail has advised that an extended stop over in Alpha lasting 45 minutes – this provides the opportunity for a walking tour of the town murals, together with explanations of the images, their link to modern day, who designed and painted the murals and their individual portrayal of life as depicted on the murals.

## **10.2 Muttaborra Heritage and Lifestyle Walkway Project**

A plan for an innovative, play, fitness leisure way around the township of Muttaborra, incorporating, the arts, heritage, culture and a healthy, working, living and playing aspects.

The Aim is to promote and create a healthy community, incorporating the benefits of exercise, a sense of well-being and a healthier community, using a combination that will inspire people of all ages, to be a part of the community, to move forward to better fitness and appreciation the benefits of being a part of the Muttaborra community, by integrating exercise within the natural environment and meeting the needs of all ages from children, teens and adults, of all fitness levels, and encouraging all people, visitors and locals to get out there, get active and be involved.

Commencing with a focal area, that is the commencing point of the leisure way. This would incorporate information of the fitness/leisure trail, would include an information area on the local attractions, history, would be an innovative play area for children, and provide seating, space and site amenities. This would commence and end the trail, which would have nine work stations, (circuit training Stations) and four sensory stations, which would incorporate the areas of sounds/music, smell, tactile, vision, which would also include aspects of the art, culture and history of the Muttaborra district.

## **10.3 Walking in their Footsteps – Aramac's Pioneer Trail**

The purpose of this report is to document the vision and ideas behind the establishment of the "*Walking in their footsteps – Aramac's Pioneer Trail*" project. As the size of the project is quite large, the project has been broken down into stages to augment progress and make each component of the project manageable in terms of funding.

Information for this project has been derived from focus groups and community engagement through the development of:

- *Garden of Arts of Interior Queensland – A vision to grow arts and culture in interior Queensland – CICADAS@RAPAD*
- *Barcaldine Regional Council Community Plan;*
- *Barcaldine Regional Council Cultural Plan;*
- *Barcaldine Regional Council Public Art Report; and*
- *Barcaldine Regional Council Tourism Plan*

These plans were developed over the course of a two year period and involved extensive consultation in all communities of the Regional Council area.

The following concepts emerged in relation to the development of the Pioneer Trail:-

- Use of heritage as a cultural and economic generator;
- Use of public art to add emphasis to sites of local significance;
- Upgrade of existing structures and facilities at specific sites (i.e. Gray Rock);
- Need for interpretive signage at some sites;
- Town needs to be branded around the “Droving” theme.

From conversations, eight themes and possible locations emerged.

1. Droving heritage – entry points, streetscaping and signage
2. Artesian water – Cnr Lodge and Booker Street
3. Harry Redford – Harry Redford Centre and main street
4. An age of Transport – Tramway Museum
5. Riding and rodeos – Showgrounds
6. Working women of the west
7. The Good Medicine – Hospital precinct
8. An Age Old Visitor’s Book – Gray Rock redevelopment

#### **10.4 Barcaldine Cultural Precinct**

Barcaldine has many claims to fame, not least of which its geographic positioning with major roads and highways conjoining from north, south, east and west. It is the crossroads that takes the discerning tourist on journeys throughout Queensland.

The project aims to capture the town’s iconic past and its geographic positioning along the Capricorn Highway through four identifying markers at the four geographical entrances to this historic community.

Ideally located with the visitor in mind, “Blades of Time” will enable the tourist to break the journey and stay awhile. Barcaldine has rich artistic foundation and samples of the depth of this creativity can be seen throughout the community, particularly with the creativity used in the creation of the Tree of Knowledge Memorial. Often this creativity is woven together with the town’s fascinating history and its role at the epicentre of 1891 Shearer’s Strike and the

subsequent impact it had on the face of Australian politics. “Blades of Time” is representative of the three blades that were instrumental in shaping the town’s destiny.

These blades are representative of the blade used by the indigenous Australian, the blade of the windmill that pumped artesian water that opened up the land for sheep and cattle grazing and finally the blade of the shears simultaneously symbolic of the Strike and the sheep and wool industry.

This project aims to connect the region’s history with the modern landscape. This project emerged out of a public art consultation workshop in 2001. From these initial workshops, the foundations of the blade themed signage began, first used in the Heritage Trail interpretive signage.

In 2011, 10 years later further workshops were held with Craig Flood, the same artist who designed the Blades of Time.

The new project was to look at treatments for the development of the Oak Street Precinct which links in with the Tree of Knowledge Memorial. The blade theme concepts have been carried over in the finished designs and manifest themselves in a range of different streetscaping such as furniture, balustrades and railings.

### **10.5 Jericho Flood Interpretation Centre**

Building on from the existing Tourism Information Centre at Jericho, which houses the unique and fascinating collection of clay modelled houses, built at around the turn of the century. This collection, although not to true scale, is representative of the early Queenslander style home used by Queensland Railways to house their workers.

Jericho, a small community located some 80 kilometres east of Barcaldine resides on the banks of the pretty Jordan Creek a natural water course winding its way around the community, bringing water and superb gardening opportunities to these early pioneers.

The Interpretative Centre is designed to inform and raise the awareness of visitors and residents alike to the contrary environment that Jericho exists. Flooding, Drought and Fire are all punctuation marks in the seasonal changes – and for small communities like Jericho have forged a community that is resilient and prepared.

Floods which left only gutters and rooftops exposed, extended drought periods in excess of 10 years all left their mark on this gutsy town and the Interpretative Centre exists to inform people of the origins and evolution of this community to present day.

The architecture of the buildings reflect these concerns, with wide verandahs, separate kitchens (reduction of household fires from stoves) and raised stumps with central hallways, both act as a conduit for evening breezes and unfettered currents of water during flood.

Photo’s of events such as the floods and a new collection of fire and drought photos will depict the evolution of the Beef industry from its humble beginnings to the world class

industry that it is today. The recreation and sport demonstrates how close to these roots the community of Jericho remain, with Rodeo and Campdraft both popular sports in the town.

The centre will provide demonstrations of survival during these adverse times, with a fully equipped 'Evacuation Preparedness Pack' and interpret some of those 'bush' traditions that underpin our success such as the casual finger wave.

Did you know that the casual finger wave over the steering wheel has it's humble beginnings from the days of the drover – when the only traffic was by horse, a rider would acknowledge another rider with a simple flip of the hand – as if to say ' I see you'. In times of emergency, these acknowledgements were fundamental to tracking someone down, because the rider would 'remember' passing a stranger at a time and place and thereby narrowing down the search. This tradition has passed down through the generations and is now at the heart of the bush. So when you pass another vehicle on the road, return the wave, it costs nothing and will remind you of the origins of Australia.

The centre's refurbishment and display is funded through the Flexible Funding Package, and will be opened for business by the end of 2012.

## 9.0 PUBLICATIONS

Barcaldine Regional Council and community groups within the region have developed a range of brochures and publications which are available for the visitors and residents alike. Only publications that still available for sale have been included.

<b>Brochures</b>	<b>Publications</b>
The Tree that Became Legend	<i>Bush Battleground</i>
BRC Regional brochure	<i>From the Drummond to the 'Burra</i>
Alpha and Jericho town brochure	<i>Sensational Cattle Stealing Case</i>
Barcaldine Town Brochure	<i>The Man Who Was Starlight</i>
Gray Rock and Horsetailer's Gorge	<i>This El Dorado of Australia</i>
Aramac Town brochure	<i>Between the Bougainvillea Heritage Trail</i>
Lake Dunn and Lake Gallilee	<i>Last Shout (DVD)</i>
Aramac Heritage Trail	<i>Muttaburra Saw Us</i>
Alpha Town of Murals	<i>The Barcaldine Story</i>
Refurbishing Aunt Emma	<i>Across the Divide</i>
Muttaburra Brochure	<i>Doctor on the Landsborough</i>

Table 20 - Brochures and Publications

Four out of the five towns have a professionally printed brochure, while Aramac has in-house brochures.

## 10.0 ABBREVIATIONS

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AWHC	Australian Workers Heritage Centre
BRC	Barcaldine Regional Council
CP	Community Plan
CWOQTA	Central West Outback Queensland Tourism Association
HRCD	Harry Redford Cattle Drive
OQTA	Outback Queensland Tourism Association
TQ	Tourism Queensland
TRA	Tourism Research Australia
VFR	Visiting Friends and Relatives
VIC's	Visitor Information Centre

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## 11.0 REFERENCES

<sup>i</sup>Tourism Research Australia, *Queensland's Outback Central West Visitor Profile and Satisfaction Survey - 2010*

<sup>ii</sup>Tourism Research Australia, *Queensland's Outback Central West Visitor Profile and Satisfaction Survey - 2010*

<sup>iii</sup> Barcaldine Regional Council, *From the Drummond to the Burra, 2012*

<sup>iv</sup>Beetswalkin Consulting, *Outback Mates Pilot, Procedures Manual, 2010*

<sup>v</sup>Tourism Queensland, *Outback Queensland Visitors, 2010*

<sup>vi</sup> Tourism Australia, *Experience the Opportunities, 2010*