



NOTICE OF MEETING

Dear Committee Members

You are requested to attend the following meeting of Council.

**PLANNING, ENVIRONMENT AND COMMUNITY SERVICES
STANDING COMMITTEE MEETING OF
ISAAC REGIONAL COUNCIL**

TO BE HELD ON
WEDNESDAY, 17 JULY 2024
COMMENCING AT 9.00AM

**ISAAC REGIONAL COUNCIL
MORANBAH COUNCIL CHAMBERS**

DARREN FETTELL
Acting Chief Executive Officer

DAN WAGNER
Committee Officer
Director Planning, Environment and
Community Services

Committee Members:
Cr Viv Coleman (Chair)
Mayor Kelly Veale
Cr Melissa Westcott
Cr Alaina Earl
Cr Terry O'Neill

LOCAL GOVERNMENT ACT 2009

Local Government Regulation 2012

Chapter 8, Part 2 Local Government Meetings and Committees

Division 1A, Requirements for Local Government Meetings Generally

Section 254J Closed meetings

- (1) A local government may resolve that all or part of a meeting of the local government be closed to the public.
- (2) A committee of a local government may resolve that all or part of a meeting of the committee be closed to the public.
- (3) However, a local government or a committee of a local government may make a resolution about a local government meeting under subsection (1) or (2) only if its councillors or members consider it necessary to close the meeting to discuss one or more of the following matters—
 - (a) the appointment, discipline or dismissal of the chief executive officer;
 - (b) industrial matters affecting employees;
 - (c) the local government's budget;
 - (d) rating concessions;
 - (e) legal advice obtained by the local government or legal proceedings involving the local government including, for example, legal proceedings that may be taken by or against the local government;
 - (f) matters that may directly affect the health and safety of an individual or a group of individuals;
 - (g) negotiations relating to a commercial matter involving the local government for which a public discussion would be likely to prejudice the interests of the local government;
 - (h) negotiations relating to the taking of land by the local government under the [Acquisition of Land Act 1967](#);
 - (i) a matter the local government is required to keep confidential under a law of, or formal arrangement with, the Commonwealth or a State.
- (4) However, a local government or a committee of a local government must not resolve that a part of a local government meeting at which a decision mentioned in [section 150ER](#)(2), [150ES](#)(3) or [150EU](#)(2) of the [Act](#) will be considered, discussed, voted on or made be closed.
- (5) A resolution that a local government meeting be closed must—
 - (a) state the matter mentioned in subsection (3) that is to be discussed; and
 - (b) include an overview of what is to be discussed while the meeting is closed.
- (6) A local government or a committee of a local government must not make a resolution (other than a procedural resolution) in a local government meeting, or a part of a local government meeting, that is closed.

Section 254K Participating in meetings by audio link or audio visual link

- (1) A local government may allow a person to take part in a meeting of the local government by audio link or audio visual link.
- (2) A committee of a local government may allow a person to take part in a meeting of the committee by audio link or audio visual link.
- (3) A councillor or committee member who takes part in a local government meeting under subsection (1) or (2) is taken to be present at the meeting if the councillor or member was simultaneously in audio contact with each other person at the meeting.
- (4) In this section—
audio link see the [Evidence Act 1977](#), [section 39C](#).
audio visual link see the [Evidence Act 1977](#), [schedule 3](#).

Conflict of Interest Obligations

Reference is made to Section 150EL of the Local Government Act 2009. Specifically, the obligation of Councillors when they first become aware they have a conflict of interest to make the Chief Executive Officer aware in writing or if in a meeting, ensure they declare immediately.

PLANNING, ENVIRONMENT AND COMMUNITY SERVICES

STANDING COMMITTEE MEETING

OF ISAAC REGIONAL COUNCIL

TO BE HELD ON

WEDNESDAY 17 JULY 2024

COUNCIL CHAMBERS, MORANBAH

1. OPENING OF THE MEETING
2. APOLOGIES
3. DECLARATION OF CONFLICTS OF INTEREST
4. CONFIRMATION OF MINUTES
5. OFFICER REPORTS
6. INFORMATION BULLETIN REPORT
7. GENERAL BUSINESS
8. CONCLUSION

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1. OPENING OF MEETING

2. APOLOGIES

3. DECLARATION OF CONFLICTS OF INTEREST

4. CONFIRMATION OF MINUTES

Planning, Environment and Community Services Standing Committee Meeting of Isaac Regional Council held in Council Chambers, Moranbah, commencing 9.00am on Wednesday 19 June 2024.

5. OFFICER REPORTS

5.1 MAJOR GRANT APPLICATIONS SUMMARY ROUND ONE FY2024-2025

EXECUTIVE SUMMARY

The purpose of this report is to consider the Community Grants Evaluation Panel's recommendations on the applications received during round one (1) of the Community Grants Program for FY2024-2025. A total of 12 applications were received for Round One.

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5.2 ISAAC TOURISM TRAILS STRATEGY

EXECUTIVE SUMMARY

The purpose of this report is to seek endorsement of the Isaac Tourism Trails Strategy.

5.3 REEF GUARDIAN COUNCIL PROGRAM - MEMORANDUM OF UNDERSTANDING 2024 - 2028

EXECUTIVE SUMMARY

This report seeks the committee's endorsement to execute the Reef Guardian Council Program – Memorandum of Understanding 2024 – 2028.

5.4 PLANNING, ENVIRONMENT AND COMMUNITY SERVICES FY2023/24 CAPITAL PROJECTS PROGRESS REPORT AS AT 30 JUNE 2024

EXECUTIVE SUMMARY

This report is to provide an update to Council on the progress in the delivery of the Planning, Environment and Community Services 2023-2024 Capital Works Program.

6. INFORMATION BULLETINS

6.1 PLANNING, ENVIRONMENT AND COMMUNITY SERVICES INFORMATION BULLETIN – JULY 2024

EXECUTIVE SUMMARY

The Planning, Environment and Community Services Directorate Information Bulletin for July 2024 is provided for Committee review.

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UNCONFIRMED MINUTES

PLANNING, ENVIRONMENT AND COMMUNITY SERVICES
STANDING COMMITTEE MEETING OF
ISAAC REGIONAL COUNCIL

HELD ON
WEDNESDAY, 19 JUNE 2024

COMMENCING AT 9.00AM

UNCONFIRMED MINUTES

ISAAC REGIONAL COUNCIL
UNCONFIRMED MINUTES OF THE
PLANNING, ENVIRONMENT AND COMMUNITY SERVICES
STANDING COMMITTEE MEETING
HELD IN COUNCIL CHAMBERS, MORANBAH
ON WEDNESDAY 19 JUNE 2024

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ISAAC REGIONAL COUNCIL
UNCONFIRMED MINUTES OF THE
PLANNING, ENVIRONMENT AND COMMUNITY SERVICES
STANDING COMMITTEE MEETING
HELD IN COUNCIL CHAMBERS, MORANBAH
ON WEDNESDAY 19 JUNE 2024 COMMENCING AT 9.00AM

ATTENDEES	Cr Terry O'Neill, Division One Cr Melissa Westcott, Division Three Cr Alaina Earl, Division Five
COMMITTEE APOLOGIES	Cr Viv Coleman, Division Eight (<i>Chair</i>) Mayor Kelly Vea Vea
OBSERVERS	Nil
OFFICERS PRESENT	Mr Dan Wagner, Director Planning, Environment and Community Services Mrs Tricia Hughes, Coordinator Executive Support, Office of the Mayor and Chief Executive Officer Mrs Vicki Hoey, Acting Executive Coordinator, Planning, Environment and Community Services

1. OPENING

The Mr Dan Wagner, Director Planning, Environment and Community Services Chair welcomed all in attendance and declared the meeting open at 10.05am in the absence of the Chair, Cr Viv Coleman.

Mr Wagner called for nominations for the position of Chair for the June Standing Committee Meeting.

Cr Melissa Westcott nominated for Chair.

Resolution No.: PECS1137

Moved: Cr Alaina Earl

Seconded: Cr Terry O'Neill

That the Planning, Environment and Community Services Standing Committee endorses Cr Melissa Westcott as Chair for the June Standing Committee Meeting.

Carried

The Chair, Cr Melissa Westcott acknowledged the traditional custodians of the land on which we meet today and paid her respects to their Elders past, present and emerging.

2. APOLOGIES AND LEAVE OF ABSENCES

A Leave of Absence has been requested from Mayor Kelly Ve a Ve a due to travel to attend LGAQ Policy Executive Meetings.

A Leave of Absence has been requested from Cr Vivienne Coleman due to her attending the LGAQ Natural Resources Management Forum being held at St Lawrence.

Resolution No.: PECS1138

Moved: Cr Terry O'Neill

Seconded: Cr Alaina Earl

That the Planning, Environment and Community Services Standing Committee grants a leave of absence for Mayor Kelly Ve a Ve a and Cr Vivienne Coleman.

Carried

3. DECLARATION OF CONFLICTS OF INTEREST

DECLARABLE CONFLICT OF INTEREST

Cr Melissa Westcott declared a declarable conflict of interest for Report 5.1 Regional Arts Development Fund Applications Summary Round Two 2023/2024 Application 3 Moranbah Arts Council Incorporated as her business is a user of the Moranbah Arts Council facility.

PRESCRIBED CONFLICT OF INTEREST

Cr Alaina Earl declared a prescribed conflict of interest for Report 5.1 Regional Arts Development Fund Applications Summary Round Two 2023/2024 Application 3 Moranbah Arts Council Incorporated as she is the Secretary of Moranbah Arts Council Incorporated.

NOTE:

Council acknowledges that Chapter 5B Councillors' Conflicts of Interest of the Local Government Act 2009 does not apply to a Councillor if the matter to be resolved relates to a corporation or association that arises solely because of a nomination or appointment of the councillor by the local government to be a member of the board of the corporation or association.

4. CONFIRMATION OF MINUTES

Confirmation of minutes from Planning, Environment and Community Services Standing Committee Meeting of Isaac Regional Council held in Council Chambers, Moranbah, at 9.00am on Wednesday 22 May 2024.

Resolution No.: PECS1139

Moved: Cr Alaina Earl

Seconded: Cr Terry O'Neill.

That the Minutes of the Planning, Environment and Community Services Standing Committee Meeting held at Council Chambers, Moranbah commencing at 9.00am on Wednesday 22 May 2024 are confirmed subject to the following amendment:

Observers – removal of Cr Viv Coleman from the Observer section.

Carried

5. OFFICERS REPORTS

5.1 Regional Arts Development Fund Applications Summary Round Two 2023/2024

EXECUTIVE SUMMARY

The purpose of this report is to endorse the Isaac Arts and Cultural Advisory Committee members' recommendations on the applications received during Round Two (2) of the Regional Arts Development Fund (RADF) Community Funding Program for 2023-2024.

OFFICER'S RECOMMENDATION

That the Committee recommends that Council:

1. Approves the following six applications for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:

Application 1	Artists Connect Incorporated
Project	Artists Connect submitted a "Grow" funding category application requesting \$8,000.00 (excluding GST) to support costs of delivering the St Lawrence / Retreat from 5 to 8 September 2024. This cross regional event is for artists Isaac, Mackay and Whitsundays and offers attendees a diverse program covering professional development and skills sharing workshops and opportunities for collaboration and networking. This event is supported by Regional Arts Service Network Central Queensland University with Manager Trudie Leigo to deliver the professional development program. A handmade market open to the public will be held on the Sunday morning.
Officer Recommendation	
Details	Approve \$8,000.00 (excluding GST)

Application 2	Kathryn Michelle Cullen
Project	Emerging artist Kathryn Michelle Cullen has submitted a "Develop" funding category application requesting \$2,000.00 (exclusive of GST) to assist with her costs in undertaking a four-day (three nights') mentorship program with established Margaret Burgess. During the mentorship program to be held at the Melbourne Bloomsbury studio over 4 days (with dates available in August and September 2024) the applicant will receive one-on-one tuition with the program including advice on business skills (tips for merchandising her art), skills development in painting (learn to paint a portrait).

UNCONFIRMED MINUTES

	new techniques) and general advice on progressing her development as an artist (tips for running workshops).
Officer Recommendation	
Details	Approve \$2,000.00 (excluding GST)

Application 3	Moranbah Arts Council Incorporated
Project	Moranbah Arts has submitted a "Grow" funding category application requesting \$5,000.00 to support the cost of acquiring a portable truss system to support lights and sound equipment for use in Moranbah Arts' centre and the Moranbah centre (which Moranbah Arts also manages). The equipment will be available for use by other Isaac based community groups for use in the region.
Officer Recommendation	
Details	Approve \$5,000.00 (excluding GST)

Application 4	Clermont Artslink Incorporated
Project	Clermont Artslink Inc has submitted a "Grow" funding category application seeking \$3,100.00 to support the purchase of timber to be made into tables by members of the Clermont Work Camp to be used in the various arts and cultural activities (including two festivals - Wombat Festival and Gold and Coal Festival) organised by Clermont Artslink. The applicant has advised that they will endeavour to buy timber from local businesses.
Officer Recommendation	
Details	Approve \$3,114.00 (excluding GST). This amount is \$14.00 more than the amount requested by the Applicant. The reason for this increase is to ensure that all available RADF funds are allocated. Refer to Basis for recommendation for details.

Application 5	Middlemount Community School Parents and Citizens Association
Project	The Middlemount Community School Parents and Citizens Association submitted an application to the Isaac Regional Council Community Grants Program seeking \$1,000.00 to support the purchase of sewing materials to be used to teach sewing skills to Middlemount residents. As that community Grants budget had been exhausted, the Engaged Grants Communities Grants Officer and the Arts and Cultural Programs Officer identified that this application is an arts and cultural activity that is eligible for funding from RADF.
Officer Recommendation	
Details	Approve \$1,000.00 (excluding GST)

Application 6	Clermont Artslink Incorporated
Project	Clermont Artslink applied to the Isaac Regional Council Community Grants Program seeking \$1,000.00 to support the cost of acquiring a hanging system to display art in the Blair Athol Recreation Hall. As the Community Grants program had been exhausted, the Engaged Communities Grants Officer and the Arts and Cultural Programs Officer identified that this application is an arts and cultural activity that is eligible for funding from RADF.
Officer Recommendation	
Details	Approve \$1,000.00 (excluding GST)

2. *Advise the applicants that the grant constitutes sponsorship of the event and Isaac Regional Council is to be recognised in the same manner as equivalent corporate sponsors in addition to any acknowledgement requirements within the RADF 2023-2024 Community Funding Program Guidelines.*

Resolution No.: PECS1139

Moved: Cr Terry O'Neill

Seconded: Cr Vern Russell

That the Committee recommends that Council:

1. Approves Application 1 Artists Connect Incorporated for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:

Application 1	Artists Connect Incorporated
Project	Artists Connect submitted a "Grow" funding category application requesting \$8,000.00 (excluding GST) to support costs of delivering the St Lawrence Artists Retreat from 5 to 8 September 2024. This cross regional event is for artists from Isaac, Mackay and Whitsundays and offers attendees a diverse program covering professional development and skills sharing workshops and opportunities for collaboration and networking. This event is supported by Regional Arts Services Network Central Queensland University with Manager Trudie Leigo to deliver some of the professional development program. A handmade market open to the public will be held on the Sunday morning.
Details	Approves \$8,000.00 (excluding GST)
Carried	

Resolution No.: PECS1140

Moved: Cr Alaina Earl

Seconded: Cr Terry O'Neill

That the Committee recommends that Council:

- Approves Application 2 Kathryn Michelle Cullen for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:**

Application 2	Kathryn Michelle Cullen
Project	Emerging artist Kathryn Michelle Cullen has submitted a “Develop” funding category application requesting \$2,000.00 (exclusive of GST) to assist with her costs for undertaking a four-day (three nights') mentorship program with established artist Margaret Burgess. During the mentorship program to be held at the mentor's Bloomsbury studio over 4 days (with dates available in August and September 2024), the applicant will receive one-on-one tuition with the program including advice on business skills (tips for merchandising her art), skills development in painting (learning new techniques) and general advice on progressing her development as an artist (tips for running workshops).
Details	Approve \$2,000.00 (excluding GST)
Carried	

DECLARABLE CONFLICT OF INTEREST

Cr Melissa Westcott declared a declarable conflict of interest for Report 5.1 Regional Arts Development Fund Applications Summary Round Two 2023/2024 Application 3 Moranbah Arts Council Incorporated as her business is a user of the Moranbah Arts Council facility. Cr Melissa Westcott did not participate in any discussions for Application 3 and there was no vote as the meeting was inquorate due to the declared Declarable Conflict of Interest and declared Prescribed Conflict of Interest.

PRESCRIBED CONFLICT OF INTEREST

Cr Alaina Earl declared a prescribed conflict of interest for Report 5.1 Regional Arts Development Fund Applications Summary Round Two 2023/2024 Application 3 Moranbah Arts Council Incorporated as she is the Secretary of Moranbah Arts Council Incorporated. Cr Alaina Earl did not participate in any discussions for Application 3 and there was no vote as the meeting was inquorate due to the declared Declarable Conflict of Interest and declared Prescribed Conflict of Interest.

Due to the Committee being inquorate Application 3 will be deferred to Council for consideration at the June Ordinary Meeting.

Application 3	Moranbah Arts Council Incorporated
Project	Moranbah Arts has submitted a "Grow" funding category application requesting \$5,000.00 to support the cost of acquiring a portable truss system to support stage lights and sound equipment for use in Moranbah Arts' centre and the Moranbah Darts centre (which Moranbah Arts also manages). The equipment will be available for hire by other Isaac based community groups for use in the region.

Resolution No.: PECS1141

Moved: Cr Vern Russell

Seconded: Cr Terry O'Neill

That the Committee recommends that Council:

- Approves Application 4 Clermont Artslink Incorporated for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:

Application 4	Clermont Artslink Incorporated
Project	Clermont Artslink Inc has submitted a "Grow" funding category application seeking \$3,100.00 to support the purchase of timber to be made into tables by members of the Clermont Work Camp to be used in the various arts and cultural activities (including two festivals - Wombat Festival and Gold and Coal Festival) organised by Clermont Artslink. The applicant has advised that they will endeavour to buy timber from local businesses.
Details	Approves \$3,114.00 (excluding GST). This amount is \$14.00 more than the amount requested by the Applicant. The reason for this increase is to ensure that all of the available RADF funds are allocated. Refer to Basis for recommendation for further details.
Carried	

UNCONFIRMED MINUTES

Resolution No.: PECS1142

Moved: Cr Melissa Westcott

Seconded: Cr Terry O'Neill

That the Committee recommends that Council:

1. Approves Application 5 Middlemount Community School Parents and Citizens Association for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:

Application 5	Middlemount Community School Parents and Citizens Association
Project	The Middlemount Community School Parents and Citizens Association submitted an application to the Isaac Regional Council Community Grants Program seeking \$1,000.00 to support the purchase of sewing materials to be used to teach sewing skills to Middlemount residents. As that Community Grants budget had been exhausted, the Engaged Grants Communities Grants Officer and the Arts and Cultural Programs Officer identified that this application is an arts and cultural activity that is eligible for funding from RADF.
Details	Approves \$1,000.00 (excluding GST)
Carried	
NOTE: Further advice to be sorted regarding the Middlemount Community Schools Parents and Citizens Associations eligibility of them providing this service under their funding guidelines.	

Resolution No.: PECS1143

Moved: Cr Melissa Westcott

Seconded: Cr Alaina Earl

That the Committee recommends that Council:

1. Approves Application 6 Clermont Artslink Incorporated for the Regional Arts Development Fund Community Grants Program Round Two 2023-2024 as follows:

Application 6	Clermont Artslink Incorporated
Project	Clermont Artslink applied to the Isaac Regional Council Community Grants Program seeking \$1,000.00 to support the cost of acquiring a hanging system to display art in the Blair Athol Recreation Hall. As the

	Community Grants program had been exhausted, the Engaged Communities Grants Officer and the Arts and Cultural Programs Officer identified that this application is an arts and cultural activity that is eligible for funding from RADF.
Details	Approves \$1,000.00 (excluding GST)
Carried	

Resolution No.: PECS1144

Moved: Cr Terry O'Neill

Seconded: Cr Alaina Earl

That the Committee recommends that Council:

1. Advises the applicants that the grant constitutes sponsorship of the event and Isaac Regional Council is to be recognised in the same manner as equivalent corporate sponsors in addition to any acknowledgement requirements within the RADF 2023-2024 Community Funding Program Guidelines.

Carried

CONFIDENTIAL REPORT

Closed under 254J(3) (g) negotiations relating to a commercial matter involving the local government for which a public discussion would be likely to prejudice the interests of the local government

5.2 Planning, Environment and Community Services FY2023-2024 Capital Projects Report as at 30 May 2024

EXECUTIVE SUMMARY

This report is to provide an update to Council on the progress in the delivery of the Planning, Environment and Community Services 2023-2024 Capital Works Program.

OFFICER'S RECOMMENDATION

That the Committee recommend that Council:

1. *Receives and notes the monthly Planning, Environment and Community Services 2023-2024 Capital Progress Summary Report as at 30 May 2024.*

Resolution No.: PECS1145

Moved: Cr Terry O'Neill

Seconded: Cr Vern Russell

That the Committee recommends that Council:

1. **Receives and notes the monthly Planning, Environment and Community Services 2023-2024 Capital Progress Summary Report as at 30 May 2024.**
2. **Requested the Director Planning, Environment and Community Services investigate the sound and lighting scoping for the Moranbah Community Centre Redevelopment Project.**

Carried

6. INFORMATION BULLETIN REPORTS

6.1 Planning, Environment and Community Services Information Bulletin – June 2024

EXECUTIVE SUMMARY

The Planning, Environment and Community Services Directorate Information Bulletin for June 2024 is provided for Committee review.

OFFICER'S RECOMMENDATION

That the Committee recommends that Council:

1. *Notes the Planning, Environment and Community Services Directorate Information Bulletin for June 2024.*

Resolution No.: PECS1146

Moved: Cr Terry O'Neill

Seconded: Cr Vern Russell

That the Committee:

1. **Notes the Planning, Environment and Community Services Directorate Information Bulletin for June 2024.**

Carried

7. GENERAL BUSINESS

7.1 Grosvenor Creek Condition

Cr Alaina Earl enquired about the condition of the Grosvenor Creek as it is currently looking green (maybe algae). Could this be investigated.

ACTION: DIRECTOR PLANNING, ENVIRONMENT AND COMMUNITY SERVICES

7.2 Potential Development Moranbah

Cr Melissa Westcott enquired about the capacity of Council/Planning Department to handle an increase in development activity that may come from the current land assets for sale in Moranbah.

ACTION: DIRECTOR PLANNING, ENVIRONMENT AND COMMUNITY SERVICES

7.3 Nebo Truck Wash

Cr Viv Coleman had sent through a Councillor Question prior to the meeting which seeks an update on the Nebo Truck Wash Maintenance Project.

ACTION: DIRECTOR PLANNING, ENVIRONMENT AND COMMUNITY SERVICES

8. CONCLUSION

There being no further business, the Chair declared the meeting closed at 10.54am.

These minutes will be confirmed by the Committee at the Planning, Environment and Community Services Standing Committee Meeting to be held on Wednesday 17 July 2024 in Moranbah.

.....
CHAIR

..... / /
DATE

MEETING DETAILS

Planning, Environment and Community Services
Standing Committee Meeting
Wednesday 17 July 2024

AUTHOR

Barb Franklin

AUTHOR POSITION

Acting Manager Engaged Communities

5.1 MAJOR GRANT APPLICATIONS SUMMARY ROUND ONE FY2024-2025

EXECUTIVE SUMMARY

The purpose of this report is to consider the Community Grants Evaluation Panel's recommendations on the applications received during round one (1) of the Community Grants Program for FY2024-2025. A total of 12 applications were received for Round One.

OFFICER'S RECOMMENDATION

That the committee recommend that Council:

- Approves the following applications for the Community Grants Round One FY2024-2025 as follows:*

Application 1	Life Church Brisbane (Clermont)
Project	<p>The group are hosting Christmas in the park which provides a free, safe, drug and alcohol-free event for community members to enjoy. This year's event will be held at Centenary Park Clermont on 6 December 2024.</p> <p>The event includes attractions free of charge to the community such as jumping castles, amusements, face painting as well as musical performances and Christmas carols. They are seeking Councils support of \$5,000 to go towards the payment of amusement rides which meets the minimum co-funding requirement of 30% of the total project cost. Total cost of the event is \$10,211.30.</p>
Officer Recommendation	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Funded equally from Division 1 and 6

Application 2	Isolated Children's Parents' Association (ICPA) - Queensland Incorporated (Clermont)
Project	<p>Clermont ICPA are hosting their annual Sports Camp on 25 to 30 August 2024. The camp is for Rural and Isolated children from years 4 to 7. Children attending this Sports Camp are from distance education schooling or from one of the 8 schools in the large catchment area. It is estimated to have approximately 100 children, 50</p>

	volunteers and 8 coaches attending. They are seeking Councils support of \$5,000 to go towards the cost of accommodation which meets the minimum co-funding requirement of 30% of the total project cost. Total cost of event is \$68,800
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Funded equally from Divisions 1 and 6

Application 3	Clermont Artslink Incorporated
Project	<p>Clermont Artslink are hosting their annual Gold and Coal Festival on 16 and 17 August 2024. This is a free community event with local performers, light events and activities. They are seeking Councils support of \$5,000 to go towards the hire of equipment, the lighting event, children's activities. Total quoted provided by applicant is \$6,087.83.</p> <p>The calculations are based on the provided quotes which amount to \$6,087.83. This does not meet the minimum 30% co-contribution requirement, resulting in a recommended amount of \$4,261.48.</p>
<u>Officer Recommendation</u>	
Details	Approve \$4,261 (excluding GST)
Proposed Budget Source	Funded equally from Division 1 and 6

Application 4	Moranbah Touch Football Association Incorporated
Project	<p>Moranbah Touch football is seeking Councils support to purchase two new marquees to provide shelter for the junior players, officials and spectators. Their junior skills program starts on 26 August and Junior summer season runs from 30 September to 30 November. They are seeking Councils support of \$5,000, however, the quote provided for the marquees is \$7,309.19.</p> <p>The calculations are based on the provided quotes which amount to \$7,309.19. This meets the minimum 30% co-contribution requirement, resulting in a recommended amount of \$5,000.</p>
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Funded equally from Division 3, 4 and 5

Application 5	
Moranbah and District Support Services (MDSS) (Auspicing for Moranbah NAIDOC)	
Project	Barada Barna and Moranbah NAIDOC committee are holding their annual celebrations in July at the Moranbah Town Square. This celebration continues over 3 days with kindy and school visits. The celebration brings the community together with traditional dancers and a celebration of NAIDOC within the community. They have requested Councils support of \$5,000 that will cover costs of the Road closures carried out by an external company and merchandise to be distributed at the event. The overall cost of event is \$35,000 meeting all Community Grant Guideline requirements.
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Funded equally from Division 3, 4 and 5

Application 6	
Play Matters (Auspicing for Moranbah Playgroup)	
Project	Play matters auspicing for Moranbah Playgroup are seeking Councils support of \$3,798 to purchase required items for the local playgroup, including lockable outdoor boxes and security cameras. Total cost of the project is \$10,238.98 meeting all Community Grant Guideline requirements.
<u>Officer Recommendation</u>	
Details	Approve \$3,798 (excluding GST)
Proposed Budget Source	Funded equally from Division 3, 4 and 5

Application 7	
Moranbah State High School P&C Association	
Project	The Moranbah State High School P&C are hosting a comedy night at the school hall in October 2024. They have approached the Brisbane Comedy Festival to provide three stand-up comedians to perform on the night. (Kat Davidson, Troy Kinne, Anisa Nandaula) All high-profile artist for the event. They are expecting to have up to 700 attendees. The funds raised will be donated to the High school to provide seating areas on the school grounds. The recommendation is for \$10,000 in line with similar community events such as Christmas Carols and Rainbow Collective. The overall cost of the event is \$27,050 meeting all Community Grant Guideline requirements.
<u>Officer Recommendation</u>	
Details	Approve \$10,000 (excluding GST)
Proposed Budget Source	Funded equally from Division 3, 4, 5 and 7

Application 8	
Middlemount Race Club Incorporated	
Project	Middlemount Race Club are holding their annual Middlemount Races on the 17 August 2024. The club requested Isaac Regional Council to be Platinum Sponsors and are seeking \$12,500 to cover the costs of the hire of a marquee, decorations

	and security. Overall cost of event is \$167,500 meeting all Community Grant Guideline requirements.
<u>Officer Recommendation</u>	
Details	Approve \$12,500 (excluding GST) per year
Proposed Budget Source	Division 7

Application 9	Middlemount Rugby League Football Club Incorporated
Project	<p>Middlemount Rugby League Club are requesting \$5,000 to substitute the scoreboard for Norm Blanche Oval Middlemount as the current has electrical issues and urgently needs to be replaced. The club has requested \$5,000 from Council.</p> <p>The overall project cost is \$21,367.50 meeting all Community Grant Guideline requirements.</p> <p>The Council application of works is currently awaiting approval, therefore distribution of funds is conditional upon receiving required approvals.</p>
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Division 7

Application 10	Middlemount Junior Rugby League Incorporated
Project	<p>The Middlemount Junior Rugby League Club are looking at purchasing items for their club including coolers, silos and six portable bench seats for the team player's use. The club requested council's support for the total cost of the project being \$ 4,343.32. This does not meet the minimum 30% co-contribution requirement, resulting in a recommended amount of \$3,040.32.</p>
<u>Officer Recommendation</u>	
Details	Approve \$3,040 (excluding GST)
Proposed Budget Source	Division 7

Application 11	Australian Stock Horse Society Mackay Branch
Project	<p>Australian Stock Horse Society will be holding their Campdraft and Challenge on 30 August to 1 September at Nebo Showgrounds. The funds raised from this event will be donated to Nebo State Emergency Service (SES), Central Queensland (CQ) Rescue and Nebo Ambulance. They are seeking Councils support of \$5,000 to cover some costs of cattle freight.</p> <p>Overall cost of event is \$24,995 meeting all Community Grant Guideline requirements.</p>
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)

Proposed Budget Source	Division 8
-------------------------------	------------

Application 12	Nebo State School Parents and Citizens Association
Project	Nebo State School are hosting their 150-year celebration on 14 September 2024. They are hosting a reunion dinner, walk down memory lane, formalities and a fun fair. This event expects to bring, present and future students, staff members and community to Nebo and the region. They are seeking Councils support of \$5,000 to go towards the payment of amusement rides and hire of stage for the band. Overall cost of event is \$42,000 meeting all Community Grant Guideline requirements.
<u>Officer Recommendation</u>	
Details	Approve \$5,000 (excluding GST)
Proposed Budget Source	Division 8

2. ***Advises the applicants the grant constitutes sponsorship of the event and Isaac Regional Council is to be recognised in the same manner as equivalent corporate sponsors in addition to any acknowledgement requirements within the Community Grants Guidelines.***

BACKGROUND

Isaac Regional Council's Community Grants budget funds local projects and activities which help develop resilient, adaptive and vibrant communities while contributing to the social wellbeing of its residents, workers and visitors.

As of 26 June 2024, Council has received 12 applications with requests to the value of \$73,141 for Round One of the Major Community Grants Program, which have been reviewed by the Community Grants Evaluation Panel as per the attached table (Attachment 1). The panel assessed each application on its merit, with particular focus on what the funds will be used for, the target group and reach, and how the project helps to develop resilient, adaptive and vibrant communities.

Applications have been assessed by a Panel chaired by the Acting Manager Community Engagement Programs and Events, against the Community Grants Guidelines and the assessment criteria of;

- Organisational Capacity and alignment with Council's priorities;
- Alignment with Council's 2035 Community Strategic Plan;
- Demonstrated need, benefit to the broader Isaac community and demonstrated community support;
- Alignment with relevant approvals and permits to conduct event/project; and
- Financial management/accountability.

The following table summarises the applications received in Round One FY2024-25, and further details are provided in Attachment 1

Community Group/Organisation	Amount Applied (excluding GST)	Amount Recommended (excluding GST)	Purpose	Breakdown
Life Church Brisbane (Clermont)	\$5,000	\$5,000	The funds will be used to contribute to costs of the amusement rides.	The quote for Fun Time is \$5,361.30. Overall cost of event is \$10,211.30
Clermont Isolated Parents Association	\$5,000	\$5,000	The funds will be used to contribute to costs associated with accommodation.	Quote- \$7,848.00 Overall cost of event is \$68,800.
Clermont Artslink Incorporated	\$5,000	\$4,261	To contribute towards the hire of equipment, the lighting event, children's activities.	Quotes are as follows: Photo booth- \$88.92 Walkway lighting- \$277.88 Promotional items- \$975.00 Night Security- \$616.00 Rubbish bin- \$500.00 Flower installation- \$473.73 Childrens activities/Games- \$420.51 Childrens activities/sand- \$1,381.38 Bents Rent- \$198.00 Solar lights- \$511.44 Banners- \$644.97 Total quoted \$6,087.83
Moranbah Touch Football Association Incorporated	\$5,000	\$5,000	The requested funds will be used to purchase the marquees.	The quote for the marquees is \$7,309.19.
Moranbah and District Support Services (MDSS) (Auspicing for Moranbah NAIDOC)	\$5,000	\$5,000	The funds will be utilised to cover expenses related to the Road closures. (External company) and merch to be delivered at the event.	Quote for the Traffic Management Plan - \$3,000 Merchandise- \$2,000 Overall cost of event is \$35,000
Play Matters (Auspicing for Moranbah Playgroup)	\$3,798	\$3,798	The requested funds will be used to purchase some equipment such as	The quote for the play equipment is \$6,330 and the overall cost of the

			lockable outdoor boxes, fridge, trampoline and swing and security cameras.	project is \$10,238.98.
Moranbah State High School P&C Association	\$12,500	\$10,000	The funds will be allocated to cover costs associated with comedians' fees.	The quote for the Comics is \$12,500 The overall cost of the event is \$27,050.
Middlemount Race Club Incorporated	\$12,500	\$12,500	The funds will be to cover costs of the hire of a marquee, decorations and security personnel.	Quotes are as follows: Emerald Party Hire- \$3,964 Flowers- \$2,194.50 CQ Party Hire- \$42,163.41 Security- \$13,500 Overall cost of event- \$167,500
Middlemount Rugby League Football Club Incorporated	\$5,000	\$5,000	To contribute towards costs associated with replacing the scoreboard for Norm Blanche Oval	Overall cost is \$21,367.50.
Middlemount Junior Rugby League Incorporated	\$4,343.32	\$3,040	Funds will be used to contribute to the costs of purchasing bench seats and coolers.	Yeti Silos- \$850 Yeti Cooler- \$500 Portable bench seats- \$2,993.32 Total \$4,343.32
Australian Stock Horse Society	\$5,000	\$5,000	The funds will be used to contribute to costs of	The quote is \$11,550 and the overall cost of the event is \$24,995.
Nebo State School Parents and Citizens Association	\$5,000	\$5,000	Funds will be used to cover part of the cattle freight fees.	The quote is \$11,500 Overall cost of the event is \$24,995

IMPLICATIONS

The table below outlines the total expenditure per division year to date for all grants including those recommended for Round One FY2024-25. Further details are provided in Attachment 1.

Division	Grant Commitments (Approved and Paid)	Proposed Round Spend (Recommended)	Remaining Funds
Division 1	\$6,000.00	\$7,131	\$28,869
Division 2	\$1,000.00	\$0	\$41,000
Division 3	\$9,292	\$7,099	\$25,609
Division 4	\$9,292	\$7,099	\$25, 609

Division 5	\$9,292	\$7,099	\$25, 609
Division 6	\$1,000	\$7,131	\$33,869
Division 7	\$5,625	\$23,040	\$13,335
Division 8	\$1,000.00	\$10,000.00	\$31,000
TOTAL	\$42,500	\$68,599	\$224,901

Note – Figures in the above table have been rounded

This table outlines the remaining funds if all grants are approved as recommended.

CONSULTATION

Divisional Councillors relevant to each application

Director Planning, Environment and Community Services

Acting Manager Community Engagement, Programs and Events

Engaged Communities Grants Officer

Engaged Communities Departmental Administration Officer

Manager Budgets and Statutory Reporting

BASIS FOR RECOMMENDATION

Applications aligns with the goals of Isaac Regional Council's Community Grants Program.

ACTION ACCOUNTABILITY

Manager Engaged Communities is responsible for the administration of the Isaac Regional Council Community Grants Program.

KEY MESSAGES

Isaac Regional Council's Community Grants budget funds local projects and activities which help develop resilient, adaptive and vibrant communities while contributing to the social wellbeing of its residents, workers and visitors.

Report prepared by:

BARB FRANKLIN
Acting Manager Engaged Communities

Date: 1 July 2024

Report authorised by:

DAN WAGNER
Director Planning, Environment and
Community Services

Date: 1 July 2024

ATTACHMENTS

- Attachment 1 - Major Grants Summary Assessment

REFERENCE DOCUMENT

- Isaac Regional Council Community Grant Guidelines

Isaac Regional Council Major Grants Summary Assessment											
Application #	Community Group/Auspice	Project Description	Division/Town	Past funding	Acquittal- Previous	Eligible project	Score	Amount requested (ex GST)	Amount Recommended (Ex GST)	Officers Recommendation	Comments
1	Life Church Brisbane (Clermont)	Christmas in the park provides a free, safe, drug and alcohol free event for community members to enjoy. This years event will be held at Centenary Park Clermont on 6 December 2024. They are seeking Councils support of \$5,000 to go towards the payment of amusement rides. The quote for Fun Time is \$5,361.30. Overall cost of event is \$10,211.30.	Division 1 & 6	2018- Major Grant- \$5,000- Christmas in the park 2019- Minor Grant- \$1,000- Kids club extreme 2019- Major Grant- \$5,000- Christmas in the park 2020- Major Grant- \$5,000- Christmas in the park 2020- Minor Grant- \$1,000- Kids club extreme 2021- Major Grant- \$5,000- Christmas in the park 2021- Major Grant- \$3,000- Kids club extreme 2022- Major Grant- \$3,995- Kids club extreme 2022- Major Grant- \$5,000- Christmas in the park 2023- Minor Grant- \$1,000- Kids club extreme 2023- Major Grant- \$5,000- Christmas in the park 2024- Major Grant- \$5,000- Kids club extreme	Yes	Yes	90/100	\$5,000	\$5,000	To approve	Complete application
2	Clermont Isolated Parents Association (ICPA)	Clermont ICPA are hosting their annual Sports Camp on 25-30 August 2024. The camp is for Rural and Isolated children from years 4-7. Approximately 100 children, 50 volunteers and 8 coaches will be attending. They are seeking Councils support of \$5,000 to go towards the cost of accommodation. Quote- \$7,848.00 Over all cost of event is \$68,800.	Division1 & 6	2022- Major Grant- \$5,000- Sports Camp 2023- Major Grant- \$5,000- Sports Camp		Yes	90/100	\$5,000	\$5,000	To approve	Complete application
3	Clermont Artslink Incorporated	Clermont Artslink are hosting the annual Gold and Coal Festival on 16/17 August 2024. This is a free community event with local performers, light events and activities. They are seeking Councils support of \$5,000 to go towards the hire of equipment, the lighting event, children's activities. Quotes are as follows: Photo booth- \$88.92 Walkway lighting- \$277.88 Promotional items- \$975.00 Night Security- \$616.00 Rubbish bin- \$500.00 Flower installation- \$473.73 Childrens activities/Games-\$420.51 Childrens activities/sand- \$1,381.38 Bents Rent- \$198.00 Solar lights-\$511.44 Banners- \$644.97 Total quoted \$6,087.83	Division 1 & 6	2018- RADF- \$1,950 2018- Major Grant- \$12,000- Back to the 80's 2018- Major Grant- \$5,000- Gold and Coal 2018- RADF- \$895.00 2018- RADF- \$5,034 2019- RADF- \$3,737 2019- RADF- \$1,305 2019- Minor Grant- \$1,000- Pottery classes 2019- Major Grant- \$5,000- Gold and Coal 2019- Minor Grant- \$500.00- Seniors lunch 2020- RADF- \$1,095 2020- RADF- \$3,520 2020- RADF- \$1,888 2021- Minor Grant- \$1,000- Easter Holiday Workshop 2021- Major Grant- \$5,000- Creative weekend 2021- RADF- \$11,660 2021- Major Grant- \$5,000- Gold and Coal 2021- Minor Grant- \$1,000- Felting workshop 2022- Major Grant- \$5,000- Wombat Festival 2022- RADF- \$8,635 2022- Major Grant- \$5,000- Gold and Coal 2022- Minor Grant- \$1,000- Roald Dahl 2023- Major Grant- \$5,000- Wombat Festival 2023- Major Grant- \$5,000- Gold and Coal 2024- Major Grant- \$5,000- Wombat Festival	Yes	Yes	90/100	\$5,000	\$4,261	\$6,087.83 minus 40% co contribution= \$3,652.69	Complete application
4	Moranbah Touch Football Association Incorporated	Moranbah Touch football are seeking Councils support to purchase two new marquees to provide shelter for the junior players, officials and spectatots. they are seeking Councils support of \$5,000. The quote for the marquees is \$7,309.19.	Division 3, 4, 5	2023- Major Grant- \$4,191- Lighting upgrades	Yes	Yes	90/100	\$5,000	\$5,000	\$7,309.19 minus 40% co contribution= \$4,385.51	Complete application
5	Moranbah and District Support Services (MDSS) (Auspicing for Moranbah NAIDOC)	Barada Barna together with Moranbah NAIDOC committee are holding their annual celebrations in July at Moranbah Town Square. This celebration continues over three days with Kindy and school visits. They have requested Councils support of \$5,000 that will pay for the Road closures in town.(external company) and merch to be given out at the event. Quote for the TMP- \$3,000 Merchandise- \$2,000 Overall cost of event is \$35,000	Division 3, 4, 5	2018- Major Grant- \$5,000- NAIDOC Celebrations 2019- Major Grant \$5,000- NAIDOC Celebrations 2022- Major Grant- \$5,000- NAIDOC Celebrations 2023- Major Grant- \$5,000- NAIDOC Celebrations	Yes	Yes	90/100	\$5,000	\$5,000	To approve	Complete application
6	Play Matters (Auspicing for Moranbah Playgroup)	Play matters auspicing for Moranbah Playgroup are seeking Councils support of \$3,798 to purchase paramount items required for the local playgroup. The quote for the play equipment is \$6,330 and the overall cost of the project is \$10,238.98.	Division 3, 4, 5,	No previous funding	N/A	Yes	90/100	\$3,798.00	\$3,798	To approve	Complete application

Application #	Community Group/Auspice	Project Description	Division/Town	Past funding	Acquittal- Previous	Eligible project	Score	Amount requested (ex GST)	Amount Recommended (Ex GST)	Officers Recommendation	Comments
7	Moranbah State High School P&C Association	The Moranbah State High School P&C are hosting a comedy night at the school hall in October 2024. They have approached the Brisbane Comedy Festival to provide 3 stand-up comedians to perform on the night. (Kat Davidson, Troy Kinne, Anisa Nandaula) All high profile comics for the event. They are hoping to attract up to 700 attendees for their much needed major fundraiser for the year. They are seeking Councils support of \$12,500 for payment of the Comics. The quote for the Comics is \$12,500 The overall cost of the event is \$27,050.	Division 3, 4,5 and 7	2018- Major Grant- \$8,000- Careers expo 2019- Minor Grant- \$1,000- Bus for careers expo 2019- Major Grant- \$8,00 Careers expo 2021- Major Grant- \$5,000- High School Musical 2021- Major Grant- \$8,000- Careers expo 2022- Major Grant- \$8,000- Careers expo 2023- Major Grant- \$8,000- Careers expo	Yes	Yes	90/100	\$12,500.00	\$10,000	To approve \$10,000 inline with other large Isaac Grants.	Complete application
8	Middlemount Race Club Incorporated	Middlemount Race Club are holding their annual Middlemount Races. Isaac Council will be Platinum Sponsors and are seeking \$12,500 to cover the costs of the hire of a marquee, decorations for the marquee and security. Quotes are as follows: Emerald Party Hire- \$3.964 Flowers- \$2,194.50 CQ Party Hire- \$42,163.41 Security- \$13,500 Overall cost of event- \$167,500	Division 7	2018- Major Grant- \$12,000- Race Day 2019- Major Grant- \$12,000- Race Day 2021- Major Grant- \$12,000- Race Day 2022- Major Grant- \$12,000- Race Day 2023- Major Grant- \$12,000- Race Day	Yes	Yes	90/100	\$12,500	\$12,500	To approve	Complete application
9	Middlemount Rugby League Football Club Incorporated	Middlemount Rugby League Club are replacing the scoreboard for Norm Blanche Oval Middlemount as the current one has electrical issues and in dire need of replacement. Approvals have been sent to Council for the works. They have requested \$5,000 from Council and the overall cost is \$21,367.50.	Division 7	2022- Minor Grant- \$1,000- Cricket day 2022- Major Grant- \$4,772- 40 year anniversary 2022- Minor Grant- \$595.00- New laptop 2024- Minor Grant- \$1,000- Cricket day	Yes	Yes	90/100	\$5,000	\$5,000	To approve	Complete application
10	Middlemount Junior Rugby League Incorporated	The Middlemount Junior Rugby League Club are looking at purchasing items for their club. They would like to purchase: Yeti Silos- \$850 Yeti Cooler- \$500 Portable bench seats- \$2,993.32	Division 7	2018- Minor Grant- \$500.00- Golf Day 2021- Major Grant- \$5,000- Ice Machine 2021- Minor Grant- \$700.00- State of Origin 2021- Minor Grant- \$500.00- Trophies for end of year 2023- Minor Grant- \$900.00- Glow Disco 2023- Minor Grant- \$1,000- Women in League	Yes	Yes	90/100	\$4,343.32	\$3,040	\$4,343.32 minus 30% Co contribution = \$3,040.32	Complete application
11	Australian Stock Horse Society	Australian Stock Horse Society will be holding their Campdraft and Challenge on 30 August- 1 September at Nebo Showgrounds. The funds raised from this event will be donated to Nebo SES, CQ Rescue and Nebo Ambulance. They are seeking Councils support of \$5,000 for the freight of cattle. The quote is \$11,500 and the overall cost of the event is \$24,995.	Division 8	No previous funding	Yes	Yes	90/100	\$5,000.00	\$5,000	To approve	Complete application
12	Nebo State School Parents and Citizens Association	Nebo State School are hosting their 150 year celebration on 14 September 2024. They are hosting a reunion dinner, walk down memory lane, formalities and a fun fair. This will bring, present and future students/staff and community back to Nebo and the region. They are seeking Councils support of \$5,000 to go towards the payment of amusement rides and hire of stage for the band. Quotes are as follows: Kennedy- \$10,554.00 Lets Jump Mackay-\$8,140 The overall cost of the event is \$42,000.	Division 8	2018- Minor Grant- \$1,000- Pizza and movie night 2020- Major Grant- \$5,000- Purchasing equipment 2020- Special Emergency Grant- \$5,000- Learning resources 2023- Major Grant- \$3,061- Communication tools and mud kitchen	Yes	Yes	90/100	\$5,000	\$5,000	To approve	Complete application

MEETING DETAILS

Planning, Environment and Community Services

Standing Committee Meeting

Wednesday 17 July 2024

AUTHOR

Shane Brandenburg

AUTHOR POSITION

Manager Economy and Prosperity

5.2

ISAAC TOURISM TRAILS STRATEGY

EXECUTIVE SUMMARY

The purpose of this report is to seek endorsement of the Isaac Tourism Trails Strategy.

OFFICER'S RECOMMENDATION

That the Committee recommend that Council:

- 1. Receives and notes Isaac Tourism Trails Strategy – Consultation Report***
- 2. Adopts the final Isaac Tourism Trails Strategy, noting that minor editorial or graphic design changes may still occur prior to publication, and implementation of the strategy is subject to budget considerations and grant funding availability.***
- 3. Requests the Chief Executive Officer (or Delegate) to prepare communication informing the community of the outcomes of consultation and endorsement of the Isaac Tourism Trails Strategy.***

BACKGROUND

The Isaac Tourism Trails Strategic Plan was endorsed by Council through the COVID-19 Strategic Recovery Plan items;

- TR9 Develop enabling infrastructure – Item no. 9 Under banner of Isaac Trails, document strategy support and a plan of development to bring delivery forward.
- TR5 – Developing enabling infrastructure – Item 9 Identify opportunities for development and promotion of all other camping sites (including private camping areas) across the Region through Regional Camping Analysis and Strategy.
- TR6 - Partner with First Peoples of Isaac to identify and develop respectful Indigenous tourism experiences.
- TR12. Overhaul visitor information portals - Conduct audit and assessment of visitor information provision throughout Isaac Region and actively implement the Visitor Information Network Model as proposed in the Tourism Strategy.

The Project was funded under the Building Better Regions Fund (BBRF) program for \$250,000 and Mackay Isaac Tourism (MIT) was engaged to lead the development and project management with a shared MIT/IRC steering group developed to keep oversight of the activities. DR Tourism was engaged to conduct the research and write the strategies themselves.

DR Tourism has been contracted by both Isaac Regional Council and Mackay Isaac Tourism to carry out this important tourism project on behalf of the Isaac Region.

Despite the many tourism assets that the Isaac has - a persistent perception, particularly from those who live outside of the region - is that the Isaac is all about the mining sector. Of course, mining is and will remain crucial to the economic and social wellbeing of the region's residents for years to come, but both a challenge and opportunity exists to change people's perception of the region and awareness of the Isaac as a leisure tourism destination.

Specifically, this project addresses the following needs:

- Deliver a tourism strategy that provides direction for the broader region's tourism development on the back of several major trail networks - ensuring the region maximises its tourism potential;
- Assess the current visitor experience, accommodation and events offering, and determine where there are gaps and opportunities that need to be addressed;
- Develop an RV and Camping Strategic Plan;
- Develop a Prospecting and Fossicking Strategic Plan;
- Assess and provide recommendations on the region's current visitor information services model, and
- Provide recommendations on the future tourism development and marketing actions for each proposed tourism trail, and the wider tourism economy as a whole.

The Project intent is to provide a holistic overview of a tourism development in region and crosses several recovery plan and tourism development strategy actions. The documents are in draft form and are intended for Council consideration towards strategic adoption.

Consultation Report

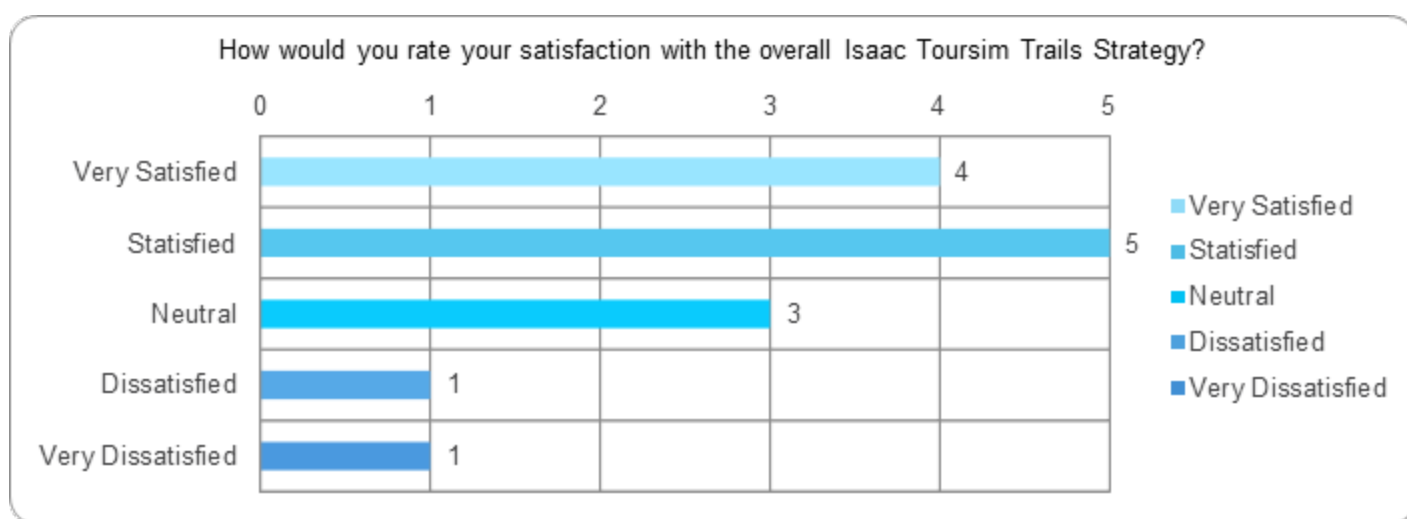
A Comprehensive report detailing all consultation activities, gathered data, and analysis can be found in *Attachment 1 – Isaac Tourism Trails Strategy – Consultation Report*. Council's primary objective for consultation was to gather feedback and ideas from the residents and visitors to the Isaac Region to deliver a Tourism Trails Strategic plan that aligns with Council and community expectations to guide the development of the Tourism industry, and particularly the identified trails in Isaac region. The section below provides a brief summary of the second round of public consultation.

Consultation activities occurred from mid-2022 to March 2024. Public consultation included two (2), four (4) week consultation periods between 15 October-15 November 2022 and 13 February-15 March 2024. These periods included one-on-one key stakeholder engagement sessions, social media promotion, and Speak Up Isaac online engagement through survey. Additionally, DR Tourism and Economy and Prosperity conducted two Councillor briefings and workshop sessions, compliment Isaac Regional Council (IRC) operational staff onsite visits and engagements.

The Isaac Tourism Trails Strategic Plan survey achieved 17 responses. Out of the 176 Isaac Tourism Trails Strategic Plan documents downloaded for further perusal by the aware user group, only 17 survey respondents responded, resulting in a conversion survey response rate of approximately 9.6%. This conversion rate is low, which could indicate that the awareness or interest level of the user group may not be as high as expected. However, this conversion rate could also indicate that most of the aware users were

satisfied with the proposal. The latter is inferred as among the 17 respondents, 17.6% were below satisfied with the Isaac Tourism Trails Strategic Plan.

From the 17 survey respondents, 5 respondents requested feedback, and 12 did not request feedback. Among those who requested feedback, all were “satisfied” to “very satisfied”. Of the remaining 12 who did not request feedback, only three respondents were below “satisfied” and offered little to no constructive feedback. This indicates that providing feedback is an essential aspect of engaging user groups and improving their satisfaction levels.



These insights can be used to identify the strengths and weaknesses of the Isaac Trails Strategic Plan and to make improvements based on feedback received from the survey respondents. Further analysis could be conducted to understand the reasons behind satisfaction levels, feedback requests, and demographics. Additionally, the conversion rate could be improved by analysing the factors that influenced the respondents' decision to take the survey.

Overall, the data suggests that there is some level of interest in the Isaac Tourism Strategic Plan feedback could be an important aspect of engaging the user group and improving their satisfaction levels. Additionally, understanding the demographics and locality of the user group could be useful in tailoring the plan to better meet their needs and preferences. Generally, the feedback received was positive. Only three responses were below “satisfied”, therefore it is officer’s recommendation to make no amendments to the draft strategic plan.

Isaac Tourism Trails Strategy

The complete Isaac Tourism Trails Strategy is found in *Attachment 2 – Final Isaac Tourism Trails Strategy*.

Information gathered from the survey and consultation/advice from key internal/external stakeholders, led to the development of proposing amendments to the draft plan. Key observations from those survey responses are as follows:

- General Permission Areas;
- Highlight historic and nature aspects of region;
- Tour opportunities (mining, fishing);

- Improve roads, trails and signage throughout region, and
- Accommodation and camping options limited options available to visitors.

Generally, survey responses were positive and illustrate genuine strong links and community ethos towards the Isaac towns and the region in respect to tourism opportunities. The Isaac Tourism Trails Strategic Plan involves the development of a network of trails or routes that connect attractions, landmarks, or cultural sites in the Isaac region. The goal is to create a cohesive and compelling tourist experience that showcases the unique features of the destination and encourages visitors to explore beyond traditional tourist hotspots. By creating a unique and engaging tourism experience, the trails strategy can attract more visitors to the area, leading to increased revenue for local businesses and the tourism industry.

Communication of endorsement and outcomes of consultation

The Isaac Tourism Trails Strategic Plan – Engagement Plan on draft strategies (endorsed 12 December 2023, Resolution No.: 8592), outlines the communication engagement activities of the endorsement and outcomes of its consultation. These include media release, supporting webpage, social media, email communication and individual meetings.

These activities will be enhanced by providing communication in consideration to consultation findings including:

- General Permission Areas;
- Highlight historic and nature aspects of region;
- Tour opportunities (mining, fishing);
- Improve roads, trails and signage throughout region, and
- Accommodation and camping options limited options available to visitors.

Further noting identified opportunities to seek external funding for delivery.

Isaac tourism trails sub-strategy documents

The Isaac Tourism Trails strategic plan has several sub-strategy documents that are part of the overarching strategic plan. Each of these are to be presented as a subset and can be considered as a stand-alone document. The entire suite with only the first two documents being strategies that Council would seek public consultation, and the remaining being internal organisational documents to support the betterment of Council management, are as follows:

- Isaac Tourism Trails Development Strategic plan – publicly accessible document;
- Recreational Prospecting and Fossicking strategy – publicly accessible document;
- RV and Camping Analysis – Internal document, and
- VIC Assessment – Internal document.

Given the scale and definitive complexities of each sub-strategy document, further workshops/presentation are required for the adoption of each of the other strategies. These reports will include officer recommendations and strategic implementation priorities.

IMPLICATIONS

Safety

Whilst no immediate safety impacts from the report, improved safe functionality of the recreational asset will be achieved through the from delivery of the concept development plan.

Legal and Compliance

The plan identifies of key legislative barriers and opportunities, and recommendations/action plan on relevant legislation and approval requirements. Furthermore, it makes recommendations on governance models that should be considered to ensure ongoing trail development, promotion and maintenance.

Assets

As the strategy is implemented, there is potential for existing infrastructure to be impacted by increased visitor numbers, potentially resulting in wear and tear or necessitating costly upgrades. To maximise the potential of tourism trails, it is essential to develop recommendations and an action plan focusing on key infrastructure requirements. This plan should address necessary upgrades and enhancements to ensure that the trails can support increased visitor traffic effectively and sustainably.

Environmental and Cultural

The concept development plan addresses environmental and cultural aspects specific to Theresa Creek Dam with the inclusion of management plans and onsite acknowledgment.

Media and Reputation

Negative public perception is a potential risk should residents consider the strategy impacts local communities or environments negatively, such as through increased traffic or environmental degradation. To address these concerns, recommendations will be developed to enhance product and experience development opportunities while mitigating challenges.

Additionally, a detailed marketing plan for each trail will be created to effectively communicate the benefits and mitigate potential negative impacts. Continued development of the regions tourism industry will bring benefit to the organisation and to the broader region through economic and social avenues and enable diversification of industry.

The document may build expectations regarding timing and council funding being committed to delivery of the strategy. The recommendation clearly highlights that implementation is subject to further consideration of Council's budget and/or access to grant funding opportunities.

Financial

The endorsed strategy does not directly commit Council to funding and resourcing but will have implications as projects are developed and subject to delivery through Councils Project Accountability Gateway and/or operational budgeting processes. Provisional support for the various options provided for analysis may potentially require Council to fulfill commitments. Consequently, this could lead to increased operational and capital budgets. However, associated costs could be mitigated, as the plan presents significant opportunities to seek external funding through advocacy channels.

Business Performance and Capability

The continued delivery of actions from the Isaac Tourism Trails Strategic Plan will be undertaken primarily by the Economy and Prosperity department and other associated departments for relevant activities. Mackay Isaac Tourism and the Isaac Tourism Development Officer will continue to be integral to progressing actions.

CONSULTATION

Internal

Executive Leadership Team

Economy and Prosperity Department

Manager Advocacy and External Affairs

Manager Liveability and Sustainability

Manager Infrastructure, Parks and Recreation

External

Mackay Isaac Tourism

BASIS FOR RECOMMENDATION

The endorsement of the plan will provide a strong platform to seek external funding to deliver the required renewal and proposed upgrades. Moreover, the plan provides a clear development path forward to ensure IRC retains its premier regional tourism destination.

The conceptualised plan and its goals, objectives, and scope has involved consultation with stakeholders, including community members, business owners, and other relevant parties. The plan has been reviewed and refined and is ready for Isaac Regional Council adoption through resolution.

ACTION AND ACCOUNTABILITY

The Economy and Prosperity department, with assistance from Brand, Media and Communications, and Engaged Communities, will lead strategic communications of the plan's endorsement ensuring clear key messaging addressing concerns raised from internal and external consultation.

Economy and Prosperity will continue to progress outstanding sub-strategy documents for further workshops/presentation, where required, and their adoption.

KEY MESSAGES

Isaac Regional Council is intent on ensuring the development of the tourism industry as a key future economic sector in the Isaac Region, as part of a strategy to diversify industries.

Report prepared by:

SHANE BRANDENBURG
Manager Economy and Prosperity

Date: 1 July 2024

Report authorised by:

DAN WAGNER
**Director Planning, Environment and
Community Services**

Date: 1 July 2024

ATTACHMENTS

- Attachment 1 – Isaac Tourism Trails Strategy – Consultation Report
- Attachment 2 – Final Isaac Tourism Trails Strategy

REFERENCE DOCUMENT

- Nil

An aerial photograph of a rugged landscape featuring a prominent cliff edge. The cliff face is light-colored and textured, with sparse vegetation on top. Below the cliff, there is a dense forest of green trees. The background shows rolling hills and a sunset sky with warm orange and pink hues.

ISAAC TOURISM TRAILS STRATEGIC PLAN CONSULTATION REPORT

Current as at 02.05.2024

Presented by **Economy and Prosperity Department**

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ISAAC TOURISM TRAILS STRATEGIC PLAN - CONSULTATION REPORT

EXECUTIVE SUMMARY

The purpose of this report is to provide feedback and analysis of the consultation activities for the Isaac Tourism Trails Strategic Plan conducted by the Isaac Regional Council. The report will address the key themes, ideas and issues raised from the community and stakeholder engagement process. This was conducted to inform and refine the Isaac Tourism Trails Strategic Plan and its sub-strategy documents for Council adoption.

1.0 INTRODUCTION

1.1. Background

The Isaac Tourism Trails Strategic Plan (ITTSP) was endorsed by Council through the COVID-19 Strategic Recovery Plan items;

- TR9 Develop enabling infrastructure – Item no. 9 Under banner of Isaac Trails, document strategy support and a plan of development to bring delivery forward.
- TR5 – Developing enabling infrastructure – Item 9 Identify opportunities for development and promotion of all other camping sites (including private camping areas) across the Region through Regional Camping Analysis and Strategy.
- TR6 - Partner with First Peoples of Isaac to identify and develop respectful Indigenous tourism experiences.
- TR12. Overhaul visitor information portals - Conduct audit and assessment of visitor information provision throughout Isaac Region and actively implement the Visitor Information Network Model as proposed in the Tourism Strategy.

The Project was funded under the Building Better Regions Fund (BBRF) program for \$250,000 and Mackay Isaac Tourism (MIT) was engaged to lead the development and project management with a shared MIT/IRC steering group developed to keep oversight of the activities. DR Tourism was engaged to conduct the research and write the strategies themselves.

The Project intent is to provide a holistic overview of a tourism development in region and crosses several recovery plan and tourism development strategy actions. The documents are in draft form and are intended for Council consideration towards strategic adoption.

1.2 Context

DR Tourism has been contracted by both Isaac Regional Council and Mackay Isaac Tourism to carry out this important tourism project on behalf of the Isaac Region.

Despite the many tourism assets that the Isaac has - a persistent perception, particularly from those who live outside of the region - is that the Isaac is all about the mining sector. Of course, mining is and will remain crucial to the economic and social wellbeing of the region's residents for years to come, but both a challenge and opportunity exists to change people's perception of the region and awareness of the Isaac as a leisure tourism destination.

Specifically, this project addresses the following needs:

- Deliver a tourism strategy that provides direction for the broader region's tourism development on the back of several major trail networks - ensuring the region maximises its tourism potential;
- Assess the current visitor experience, accommodation and events offering, and determine where there are gaps and opportunities that need to be addressed;
- Develop an RV and Camping Strategic Plan;
- Develop a Prospecting and Fossicking Strategic Plan;
- Assess and provide recommendations on the region's current visitor information services model, and
- Provide recommendations on the future tourism development and marketing actions for each proposed tourism trail, and the wider tourism economy as a whole.

The Isaac Tourism Trails strategic plan has several sub-strategy documents that are part of the overarching strategic plan. Each of these are to be presented as a subset and can be considered as a stand-alone document. The entire suite with only the first two documents being strategies that Council would seek public consultation, and the remaining being internal organisation documents are to support the betterment of Council management, are as follows:

- Isaac Tourism Trails Development Strategic plan – publicly accessible document;
- Recreational Prospecting and Fossicking strategy – publicly accessible document;
- RV & Camping Analysis – Internal document, and
- VIC Assessment – Internal document.

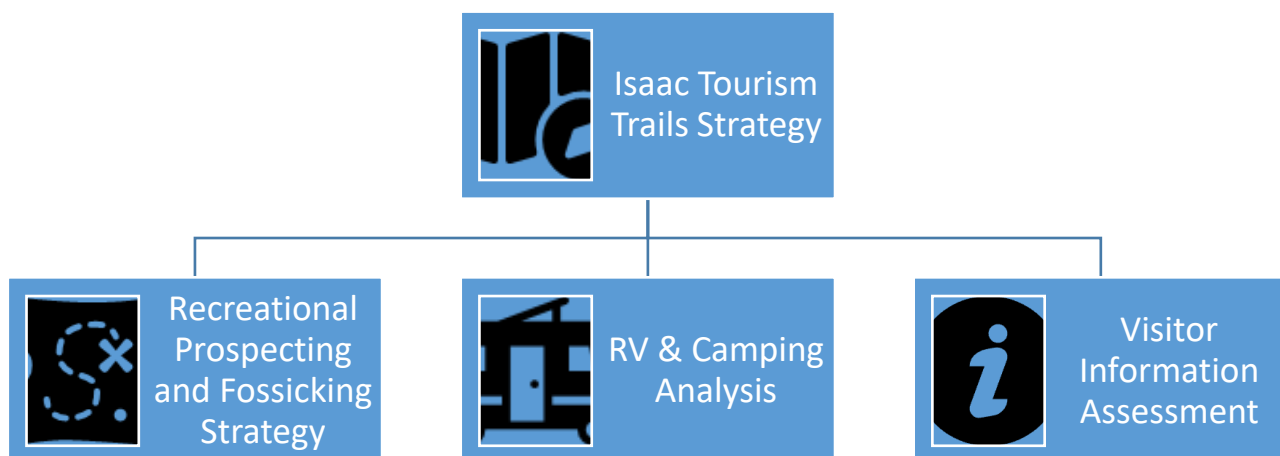


Figure 1 Isaac Tourism Trails Strategic Plan relationship

2.0 APPROACH

2.1 Engagement Objectives and Outcomes

Council's primary objective for consultation was to gather feedback and ideas from the residents and visitors to the Isaac Region to deliver a Tourism Trails Strategic plan that aligns with Council and community expectations to guide the development of the Tourism industry and in particular the identified trails in Isaac region.

2.2 Engagement activities and materials

Community and key stakeholders to be engaged through direct methods such as face-to-face meetings, phone calls and email. This type of engagement will be enhanced by a range of community engagement techniques from simple information sharing and consult, and finally to active participation. The public consultation and community involvement component of the plan included community hubs, "Pop-up" stores

and surveys. Additionally, DR Tourism and Economy and Prosperity conducted two Councillor briefing and workshop sessions, compliment IRC operational staff onsite visits and engagements.

Information will be distributed via various means including media releases and public notices, social media posts, flyers, FAQs, and hard copy materials at key locations. These methods will provide thorough opportunity for most Isaac residents and visitors to the region to “Have their Say.”

Engagement activities have been conducted in accordance with **Appendix A – Draft Isaac Tourism Trails Strategic Plan - Engagement Plan on Draft Strategies** as endorsed at the Ordinary Meeting of Council held Tuesday 12 December 2023 (Resolution No.: 8592).

3.0 CONSULTATION

Consultation activities occurred from mid-2022 to March 2024. Public consultation included two (2), four (4) week consultation periods between 15 October-15 November 2022 and 13 February-15 March 2024. These periods included one-on-one key stakeholder engagement sessions, social media promotion, and Speak Up Isaac online engagement through survey. Additionally, DR Tourism and Economy and Prosperity conducted two Councillor briefing and workshop sessions, compliment IRC operational staff onsite visits and engagements.

3.1 First Round Public Consultation

Occurring between 15 October-15 November 2022, the first round of public consultation saw a program of one-on-one meetings with key stakeholders and DR Tourism. The intent was to determine what experiences, accommodation types and events are currently on offer, and where they are located. This mapping then identifies gaps and the opportunities for the region’s overall visitor experience, how existing assets and opportunities correlate with proposed tourism trails and what might be needed in order to address some of these gaps and opportunities. This mitigated potential risks and conflicts with stakeholder groups, including uncertainty, dissatisfaction, misalignment, disengagement, and resistance to change.

These sessions have ensured the wealth of relevant knowledge and experience will be more impactful, sustainable, and viable over the long-term.

Open community face-to-face workshops occurred in Moranbah and Clermont. Additionally, two online forums were also held. These open sessions saw a total of 52 attendees to provide their aspirations, along with sharing of proposed trail impacts on any proposed development either new or existing.



Figure 2 Open Community Forum, Clermont (Source: IRC, 2022)

As part of the consultation, two surveys, a Visitor Survey and Residents Survey, provided useful information for creating this strategy.

The Visitor Survey conducted in late 2022 revealed the type of traveler being mostly people travelling as couples. Of the five concept tourism trails offered for respondents ranking, the Gold Fever Prospecting and Modern Mining Trail had the highest number of 4 or 5 rankings.

The Isaac Residents Survey conducted in late 2022 revealed a similar high level of rating for fossicking and prospecting, albeit balanced with other activities. The Survey also showed that, of the five concept tourism trails offered for rating, the Gold Fever Prospecting and Modern Mining Trail also had the highest number of 4 or 5 ratings for community and residents.

Further details from the First Round of Public Consultation can be found in section 5, *Isaac Tourism Trails Strategy*.

3.2 Internal Engagement

DR Tourism and the Economy and Prosperity department conducted key internal stakeholder workshops held throughout September 2022. This provided the opportunity to engage with the various stakeholders involved in the strategic plan, including department heads, elected officials, and staff members. By involving these stakeholders in the planning process, ensured that they have a voice in shaping the direction of the plan. The workshops gained a better understanding of the needs and priorities of the plan and helped tailor to meet the specific needs of IRC, and to was used identify areas where additional research or input was needed.

Finally, an additional key internal stakeholder workshop was held throughout August and September 2023 to help to ensure that the plan is feasible and practical. The project team identified potential roadblocks or implementation challenges early on, and worked to address them before the plan is finalised.

3.3 Second Round Public Consultation

From 13 February to 15 March 2024, Isaac Regional Council's Economy and Prosperity department led an online survey of the draft strategy. Key actions and survey distribution data is as follows:

- Targeted EDM distributed to 394 stakeholders (including state/local government bodies, community groups and local businesses);
- Inclusion into E&P e-bulletin (368 received);
- Promoted via Public notice, local publications, community hubs and noticeboard flyers, community hub hard copies, promotion at Economy and Prosperity department attended industry roundtables;
- social media (organic metrics include Reach 6920, 243 Post engagements). See **Appendix B – Isaac Tourism Trails Social Media Metrics** for a detailed post breakdown, and
- Speak Up survey attracted 238 aware visitors, 176 downloads, and 17 surveys completed. An additional 4 direct emails received.

4.0 FINDINGS

The Isaac Tourism Trails Strategic Plan survey achieved 17 responses. Out of the 176 Isaac Tourism Trails Strategic Plan documents downloaded for further perusal by the aware user group, only 17 survey respondents responded, resulting in a conversion survey response rate of approximately 9.6%. This conversion rate is low, which could indicate that the awareness or interest level of the user group may not be as high as expected. However, this conversion rate could also indicate that most of the aware users were satisfied with the proposal. The latter is inferred as among the 17 respondents, 17.6% were below satisfied with the Isaac Tourism Trails Strategic Plan.

From the 17 survey respondents, 5 respondents requested feedback, and 12 did not request feedback. Among those who requested feedback, all were “satisfied” to “very satisfied”. Of the remaining 12 who did not request feedback, only three respondents were below “satisfied” and offered little to no constructive feedback. This indicates that providing feedback is an essential aspect of engaging user groups and improving their satisfaction levels.

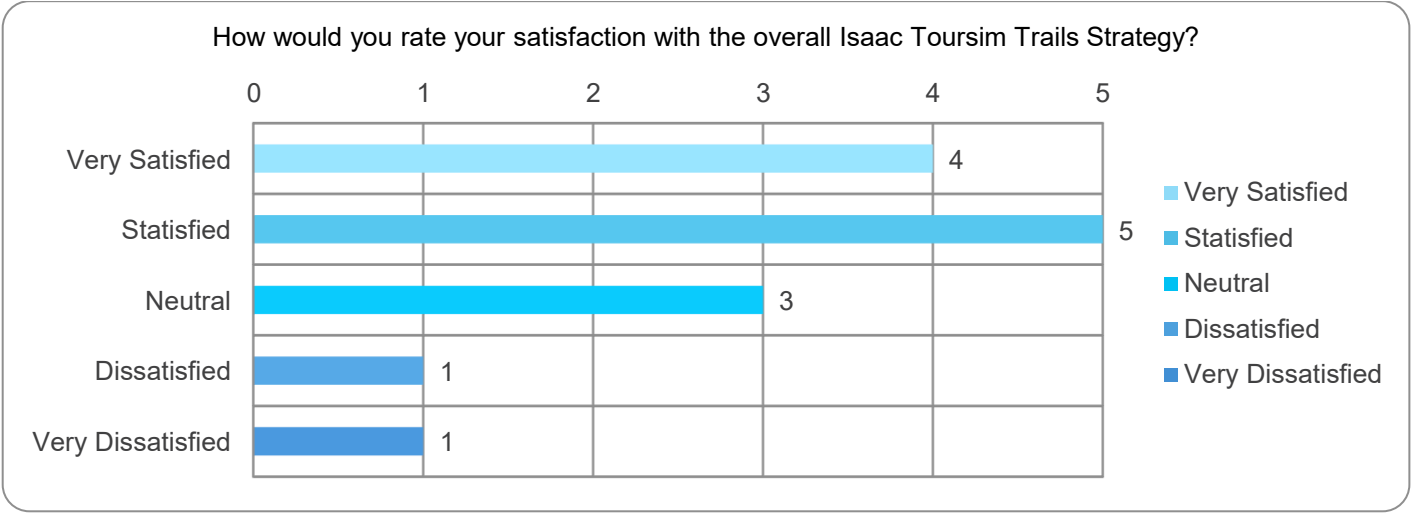


Figure 3 Isaac Tourism Trails Strategy Satisfaction

These insights can be used to identify the strengths and weaknesses of the Isaac Trails Strategic Plan and to make improvements based on feedback received from the survey respondents. Further analysis could be conducted to understand the reasons behind satisfaction levels, feedback requests, and demographics. Additionally, the conversion rate could be improved by analysing the factors that influenced the respondents' decision to take the survey.

Overall, the data suggests that there is some level of interest in the Isaac Tourism Strategic Plan feedback could be an important aspect of engaging the user group and improving their satisfaction levels. Additionally, understanding the demographics and locality of the user group could be useful in tailoring the plan to better meet their needs and preferences. Generally, the feedback received was positive. Only three responses were below “satisfied”, therefore it is officer’s recommendation to make no amendments to the draft strategic plan.

See **Appendix C – Isaac Tourism Trails Survey Speak Up Report** for detailed Speak Up metrics.

4.1 Key Findings

Key observations from those survey responses are as follows:

- Opening of more GPAs;
- Highlight historic and nature aspects of region;
- Tour opportunities (mining, fishing);
- Improve roads, trails and signage throughout region, and
- Accommodation and camping options limited options available to visitors.

Generally, survey responses were positive and illustrate genuine strong links and community ethos towards the Isaac towns and the region in respect to tourism opportunities. The Isaac Tourism Trails Strategic Plan involves the development of a network of trails or routes that connect attractions, landmarks, or cultural sites in the Isaac region. The goal is to create a cohesive and compelling tourist experience that showcases the

unique features of the destination and encourages visitors to explore beyond traditional tourist hotspots. By creating a unique and engaging tourism experience, the trails strategy can attract more visitors to the area, leading to increased revenue for local businesses and the tourism industry.

See **Appendix D – Isaac Tourism Trails Strategic Plan – Survey Responses Aggregated** for a summary of responses received, including additional feedback provided. Full survey data can be provided upon request.

4.2 Considerations

By creating a unique and engaging tourism experience, the trails strategy can attract more visitors to the area, leading to increased revenue for local businesses and the tourism industry. The strategy has involved local communities in the planning and development process, leading to greater community involvement and investment in the tourism industry.

Directing visitors to specific trails or routes, helps minimize the impact of tourism on sensitive environmental areas, preserving the natural beauty of the destination for future generations and can highlight the unique cultural heritage of the Isaac region, promoting the preservation and celebration of local traditions and customs. The development of this strategy can lead to improvements in infrastructure such as hiking paths, signage, and transportation, making it easier for visitors to explore the destination and increasing the accessibility of the area.

5.0 RECOMMENDATIONS

Generally, the feedback received was positive, therefore it is officer's recommendation to make no amendments to the draft strategic plan. However, Economy and Prosperity Officers make the following recommendations:

5.1 Isaac Tourism Trails Sub-Strategy Documents

Isaac Regional Council has recently undertaken a Tourism Trails Strategy that includes the development of four specific plans and documents. These include an RV and Camping Analysis, a Recreational Prospecting and Fossicking Strategic Plan, a Visitor Information Assessment.

Given the scale and definitive complexities of each sub-strategy document, further workshops/presentation are required for the adoption of each of the other strategies. These reports will include officer recommendations and strategic implementation priorities.

5.2 Marketable Product

It is imperative that Isaac Regional Council develop marketable product incorporating trails in accordance with marketing plan (i.e. renew Experience Isaac brochure, website renewal) in partnership with Mackay Isaac Tourism. Given the large scale of the overall Isaac Tourism Trails project, and the various sub plans that make up this project, there are many marketing actions and objectives, with some of these actions already included in the sub plans, namely the Isaac Region RV and Camping Strategy, the Isaac Recreational Prospecting and Fossicking Strategic Plan and the Isaac Visitor Information Assessment and Implementation Plan.

5.3 Priority Tourism Development Experiences

Overall, the Isaac Tourism Trails Strategic Plan aligns with a range of positive outcomes for both the local community and the tourism industry, including economic, social, and environmental benefits. It is essential

that Isaac Regional includes an appropriately considered implementation plan to deliver identified priority tourism development experiences. Officers recommend the following types of tourism experience projects:

- Industrial tourism (i.e. IREP development, industry partnerships)
- Peak ranges (i.e. Increased access, improved signage and wayfinding)
- Potential tourism businesses (i.e. conduct EOI and develop incubator program)
- Regional accommodation offerings (i.e. RV and Camping Analysis, farm-stay, eco cabins etc.)
- Recreational fossicking and prospecting (i.e. additional GPAs, GPA security)
- Cultural tourism progression (i.e. Pink Lily Lagoon, Curtin House development)
- Megafauna development (i.e. South Walker)

These types of tourism experience projects align to priorities identified within the draft plan and compliment key findings supported by survey analysis; furthermore, provide clear direction on the future tourism development ensuring the region maximises its tourism potential.

6.0 NEXT STEPS

6.1 Pathway to Adoption

The specific pathway for Isaac Regional Council to adopt the Isaac Tourism Trails Strategic Plan can vary depending on the specific authority and the nature of the plan. The conceptualized plan and its goals, objectives, and scope has involved consultation with stakeholders, including community members, business owners, and other relevant parties. The strategic plan is to be developed in detail, including specific actions, timelines, and resource requirements. The plan should also identify any regulatory or legal requirements that must be met.

The plan has been reviewed and refined and is ready for Isaac Regional Council adoption through resolution. Implementation may involve assigning resources, developing timelines, and establishing a framework for monitoring progress and assessing outcomes. Additionally, Isaac Regional Council will need to comply with relevant laws, regulations, or procedures in adopting and implementing the Isaac Tourism Trails Strategic Plans.

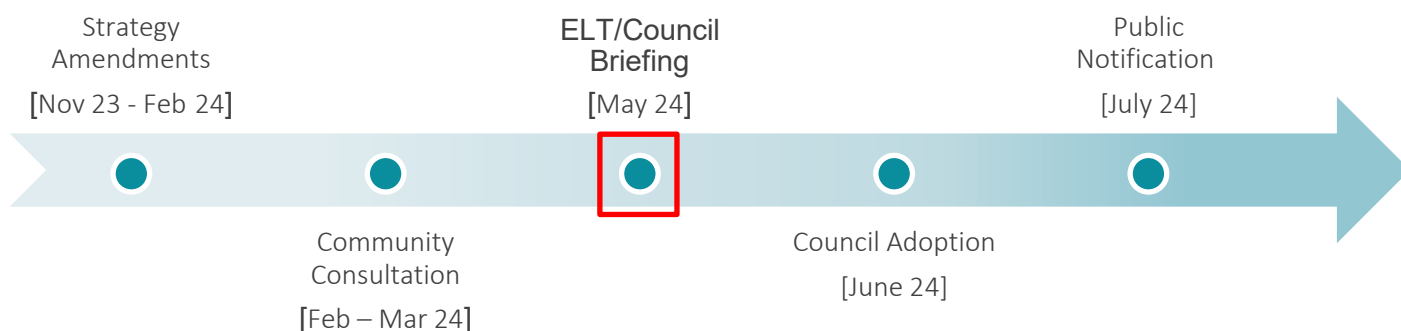



Figure 4 Theresa Creek Dam Concept Development Plan pathway to endorsement timeline

6.2 Further Requirements

In accordance with *Draft Isaac Tourism Trails Strategic Plan - Engagement Plan on Draft Strategies*, key internal and external stakeholders will be connected through direct methods such as face-to-face meetings, phone calls and email. This engagement will be enhanced by a range of community engagement techniques from simple information sharing to consultation and finally to active participation. The public notification



process and community involvement component of the plan will include Isaac community hubs for the distribution of information via various means including media releases and public notices, social media posts, flyers, FAQs, and hard copy materials at key locations. These methods will provide thorough opportunity for most Isaac residents and would encourage the presentation of Council's tourism strategic direction.

SUPPLEMENTARY INFORMATION

Acknowledgements

With grateful thanks to the participants involved in the study

Availability of data and materials

The datasets generated and analysed during the current study are not publicly available as they contain confidential information. Data and materials may be made available from the corresponding author upon reasonable request.

Competing interests

The authors declare no financial and non-financial competing interests.

References

1. Isaac Tourism Strategy 2019-2024
2. COVID19 Strategic Recovery Plan
3. Draft Isaac Tourism Trails Strategic Plan - Engagement Plan on Draft Strategies

APPENDICES



APPENDIX A – DRAFT ISAAC TOURISM TRAILS STRATEGIC PLAN - ENGAGEMENT PLAN ON DRAFT STRATEGIES



APPENDIX B – ISAAC TOURISM TRAILS STRATEGIC PLAN - SOCIAL MEDIA METRICS



APPENDIX C – ISAAC TOURISM TRAILS STRATEGIC PLAN - SURVEY SPEAK UP REPORT

ISAAC TOURISM TRAILS STRATEGIC PLAN - ENGAGEMENT PLAN ON DRAFT STRATEGIES

Current as at 20.03.2023

Presented by Manager Economy & Prosperity



PROJECT BRIEF

PROJECT BRIEF TITLE	Isaac Tourism Trails Strategic Plan – Engagement Plan (draft documents)
PROJECT CUSTODIAN	Manager Economy & Prosperity
DATE PROJECT COMMENCEMENT	March 2023
DATE PROJECT COMPLETION	August 2023
PROJECT LEADER	Manager Economy & Prosperity
PROJECT TEAM MEMBERS	Mackay Isaac Tourism (CEO and Isaac TDO), E&P Economic & Tourism development officer, E&P Economic & Business Resilience Coordinator Director PECS (informed member) Isaac Tourism Trails Strategic Plan Steering group (informed members) – (MIT CEO/TDO, DPECs Cr Pickles, E&P EBRC & Mgr)

1. PROJECT INTRODUCTION & DEFINITION

The Isaac Tourism Trails Strategic Plan (ITTSP) was endorsed by Council through the ;

- Strategic Recovery Plan item;
- TR9 Develop enabling infrastructure – Item no. 9 Under banner of Isaac Trails, document strategy support and a plan of development to bring delivery forward.
 - Scope and document small scale visitor convenience and camping/RV areas at key sites like Mt Britton, Blue Mt, Lord's Table, Russell Park Rd (Wolfgang/Gemini) and potentially others as identified in the Isaac Trails documentation and consistent with the Regional Open Space Strategy for submission to the PAG process.
- TR5 – Developing enabling infrastructure – Item 9 Identify opportunities for development and promotion of all other camping sites (including private camping areas) across the Region through Regional Camping Analysis and Strategy
- TR6 - Partner with First Peoples of Isaac to identify and develop respectful Indigenous tourism experiences
- TR12. Overhaul visitor information portals - Conduct audit and assessment of visitor information provision throughout Isaac Region and actively implement the Visitor Information Network Model as proposed in the Tourism Strategy

The Project was funded under the BBRF program for \$250,000 and Mackay Isaac Tourism was engaged to lead the development and project management with an shared MIT, IRC steering group developed to keep oversight of the activities.

The Project intent is to provide a holistic overview of a tourism development in region and crosses a number of Recovery Plan and Tourism Development strategy actions. The documents are in draft form now and this engagement plan is for the second round of public and Council consultation and proceed towards Council adoption.

Strategic plan documents

The Isaac Tourism Trails strategic plan has several sub strategy documents that are part of the overarching strategic plan but each of these are also presented as a subset of can be considered as a stand-alone as well. The following were the entire suite with only the first two documents being strategies that Council would seek public consultation on, with the remaining being internal organisation documents to support the betterment of Council management of those areas.

- Isaac Tourism Trails Development Strategic plan – public consultation
- Recreational Prospecting and Fossicking strategy – public consultation
- RV & Camping Analysis – Internal document
- VIC Assessment – Internal document

SCOPE:	<ul style="list-style-type: none"> • The Strategic plan documents are now in draft form following R&D and initial engagement and the scope of this plan is to re-engage with the stakeholders including Council and community for feedback, amendment and seek adoption from Council as required.
Project Objectives:	<ul style="list-style-type: none"> • Deliver a Tourism Trails Strategic plan that aligns with Council and community expectations to guide the development of the Tourism industry and in particular the identified trails in Isaac region.
Project Outcomes:	<ul style="list-style-type: none"> • Endorsed Tourism Trails strategic plan • Identified pathways for tourism industry development • Social and Economic benefit to the Isaac region community
DEPENDENCIES AND ASSOCIATED INITIATIVES:	<ul style="list-style-type: none"> • Councils strategic recovery plan • Tourism Strategy 2019-2024 • Recreation & Open Space Strategy • Long Term Financial forecast • Strategic Asset Management Plan
CONSTRAINTS:	<ul style="list-style-type: none"> •
Financial	<ul style="list-style-type: none"> • Cost implications for the engagement process will be minimal and provided by the E&P's project operational budget
Resources	<ul style="list-style-type: none"> • Mackay Isaac tourism do not have the funded ITDO role at this time – but will provide support as required • Mgr E&P will be required to lead some of this work given knowledge and other E&P team projects in progress • BMC • Engaged communities
OTHER	<ul style="list-style-type: none"> • Managing expectations of stakeholders including community • Ensuring community sentiment is considered
STAKEHOLDERS	Detailed contact list below in Table 4.
Internal	<ul style="list-style-type: none"> • Elected officials (Mayor & Divisional Councillors) • Local Divisional Councillors • Office of the CEO • Director PECS • Economy & Prosperity • Other internal departments, Engaged Communities, Brand, Media & Communications, Parks & Recreation, L&S, CE&C etc

External

- Mackay Isaac Tourism Ltd
- State Govt Depts, DES, TEQ, QPWS, DSDMIP, DSDTI etc
- Tourism industry businesses and stakeholders
- Local Community businesses
- Regional community
- External to region visitors
- Resource industry

2. PROJECT RISK MANAGEMENT

Informed decision-making is critical to the success of any project. Crucial to this success is the identification of risks and how they will be managed.

The following risks have been identified prior to the projects start. These risks will be reviewed as the project progresses.

RISK	POTENTIAL ISSUE(S)	POTENTIAL MITIGATION
1. MEDIUM	<ul style="list-style-type: none">• ITTSP does not achieve objectives or expectations	Strong consultative engagement, clear study framework and roles and responsibilities of stakeholders, previous experience in strategy development
2. HIGH	<ul style="list-style-type: none">• Expectations of Council and Community being raised through proposed outcomes of the plan	Engagement with Council to ensure the deliverables in the documents are attainable and align with Council's expectations and commitment and resourcing before community consultation Ensure engagement and communication to community and stakeholders is balanced, sustainable and achievable.
3. MEDIUM	<ul style="list-style-type: none">• Time delay in delivery	Remote/virtual meeting ability, existing E&P resources dedicated to project, planned elements and timeframes, ability to adjust timeframes without impacting outcomes
4. MEDIUM	<ul style="list-style-type: none">• Resourcing constraints	Mackay Isaac tourism to support the engagement plan and potential for ITDO role to be onboarded before completion of the engagement E&P team will prioritise the project and schedule other projects and resources to delivery timelines, early engagement with BMC and other stakeholders for support functions

3. PROJECT ACTIVITIES

The below activities are proposed engagement actions.

No.	Task Description or Milestone	Who	Start Date	End Date or Milestone
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1.	Stakeholder engagement plan developed & approved by DPECs	E&P Project team	June 23	June 23
3.	ITTSP Steering group mtg - Engagement plan review approval - Strategic plan documents feedback	ITTSP steering group	July 23	July 23
2.	E&P to develop Council briefing presentation following Steering committee input; i.e engagement plan activities, key points from each of the four strategy plans and consider a priority projects plan and a staged delivery plan method	E&P Project team	July 23	July 23
3.	Council internal engagement session/s with related departments (E&I – IPR, Engaged Communities (Arts & Cultural), L&S, CCE&C) etc	E&P Project team/internal depts	Aug 23	Sept 23
	Executive Leadership Team – briefing session	E&P/ELT	Aug 23	Sept 23
4	Council briefing session – Note – briefing points as above item 2	E&P Project team	Oct 23	Nov 23
5	Conduct any Council proposed amendments to the plan following Briefing session outcomes and provide Council report endorsing the documents for public consultation.	E&P Project team	Nov 23	Dec 23
6	Speak up platform opened for “have your say” submission/surveys released, public notice and social media supporting comms	E&P /BMC	Jan 24	Feb 24
7	Document made available Note – a key stakeholder email strategy document share and offer for meeting by request (to those internal/external parties consulted in the documents development) and request for feedback (21 days)	E&P	Jan 24	Feb 24
8	Review and correlation of public consultation/feedback for presentation to steering group and Council	E&P Project team	Feb 24	Mar 24
9	ITTSP Steering group meeting - review of public consultation feedback – and determination as to if a further council briefing required or		Mar 24	Apr 24

report to standing committee with recommendations for any ITT strategic plan amendments and or endorsement

ITTSP steering group

10	Final draft developed and presented to Council	E&P Project team	Apr 24	June 24
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STAKEHOLDERS CONTACT

EMAIL - PHONE

Internal	<ul style="list-style-type: none"> All councillors ELT Internal departments <ul style="list-style-type: none"> P&R, E&I, L&S, BMC, CE&C, Advocacy, EC 	•
External	<ul style="list-style-type: none"> Mackay Isaac Tourism Ltd Business community Clermont community Business Group – Michael Pugh (note CQ Hike and explore), Frieda Berry Porter (note outback prospectors) Mining proponents State govt, TEQ, QPWS, SLAM, DSDMIP, DSdTID Etc 	•

COMMUNICATION ACTIVITIES/MATERIALS REQUESTED

REFER TO COMMUNICATIONS PLAN DEVELOPED WITH BMC FOR DETAILED INFORMATION ON COMMUNICATION OF ACTIVITIES



ACTIVITY	WHO	STATUS
MEDIA RELEASE		Detail project release and key messaging
SUPPORTING WEBPAGE AND SOCIAL MEDIA DEVELOPED FOR AN OVERVIEW OF THE SPEAK UP PLATFORM PROVISION OF DOCUMENTS AND SUBMISSIONS		One pager that references council is conducting a community engagement event and invitations to complete survey
SPEAK UP SUBMISSIONS		Speak up page creation, E&P completing surveys, Social media tiles (initial submission and secondary for draft plan review)
EMAIL COMMUNICATION		Email link to speak up and social media tile to key stakeholders engaged in the development of the documents and

option to request an individual meeting is desired

INDIVIDUAL MEETINGS

Speak up and email sharing of documents to key stakeholders will promote access to E&P/MIT's project team for discussion if desired

Isaac Tourism Trails Strategy

<p>21 FEB</p> 	<p>Reach - 4283 Engagements – 160</p> <p>4,283 Accounts Centre accounts reached ⓘ 0% from boosted posts</p> <p>4,283 organic 0 paid</p> <p>160 Post engagements ⓘ</p> <table border="1"> <tr> <td>30 reactions</td><td>2 comments</td></tr> <tr> <td>22 on post</td><td>1 on post</td></tr> <tr> <td>8 on shares</td><td>1 on shares</td></tr> <tr> <td>8 shares</td><td>120 clicks</td></tr> <tr> <td>8 on post</td><td>15 photo clicks</td></tr> <tr> <td>0 on shares</td><td>36 link clicks</td></tr> <tr> <td></td><td>0 clicks to play</td></tr> <tr> <td></td><td>69 other clicks</td></tr> </table>	30 reactions	2 comments	22 on post	1 on post	8 on shares	1 on shares	8 shares	120 clicks	8 on post	15 photo clicks	0 on shares	36 link clicks		0 clicks to play		69 other clicks
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	69 other clicks																
<p>28 FEB</p> 	<p>Reach - 1915 Engagements – 64</p> <p>1,915 Accounts Centre accounts reached ⓘ 0% from boosted posts</p> <p>1,915 organic 0 paid</p> <p>64 Post engagements ⓘ</p> <table border="1"> <tr> <td>18 reactions</td><td>2 comments</td></tr> <tr> <td>5 on post</td><td>0 on post</td></tr> <tr> <td>13 on shares</td><td>2 on shares</td></tr> <tr> <td>8 shares</td><td>36 clicks</td></tr> <tr> <td>7 on post</td><td>10 photo clicks</td></tr> <tr> <td>1 on shares</td><td>19 link clicks</td></tr> <tr> <td></td><td>0 clicks to play</td></tr> <tr> <td></td><td>7 other clicks</td></tr> </table>	18 reactions	2 comments	5 on post	0 on post	13 on shares	2 on shares	8 shares	36 clicks	7 on post	10 photo clicks	1 on shares	19 link clicks		0 clicks to play		7 other clicks
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<p>8 MARCH</p>	<p>Reach - 722 Engagements – 19</p>																



Isaac Regional Council

Published by Simone Nolan · 8 March at 08:55 ·



There are only 5 more days to have your say on the Isaac Tourism Trails Strategy.

See below 📌📌 for more details.



772

Accounts Centre accounts reached ⓘ

0% from boosted posts

772 organic

0 paid

19

Post engagements ⓘ

5 reactions

5 on post

0 on shares

1 share

1 on post

0 on shares

2 comments

2 on post

0 on shares

11 clicks

3 photo clicks

7 link clicks

0 clicks to play

1 other clicks

Summary Report

14 February 2024 - 20 March 2024

Speak Up Isaac

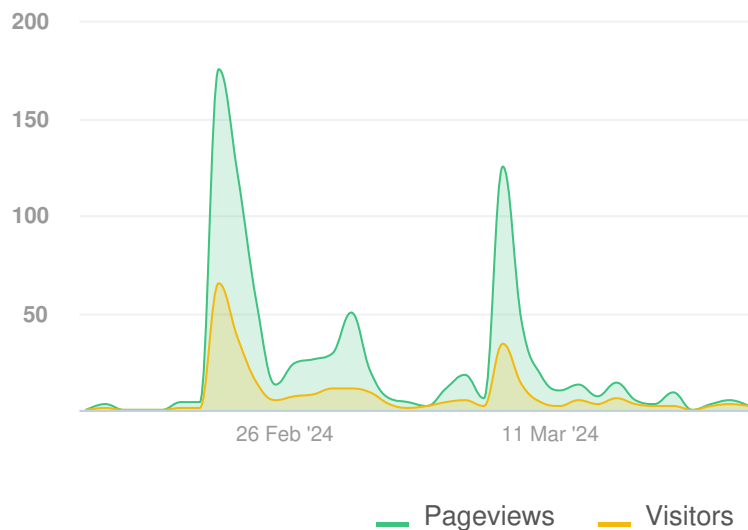
PROJECTS SELECTED: 1

Isaac Tourism Trails Strategy

FULL LIST AT THE END OF THE REPORT



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
308	65	
NEW REGISTRATIONS		
0		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
17	172	233

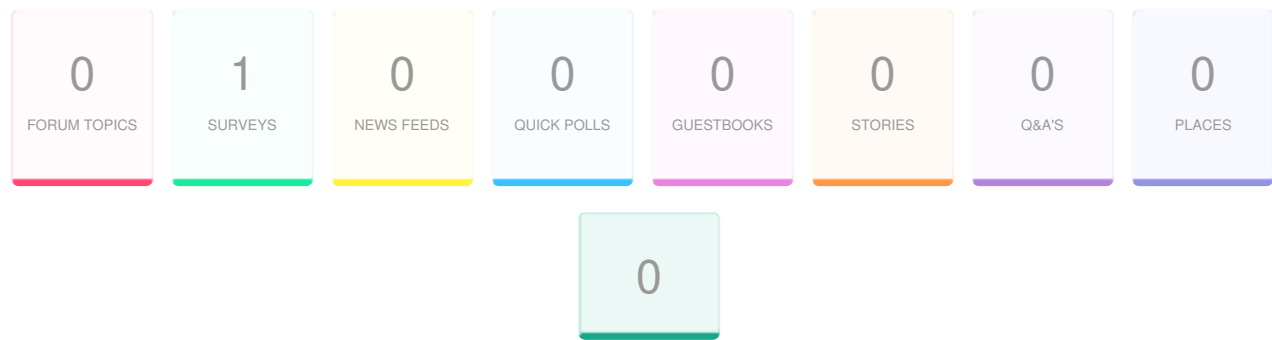
PARTICIPANT SUMMARY

ENGAGED	17 ENGAGED PARTICIPANTS				(%)
INFORMED	Contributed on Forums	0	0	0	Isaac Tourism Trails Strategy 17 (7.3%)
	Participated in Surveys	0	0	17	
	Contributed to Newsfeeds	0	0	0	
	Participated in Quick Polls	0	0	0	
AWARE	Posted on Guestbooks	0	0	0	
	Contributed to Stories	0	0	0	
	Asked Questions	0	0	0	
	Placed Pins on Places	0	0	0	
	Contributed to Ideas	0	0	0	
* A single engaged participant can perform multiple actions				* Calculated as a percentage of total visits to the Project	

ENGAGED	172 INFORMED PARTICIPANTS				(%)
INFORMED	Viewed a video	0			Isaac Tourism Trails Strategy 172 (73.8%)
	Viewed a photo	0			
	Downloaded a document	142			
	Visited the Key Dates page	0			
AWARE	Visited an FAQ list Page	0			
	Visited Instagram Page	0			
	Visited Multiple Project Pages	143			
	Contributed to a tool (engaged)	17			
	* A single informed participant can perform multiple actions				

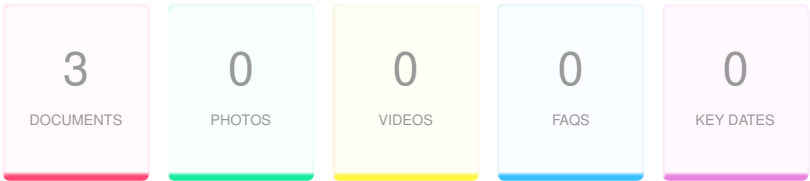
ENGAGED	233 AWARE PARTICIPANTS				
INFORMED	Visited at least one Page	233			Isaac Tourism Trails Strategy 233
AWARE					
* Aware user could have also performed an Informed or Engaged Action				* Total list of unique visitors to the project	

ENGAGEMENT TOOLS SUMMARY



SURVEYS SUMMARY		TOP 3 SURVEYS BASED ON CONTRIBUTORS	
1	Surveys	17 Contributors to Have your say!	
17	Contributors		
17	Submissions		

INFORMATION WIDGET SUMMARY



DOCUMENTS	
3	Documents
142	Visitors
173	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS		
170	2	1
Downloads	Downloads	Downloads
Isaac Tourism Trails Master Document V7 sml.pdf	deleted_document	deleted_document

TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	57
www.google.com	39
lm.facebook.com	37
l.facebook.com	24
www.isaac.qld.gov.au	7
iris.isaac.qld.gov.au	5
www.bing.com	4
www.google.com.au	3
statics.teams.cdn.office.net	2
www.facebook.com	1

SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Isaac Tourism Trails Strategy	233	172	17

Context assessment, tourism profile and analysis

#	Response	Theme	Recommendations
1	A lot of thought and exploration has gone into The Isaac Tourism Trails Strategy		Identify priority tourism development experience projects
2	Seems like Dysart is just a place to bypass... Let's create something to bring to tourists to us. we need art installations and sculptures and year after year as can add more to the collection!	Develop tourism experiences	Identify priority tourism development experience projects
3	Because no matter what you write in this strategy Council won't execute it.	IRC commitment	Identify priority tourism development experience projects
4	I think it's presented well and looks like a lot of thought went into breaking down important information into bite size pieces. Focus areas appear achievable with the right vision and prioritisation from council. Interesting that 80% of visitors were male and should be considered in future marketing and tourism product development proposals.	Develop tourism experiences Assist new and existing tourism businesses	Identify priority tourism development experience projects Develop marketable product
5	Comprehensive & well informed, allowing for current and future trends in tourist behaviours	Develop tourism experiences	Identify priority tourism development experience projects
6	There is no tourism in Mackay	Perception	Community engagement
7	There looks to be plenty of planning underway.		Identify priority tourism development experience projects
8	Thorough analysis provided with transparency.		Identify priority tourism development experience projects
9	QUITE COMPREHENSIVE AND WELL DESIGNED		Identify priority tourism development experience projects

10	The recognition of the importance of the prospector/ fossicker to the area is of great concern to those that have been coming to Clermont for many years. Fantastic location, people and community.	Prospecting and Fossicking	Develop Recreational Prospecting and Fossicking Strategy for Council adoption
11	Words are cheap. Many statements have been made before.	IRC commitment	Identify priority tourism development experience projects
12	Many people - both retailers and participants in fossicking in the region have made a lot of noise individually about improving access and facilities in the area. Individually, none have really had the power to change much on their own. It is pleasing to see that the Council is using their cast knowledge and power to engineer a great transformation in the community.	GPA management and security	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Continue to collaborate with DoR and QPWS
13	It offers good suggestions in relation to improving tourism opportunities for fossicking.	Prospecting and Fossicking	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Identify priority tourism development experience projects
14	In relation to prospecting on Common Wealth (the people's land). You portray you are invested in encouraging more prospectors to the region with false pretense! The government DOES NOTHING to upkeep our state lands! Regular management to reduce fire fueles, tracks, main traffic roads etc are indescribably mismanaged to the point of danger to those of us wishing to nter out forests. When we do find somewhere to venture into GPAs, we find you (the government has leased the land to unwelcoming iners or graziers! The graziers have apparently leased the land for EXTRA land to graze their cattle???? So they have massive properties of their own, with ample feed and bugger all stock on it, and put their 50-100 head in the leased area just so they have posession	GPA management and security	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Continue to collaborate with DoR and QPWS

	<p>of more land. Nothing about expanding or bettering their herds! They threaten anyone on their land, and the small claim miners are worse!</p> <p>You need to give our old miners rights to OUR LANDS back, stop selling our lands to foreign corporations and start looking after our lands like we pay you for! Stop being so treasonous and do your jobs!</p>		
15	I would have rated it higher, but I feel like the prospecting sector was over represented in the survey and not an accurate representation of what is important to locals and visitors.	Data skew	Review visitor and resident survey data
16	Given my long advocacy for greater recognition of the Isaac region's tourism potential, it is very heartening to see many of the opportunities and issues I have previously raised incorporated into this comprehensive Strategy document. With the formal adoption of the ITTS, our region will hopefully receive the appropriate administrative and funding support from State government it deserves. Full credit goes to the IRC and MIT teams for their collaborative effort to bring it to fruition.		Identify priority tourism development experience projects
17	Seems on point		Identify priority tourism development experience projects

Peak Ranges and Convenient Outback Experience Trail

#	Response	Addition	Theme	Recommendations
1	Excellent ideas	visiting a local property showcasing what is produced in this area	Tour opportunities	Inclusion into priority tourism development experience projects
2	Lots of people like hiking. 4wd access is a good starting point, with the long term goal to make it easy access for all vehicles would be sensible.	Dysart needs art and sculpture installations for a reason for tourists to visit, otherwise we will just be bypassed.	Trails Assist new and existing tourism businesses	Highlight historic and nature aspects of region Identify priority tourism development experience projects

				Improve roads, trails, wayfinding and signage throughout region
3	Rubbish		Perception	Community engagement
4	<p>I think this is a great route however currently there is no infrastructure (toilets, parking, road access, water) available to these hiking locations or any proper signage that suggests safe access points to climb or walking track grading systems.</p> <p>And do we need to talk about accommodation availability? Room availability is limited and there is no RV or caravan park. The free camping at the Isaacs is not maintained to a high standard and is often overgrown and rubbish bins overflowing.</p> <p>A camp ground at either Gemini or Wolfgang could be a solution. This would avoid the need for visitors to double back from Clermont.</p>	<p>Mine tours or some sort of mine interactive visitor experience</p> <p>Something to do with Koala conservation or a nature walk where koalas live</p> <p>Farm to plate experience</p> <p>Bush tucker experience</p>	<p>Improved infrastructure</p> <p>Assist new and existing tourism businesses</p>	<p>Highlight historic and nature aspects of region</p> <p>Improve roads, trails, wayfinding and signage throughout region</p> <p>Accommodation and camping options limited</p> <p>RV and camping analysis</p> <p>Continue to collaborate with DoR and QPWS</p> <p>IRC/MIT partnership</p>
5	Urgent need for signage and consistent access was identified. Hiking is a very popular activity and currently woefully underutilised in the Isaac region	Other hikes,include walking trails near Theresa Creek Dam	Wayfinding	Improve roads, trails, wayfinding and signage throughout region
6	Not accurate representation		Perception	Community Engagement
7	Clearer signage and easier access will make this a far more appetizing experience!		<p>Wayfinding</p> <p>Trails</p> <p>Assist new and existing tourism businesses</p>	Improve roads, trails, wayfinding and signage throughout region

8	Sounds appealing to the target audience			Identify priority tourism development experience projects
9	EXCELLENT			Identify priority tourism development experience projects
10	Definitely the way to go in this very hard economic time. These towns need as much outside tourism help as possible.		Assist new and existing tourism businesses	Identify priority tourism development experience projects IRC/MIT partnership
11	A great start.			Identify priority tourism development experience projects
12	I think it expands the number of experiences in the region and would most likely increase the length of stay of visitors in the area.		Assist new and existing tourism businesses	Identify priority tourism development experience projects IRC/MIT partnership
13	Very good if it leads to opening these areas to walking trails and camping opportunities		Highlight nature aspects of region	Accommodation and camping options limited RV and camping analysis
14	Plenty of opportunities, but you can't even look after the townships let alone wanting to pretend to care about anything else???	I'm only interested in fossicking for Gold or Gemstones so can't add anything.	Assist new and existing tourism businesses Fossicking and Prospecting	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Continue to collaborate with DoR and QPWS

15	Great for the future of the region			Identify priority tourism development experience projects
16	<p>Done properly, hiking has great potential for the Isaac region, noting that greater support from agency stakeholder QPWS has been identified to improve visitor experience. While a mix of both self-guided and organised experiences has been proposed, it should be noted that destination appeal comes through the natural, untouched qualities of the Peak Ranges NP so it's important to have a balanced approach to promoting enjoyment of these natural landscapes to maintain accessibility by both visitors and Isaac residents.</p>	<p>Some time ago Clermont QPWS proposed a self-guided Tourist Drive through local State Forests, highlighting natural and cultural heritage points of interest. As interested stakeholders, we (Outback Prospector proprietors) attended a drive-by of this route with local QPWS ranger in 2018 - details can be provided.</p> <p>A self-guided experience potentially combined with a guided indigenous cultural heritage experience would add greater value to our natural public bushland assets and build a case for greater investment by State government into our region.</p> <p>Further reference for</p>	<p>Improve visitor experience</p> <p>Continue to collaborate with DoR and QPWS</p>	<p>Highlight historic and nature aspects of region</p> <p>Improve roads, trails, wayfinding and signage throughout region</p> <p>Develop marketable product</p>

		points of interest. QPWS_Montreal Non-Indigenous Cultural Heritage Inventory Project Report_Clermont State Forest_CQ_21Dec2001		
17	Happy with			Identify priority tourism development experience projects

Gold Fever Prospecting and Modern Mining Trail Experience

#	Response	Additions	Theme	Recommendation
1	Again Excellent	Mining tours		
2	This looks like a well thought out plan. Mine site viewing platforms should be changed to essential at all mine sites listed in the report. i love the water sports equipment hire, good work to the person who thought of that idea. The idea of marketing the gold prospecting with the 'near by' gem fossicking is smart, get on to that!	no	Tour Opportunities Assist new and existing tourism businesses	Develop marketable product Develop Recreational Prospecting and Fossicking Strategy for Council adoption IRC/MIT partnership
3	Not well thought out		Perception	Community Engagement
4	If IRC gets this trail right by supporting the development of the identified opportunities then this trail could be the trailblazer that supports all the other trails identified in the strategy.	I think all the opportunities in the strategy would be great assets to the region and all should be prioritized.		Identify priority tourism development experience projects
5	good			
6	Not accurate representation		Perception	Community Engagement

7	The Mega Fauna exhibit would be amazing, also this trail takes in a great deal of our area which would be fantastic to showcase.			Highlight historic and nature aspects of region Identify priority tourism development experience projects
8	Unique theme.			Identify priority tourism development experience projects
9	EXCITING			Identify priority tourism development experience projects
10	Fantastic to see that these areas are identified.			Identify priority tourism development experience projects
11	Good start with room for improvement	CARMILA HAS BEEN OVERLOOKED ON THE GOLD FOSSICKING. THERE IS A LOT OF OLD MINES AND HISTORY THERE!	Review mining history Identify coastal gold fossicking opportunities	Highlight historic and nature aspects of region
12	Well if anything comes of this and numbers increase, two vital things need to happen: 1. Open up more GPA's, it is all right for very experienced fossickers to go in with their high end machines and continually post their great finds, however it is very demoralising for the Mum and Dad fossickers when they can spend two weeks out there and go home with nothing to show for it. Maintenance of the GPA's is important by reducing grass mass by foraging or burning off. 2. Affordable accomodation/camping areas are urgently required close to the action.		IRC Commitment GPA Management and Security Accommodation and camping options limited	Develop Recreational Prospecting and Fossicking Strategy for Council adoption RV and camping analysis Continue to collaborate with DoR and QPWS

13	Clermont needs more fossicking areas opened in state forests to draw more prospectors to bolster the local economy. While a number of GPAs are provided, many of these areas are becoming difficult to find anymore gold due to many years of fossicking.	Camping availability in the state forest GPA's	GPA Management and security	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Continue to collaborate with DoR and QPWS
14	In relation to prospecting on Common Wealth (the people's land). You portray you are invested in encouraging more prospectors to the region with false pretense! The government DOES NOTHING to upkeep our state lands! Regular management to reduce fire fueles, tracks, main traffic roads etc are indescribably mismanaged to the point of danger to those of us wishing to nter out forests. When we do find somewhere to venture into GPAs, we find you (the government has leased the land to unwelcoming iners or graziers! The graziers have apparently leased the land for EXTRA land to graze their cattle???? So they have massive properties of their own, with ample feed and bugger all stock on it, and put their 50-100 head in the leased area just so they have posession of more land. Nothing about expanding or bettering their herds! They threaten anyone on their land, and the small claim miners are worse! You need to give our old miners rights to OUR LANDS back, stop selling our lands to foreign corporations and start looking after our lands like we pay you for! Stop being so treasonous and do your jobs!	You say your invested in the history of the region, yet you lease out lands of high historical values so people can grow hay on the lands. Piss poor effort to showcase the most important town in the region historically in Clermont! The township itself is nearly dead, the council can't keep up with the general everyday upkeep of the town, and are unwelcoming when it comes to relic and coin detectorists, with council workers verbally abusing detectorists for being in public parks! These council workers don't even know the laws! And should not be portraying council has	GPA Management and Security IRC Commitment	Develop Recreational Prospecting and Fossicking Strategy for Council adoption Continue to collaborate with DoR and QPWS Identify priority tourism development experience projects

		ANY law making or policing powers in Australia! Local councils are only caretakers of the people's lands, you all need to remember that!		
15				
16	<p>Acknowledging the significant advocacy efforts made by numerous community and government stakeholders over many years to further develop the well-established recreational prospecting activity in the Clermont goldfields, it is particularly satisfying to note the focus given to this important economic contributor to our tourism economy within the framework of the Isaac Recreational Prospecting & Fossicking Strategic Plan 2023-2028.</p> <p>Understanding that there is a range of expectations and capabilities within the target demographic, it is specifically noted that the comment on pg 54 "...where you can visit Queensland's most accessible goldfields and strike gold on a tour with a guide." ...should also include reference to self-guided prospecting experiences in existing designated areas on public lands, given that the greater proportion of visitors are self-reliant.</p> <p>Formally recognising the value of the recreational prospecting sector to the Isaac region (and wider Queensland) within the political and bureaucratic landscape is an important first step to making the necessary legislative changes required to increase</p>	<p>Re: Isaac Augmented Reality App, include the original location of the Clermont and Copperfield townships and Blair Athol cemetery/townships - connect this back to relevant displays in the Clermont Historical Centre.</p> <p>Re: End of Life Mine Site Opportunities - note that part of Clermont Coal site around the camp sits on historic goldfields and could be designated as a GPA post-shutdown, or even low-budget accommodation for visiting prospectors or as a Veteran's Retreat (many ex-military enjoy prospecting too.)</p>	<p>Tour Opportunities</p> <p>Assist new and existing tourism businesses</p>	<p>Identify priority tourism development experience projects</p> <p>Develop marketable product</p> <p>IRC/MIT partnership</p> <p>Develop Recreational Prospecting and Fossicking Strategy for Council adoption</p> <p>RV and camping analysis</p> <p>Continue to collaborate with DoR and QPWS</p>

	<p>secured public land access to undertake the activity, to better protect future investment and returns for all stakeholders.</p> <p>As a contributing community stakeholder, we (Outback Prospector) gratefully acknowledge the reference to our input and look forward to meaningful engagement with relevant local and State agencies to further promote Clermont as "the recreational prospecting capital of Queensland".</p>			
17		Maybe a private guide or tour of goldfields	<p>Tour Opportunities</p> <p>Assist new and existing tourism businesses</p>	<p>Develop Recreational Prospecting and Fossicking Strategy for Council adoption</p> <p>Continue to collaborate with DoR and QPWS</p>

Green Coastal Experience Trail

#	Response	Additions	Theme	Recommendation
1	Excellent	I'm not familiar with this area so do not know of opportunities		Develop marketable product
2	<p>WOW! This sounds smart and incredible. I love the charter idea, and the crabbing tour/catching and plating up is a clever idea.</p> <p>the st lawrence celender sounds fun. The filleting tables and fish signage is a clever idea.</p> <p>the farm tours would be brilliant!</p>	what you've already got it awesome!	<p>Tour Opportunities</p> <p>Assist new and existing tourism businesses</p>	<p>Identify priority tourism development experience projects</p> <p>IRC/MIT partnership</p>
3				

Appendix – Isaac Tourism Trails Strategic Plan – Survey Responses Aggregated

4	There is good infrastructure and accommodation options to support this trail however more actual tourism operators would be needed to make it memorial.	Need something big here - eg. Big Dugong like the big mango with cafe attached selling local produce, ice-cream etc.	Assist new and existing tourism businesses	IRC/MIT partnership
5	quality of some of the gravel roads is ordinary. It would require good signage and a high level of consumer education to prevent vehicle mishaps along some routes, eg caravans, elderly tourists etc.			Improve roads, trails, wayfinding and signage throughout region
6	Not accurate representation of coastal management	Dugong sanctuary		Collaborate with DES and GBRMPA
7	Another great trail taking in unknown areas of our region, plus the St Lawrence Wetlands weekend is a huge deal, so it would be great to leverage off of this.		Event Opportunities	
8				
9	COULD BE MORE ADDED	BAMBOO HILL AND PLANS FOR AN RV PARK THERE AT CARMILA WEST, THE WALKING TRACK THROUGH TO NEBO?	Review coastal opportunities	RV and camping analysis Improve roads, trails, wayfinding and signage throughout region
10				
11				
12				
13				
14				
15				
16	As a quiet, more relaxed alternative to the hustle and bustle of the Whitsundays, the Isaac coast has great appeal for domestic visitation, with low-impact, family and budget-friendly experiences for	Potential to establish a regional fishing competition across multiple Isaac locations	Low Key Highlight nature aspects of region	IRC/MIT partnership

	Isaac residents and from surrounding CQ regions. Plans need to be mindful not to lose this appeal through over-commercialising the destination.	during the tourist season that extends out to Theresa Creek Dam.	Event opportunities Assist new and existing businesses	
17	Happy with	Unsure		Identify priority tourism development experience projects

Green, Bronze and Gold Experience Trail

#	Response	Additions	Theme	Recommendation
1	Excellent	Mining tours and visiting a local property to showcase what is produced in this area.	Tour Opportunities Assist new and existing businesses	Highlight historic and nature aspects of region IRC/MIT partnership Develop marketable product
2	Build up and from the Wombat Festival, and Gold and Coal Festivals is smart and I encourage it. YES to the art and sculpture installations. This needs to change to a MUST for Dysart. It's a reason to bring ppl to our town!	Dysart needs an annual SOAP BOX rally. Have you seen this on youtube. The community would LOVE THIS!!!!!!!!!! Dysart needs monthly toad racing, roach racing, bingo, dance nights, darts comp, tabletop shuffleboard, cards night, murder mystery parties, musical bingo, and trivia. These activities could	Event opportunities Assist new and existing businesses	IRC/MIT partnership Identify priority tourism development experience projects Develop marketable product

		be shared between the pub and bowlsie, and even Country Roads motel. Once they set their routine with these events they can be marketed towards to locals, DIDO, FIFO and guests staying at the Country Roads etc.		
3				
4	This route feels clunky, why wouldn't visitors starting in Clermont not just head out to St Lawrence and then just go up or down the coast. I am not convinced that they would see the point in going back through Nebo and Moranbah and back around to Clermont with the current lack of tourist accommodation or experiences.	Lotus Creek could be leveraged here with farm tours and dinner under the stars experiences.	Tour Opportunities Assist new and existing businesses	Highlight historic and nature aspects of region Identify priority tourism development experience projects IRC/MIT partnership Develop marketable product
5	as above			
6				
7	Looks great.			
8				
9				
10				
11				
12				
13				
14				
15				

16	Identifying the distinct bio-regions of the Isaac allows for a diverse range of tourism 'products' to be created and promoted, while still recognising the Isaac 'brand'. It's actually a tactical advantage in a competitive marketplace, offering 'something for everyone'. Typically a tourism 'blackspot' for coastal tourists, our region has great potential to capture portions of existing markets by enticing visitors to try a new experience inland. (Love also the 'Olympic'-related theme to represent the 'palette' of our landscapes.)	A focus on Hoods Lagoon, Clermont for the cultural heritage and flora and fauna points of interests (eg bush tucker, bird watching, appropriate signage and/or virtual historic walk-through the old Clermont township site, Peace Poles installation) plus develop other public art opportunities eg. silo art trails with old grain silos or water towers	Improve roads, trails, wayfinding and signage throughout region Assist new and existing businesses	Highlight historic and nature aspects of region Identify priority tourism development experience projects IRC/MIT partnership
17	Happy with	Unsure		

Overall Draft Isaac Tourism Trails Strategic Plan

#	Response	Additions	Theme	Recommendation
1	All 6 strategies pooled together to reach a wide variety of possible visitors	Well written and informative.		Identify priority tourism development experience projects
2	Holey Moley, a lot of work has gone into this plan. Let's not waste it. I can't bare to see another great council plan fall flat on it's face. (Yes i have lived in Dysart a bloody long time)	A lot of the towns will really benefit from this plan. - Very satisfied. Dysart is just left as a town mentioned to drive pass, maybe get some fuel and then keep going. I am pleased our town in mentioned a lot. We just need reasons to feature Dysart in the Strategic Plan (please see previous	IRC Commitment Improve roads, trails, wayfinding and signage throughout region Develop marketable product	Identify priority tourism development experience projects

		comments for lots of ideas). - Neutral		
3		It's not very well written and is very limited with tourism opportunities.	Perception Develop marketable product	Identify priority tourism development experience projects Community Engagement
4		The key for these trails to be a drawcard depends on the infrastructure, road quality, accommodation options (these need to be tourism specific not taken up by miners) and the quality of the experiences. Self-guided hikes and tours are all very well but there needs to be some developed all year round tourism experiences that can be promoted and leveraged to attract visitors to prioritise the region as a destination, not just a stop over on their way further north.	Tour Opportunities Assist new and existing businesses Accommodation and camping options limited Develop marketable product	Identify priority tourism development experience projects RV and camping analysis Improve roads, trails, wayfinding and signage throughout region
5	combining food experiences with historical locations	Comprehensive and well informed	Assist new and existing businesses	Highlight historic and nature aspects of region IRC/MIT Partnership
6				
7	I think this is a great start and look forward to seeing the progression.			Identify priority tourism development experience projects
8				

9	GREAT START	HAVING TO DEPEND ON IRC TO ENDORSE AND HELP WITH FUTURE DEVELOPMENT PLANS, WOULD MEAN THEY NEEDED TO GET ORGANISED AND SHORTEN THEIR TIMEFRAMES TO GET SIMPLE ITEMS APPROVED AND LOWER THE EXORBITANT FEES FOR EACH STAGE. THEY TALK THE TALK, BUT DESTROY THE WALK BY THEIR COMPLACENCY AND RED TAPE APPROACH TO EVERYTHING	IRC Commitment Perception	Community Engagement Identify priority tourism development experience projects
10		The Issac Shire is realising the importance of the tourism from gold fossickers.		Identify priority tourism development experience projects Develop Recreational Prospecting and Fossicking Strategy for Council adoption
11				
12				
13				
14				
15				
16	Poor effort to showcase the historical values of the region!	It's a good plan overall. Thank you.	Highlight historic and nature aspects of region	Identify priority tourism development experience projects

17	I feel like there are not enough opportunities to increase family (parents and kids) as visitors. Anecdotally they bring in more money than prospectors and grey nomads. I would have liked to see more opportunities for family friendly activities.	It's extremely encouraging to see IRC investing in these comprehensive information gathering exercises to formally recognise the tourism potential of the Isaac region, and very satisfying to see many of the important issues raised over many years with Council are captured in the Strategy. Thanks to the combined IRC/MIT teams for driving the Isaac Tourism Trails project and we look forward to seeing the identified opportunities being realised across the region.	Family orientated	Identify priority tourism development experience projects
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ISAAC TOURISM TRAILS STRATEGY



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1

SETTING THE SCENE

A. Purpose of the Isaac Tourism Trails Project

DR Tourism has been contracted by both Isaac Regional Council and Mackay Isaac Tourism to carry out this important tourism project on behalf of the Isaac Region.

Despite the many fantastic tourism assets that the Isaac has – a persistent perception, particularly from those who live outside of the region – is that the Isaac is all about the mining sector. Of course, mining is and will remain crucial to the economic and social wellbeing of the region’s residents for years to come, but both a challenge and opportunity exists to change people’s perception of the region and awareness of the Isaac as a leisure tourism destination.

Specifically, this project addresses the following needs:

- Deliver a tourism strategy that provides direction for the broader region’s tourism development on the back of several major trail networks – ensuring the region maximises its tourism potential;

- Assess the current visitor experience, accommodation and events offering, and determine where there are gaps and opportunities that need to be addressed;
- Develop an RV and Camping Strategic Plan;
- Develop a Prospecting and Fossicking Strategic Plan;
- Assess and provide recommendations on the region’s current visitor information services model; and
- Provide recommendations on the future tourism development and marketing actions for each proposed tourism trail, and the wider tourism economy as a whole.

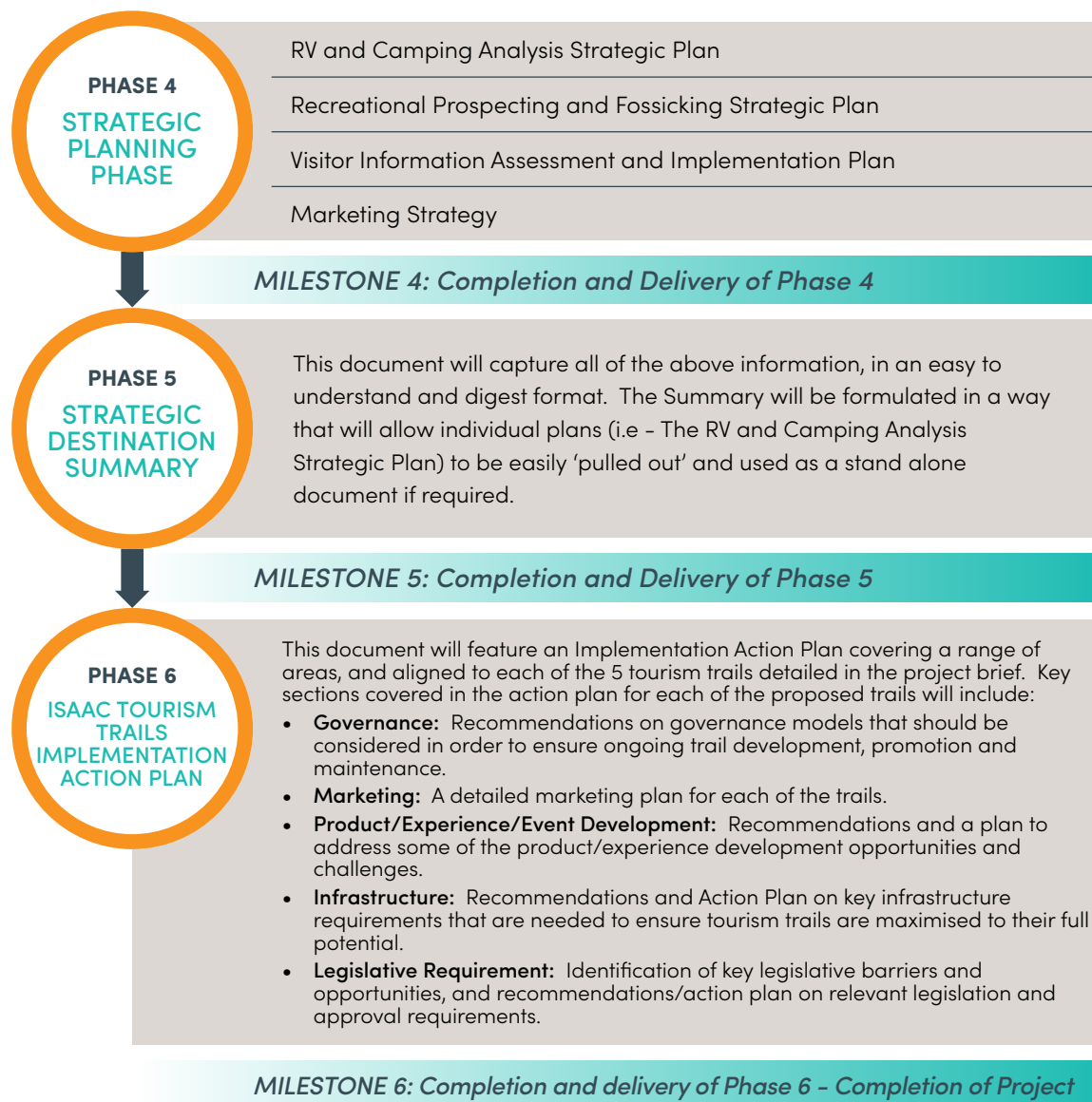
The project commenced in September 2022, and aims to conclude in March 2023.

1. SETTING THE SCENE (continued)

B. Isaac Tourism Trails Project Methodology

Given the scale of this project – the delivery has been divided into several key methodology phases, as per the below:







STRATEGIC CONTEXT ASSESSMENT

A. Isaac Regional Council Community Development Context

A whole of Council approach represents working across department boundaries to achieve a shared goal and an integrated government response to elevate the region's visitor economy. Approaches can be formal and informal. They can focus on strategic development, new initiatives and service delivery.

ANNUAL OPERATIONAL PLAN

THE GOAL IS:

To pursue long-term sustainable futures for Isaac's communities.

THE VISION IS:

Helping to energise the world. A region that feeds, powers and builds communities, now and for the future.

As part of this focus "Council is committed to developing, maintaining, and advocating for community assets that add to the region's liveability, social wellbeing, and economic sustainability."

Sections of particular relevance to this Tourism Trails Strategy are the following.

2. STRATEGIC CONTEXT ASSESSMENT (continued)

Communities

- Promote programs that celebrate the uniqueness and diversity of our communities including appropriate recognition of our Indigenous communities.

Economy

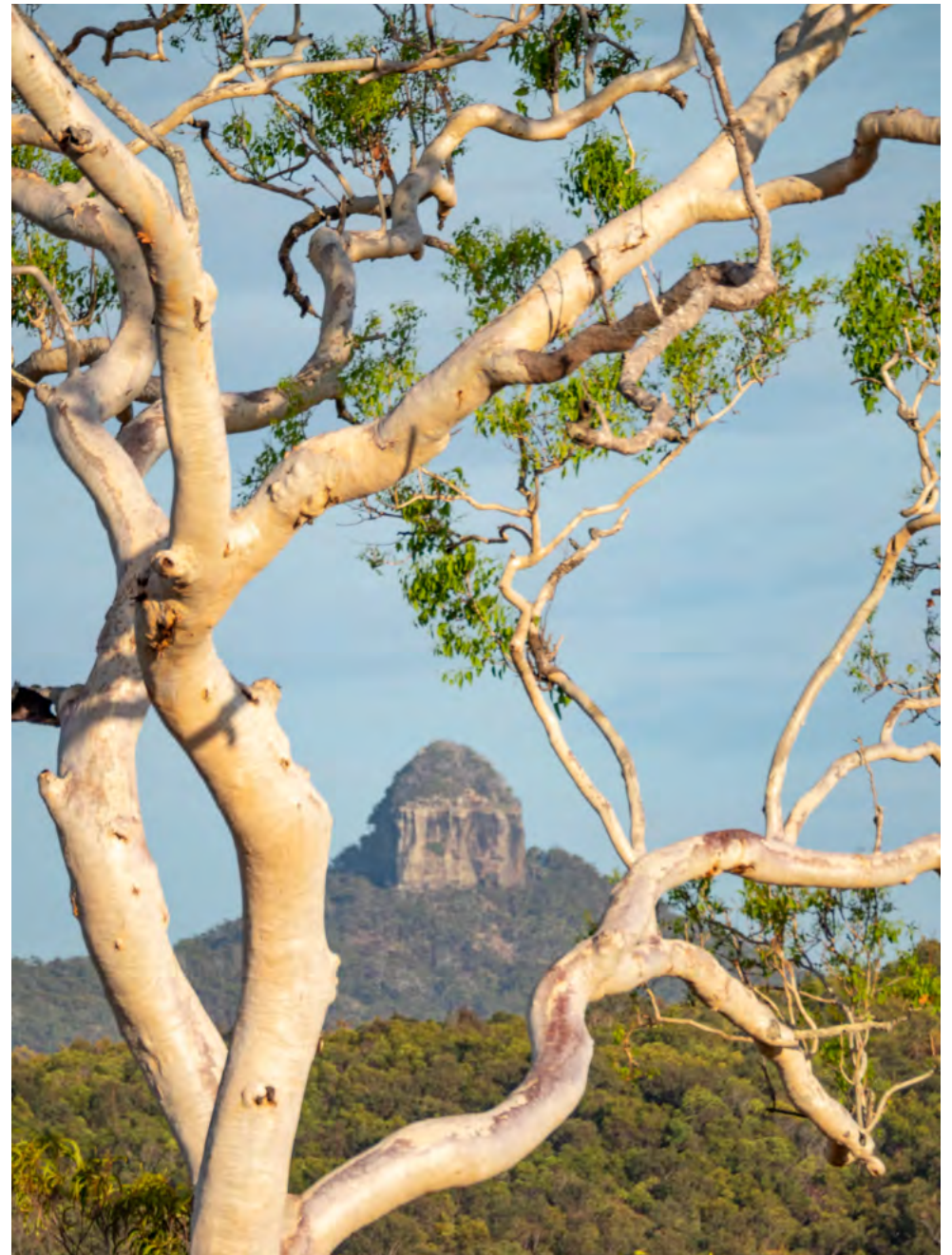
- Plan, design and provide sustainable infrastructure, facilities and services that encourage and support economic growth and development.
- Promote and advocate for the region and our diverse range of industries, to attract people to live, invest in and visit the region.
- Identify opportunities for economic development through strategic analysis of regional resources and the provision of planning and policies that support sustainable economic development.

Infrastructure

- Plan, provide and maintain effective and sustainable road infrastructure to meet the needs of key economic and community activities.

Environment

- Manage and promote natural resources, including culturally significant sites and coastal environments in a responsible and sustainable manner.



2. STRATEGIC CONTEXT ASSESSMENT (continued)

ISAAC 2035 – COUNCIL'S COMMUNITY STRATEGIC PLAN

The **Goals** of the plan include:

Communities

In 2035 Isaac will have strong and diverse communities that support all to live, work and raise families.

Economy

In 2035 Isaac will continue to be Queensland's number one performing regional economy, based upon a thriving, resilient and diverse mix of industry sectors.

Infrastructure

In 2035 Isaac will have effective and sustainable infrastructure that supports the needs of the region's communities and its economic sectors.

Environment

In 2035 Isaac will have an appropriate and sustainable balance between environment, economy and community to ensure our natural resources are sustainably managed and protected.

The **Vision** is:

Isaac 2035 is a vision for what our region will look like in 20 years. This vision is founded upon vibrant communities, a strong economy, a healthy environment and effective and sustainable infrastructure.

The nation, the state and the Isaac region will change significantly in two decades and it is likely that our population, economy, climate and way of life will be very different from today.

The inevitable social, economic and political changes mean that we need to explore new ways of capitalising on opportunities and addressing challenges, to ensure Isaac reaches its full potential.

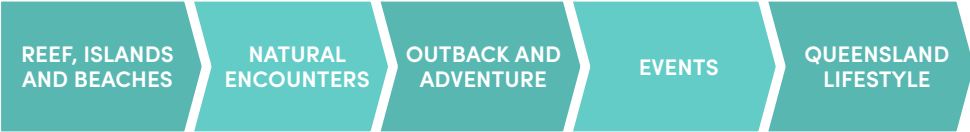
Council has created a plan to allow our communities to follow the journey towards Isaac 2035.

This plan is the key driver for the region's Strategic Planning Framework, which includes the delivery of our 5 Year Corporate Plan and the Annual Operating Plan.

B. Tourism Strategic Context

TOURISM EVENTS QUEENSLAND FIVE PILLARS FRAMEWORK

Five experience pillars have been identified that are consumer oriented and based on categories identified by our research. They form the backbone of TEQ’s creative strategy and are what TEQ is using to deliver messaging to consumers across the full breadth of channels and touchpoints. While each pillar is distinct and clearly defined, they all share a point of view that is unmistakably, quintessentially Queensland.



Queensland’s experience pillars and hero experiences represent our competitive advantage and reflect what is unique and memorable about Queensland. Isaac tourism operators and events will bring to life the destination delivered approach by being the direct touch point with consumers, delivering the hero experiences to guests across the destinations and delivering authentic and truly memorable guest experiences.



MACKAY ISAAC DESTINATION TOURISM PLAN REVIEW 2022-2027

The plan’s **vision** is:

“To be a must visit destination by showcasing memorable, authentic and unique nature based and heritage experiences and events to the world.”

Brand Promise is:

“Be inspired and entertained as you discover unspoilt nature, unique events, heritage and vast adventures.”

The **purpose** is:

“To provide a sustainable tourism industry that brings economic and social benefits to the Mackay and Isaac Region without detriment to the natural environment and local values and culture.”

There are several goals to achieve the targets as listed below. These goals include:

- 1. Foster community pride in the region to build and strengthen the consistency of image;
- 2. Encourage the development and introduction of new tourism products, experiences and events by working with existing and attracting new tourism products and experiences to the region. This includes supporting Traditional Owners to deliver authentic cultural experiences;
- 3. Develop home-grown events and attract significant events to the region that play a key role in driving visitation in non-peak tourism periods;
- 4. Build community awareness and pride in the importance of tourism throughout the entire region to activate the VFR market;
- 5. Attract and retain a skilled (local) workforce;

2. STRATEGIC CONTEXT ASSESSMENT (continued)

6. Improve the skills and knowledge of the local tourism workforce to deliver sustainable, transformational experiences that exceed consumer expectations;
7. Build on the regional approach to destination branding and awareness, focusing on both the coastal and inland attributes of the entire region to promote the unspoilt natural attractions;
8. Alignment to State led tourism programs; and
9. Increase the number of international and domestic trade ready tourism experiences in the region.

The Plan is more specific on matters that pertain to Isaac, namely:

- Work with QPWS to develop and inform on improved visitor experiences and information available in the Peak Ranges National Park;
- Initiate any identified infrastructure developments from the Isaac Tourism Trails Strategy;
- Focussed RV strategy for each of the Mackay and Isaac Regions;
- Partner with Mining companies to develop and launch a mining experience – big toys;
- Camping opportunities development;
- Delivery of marketing strategy of the Isaac Tourism Trails Network from the associated strategy;
- Develop Isaac stories – sheep shearer strike, mining (gold rush) – to augment the regional identity of the Isaac;
- Raise awareness of the Isaac Region through targeted marketing campaigns around the nature and heritage of the region;
- Promote local opportunities to local people to support community engagement with tourism;
- Develop and deliver an effective events strategy for Isaac;
- Build capacity of events for economic, social and environmentally sustainable event delivery creating a long-term proposition aligned to the QDEP;

- Support existing community event operators in effectively scaling and managing events where viable tourism events exist; and
- Understand the regional carbon footprint and pathway to net zero in alignment with Government goals. Encourage operators to measure carbon footprint.



2. STRATEGIC CONTEXT ASSESSMENT (continued)

ISAAC TOURISM STRATEGY 2019-2024

More specific and obviously relevant guidance comes from the Isaac Tourism Strategy which has cascaded the detail for the region. Council's role should be a balance of those stated in the plan and the relevance to the Isaac Tourism Trails Strategy shown below:

ROLES	ANNOTATED ROLE RELEVANCE TO THE ITTS
DESTINATION MARKETING	Destination marketing; including positioning messaging, public relations, events development and management <i>is critical to elevate the Isaac to a more prominent level of unprompted awareness amongst potential visitors.</i>
INDUSTRY DEVELOPMENT	Developing the local tourism industry; including encouraging emerging local tourism businesses and providing business support and guidance <i>will be the salient underpinning mechanism to achieve Isaac's tourism potential and is vital to the plan's longer term success.</i>
PLACE MANAGEMENT	Improving the public realm, place making and activation, place management and community capacity building initiatives <i>which should have a view to visitation to make villages, places and townships inviting.</i>
FOSTERING PARTNERSHIPS	Fostering and building key tourism partnerships at local and state government levels <i>which are essential to access funding and resources.</i>
TOURISM INFRASTRUCTURE	Providing tourism related infrastructure; including community spaces, facilities and services that enhance the visitor experience and improves the safety of residents and visitors with <i>prime examples being Theresa Creek Dam and Mount Britton.</i>
PLANNING SCHEME	Providing a planning scheme framework that supports and encourages the development of new and appealing tourism attractions and experiences <i>to get the right balance between regulation and facilitation.</i>
ADVOCACY	Advocating for appropriate tourism development and <i>seeking entrepreneurial ways for co-investment.</i>
COLLABORATION	Collaborate with industry to manage the region as a visitor destination including providing visitor information <i>and providing a platform for industry support, and when a critical mass of operators and services, consider forming a Local Tourism Organisation.</i>

2. STRATEGIC CONTEXT ASSESSMENT (continued)

An annotated version of the Key Strategic Directions is shown below with reference to their relevance to the Isaac Tourism Trails Strategy shown below:

KEY STRATEGIC DIRECTIONS	ANNOTATED FOCUS AREAS RELEVANCE TO THE ITTS
Defining our story	<ul style="list-style-type: none"> Defining our identity and telling our stories as a point of differentiation will be the glue to elevate the Isaac brand. Undertaking marketing activities that have the ability to guide our entire visitor experience offering, <i>under a rebranded banner</i>. Maximising awareness with the target markets we want to attract through consistent, focused and well resourced marketing.
Enhancing our visitor experience	<ul style="list-style-type: none"> Using our unique assets and identity to create better and more engaging experiences <i>for visitors through an action plan of small, low resourcing initiatives through to major, high resourcing infrastructure</i>. Ability to attract more visitors, more often, staying longer and spending more, <i>using Average Length of Stay and per night spend as key metrics</i>. Creating a strong sense of place and improving amenity <i>as part of the Council's community and place making planning</i>.
Building our tourism offering	<ul style="list-style-type: none"> Closing gaps in tourism infrastructure needs <i>using already highlighted gaps as the guide</i>. Investigating and facilitating tourism opportunities <i>through entrepreneurial co investment. This may mean:</i> <ul style="list-style-type: none"> <i>Developing product concepts into investment packages for presenting to potential operators and investors locally, regionally and potentially nationally (taking a strong proactive approach).</i> <i>Facilitating the development of tourism projects through the funding of concept development and feasibility studies so stronger investor/developer interest can be secured and in faster time frames. (Mackay Tourism Opportunity Analysis)</i> Diversifying our tourism offering <i>which will occur through the trails project catalytic impact</i>.
Supporting our businesses	<ul style="list-style-type: none"> Providing smoother pathways for tourism initiatives, <i>using the planning scheme and policy initiatives, for example in camping, as the salient means</i>. Building greater tourism business capability <i>through ongoing education, industry development, gradual introduction of tourism trade support and skills building</i>.
Maximising our relationships	<ul style="list-style-type: none"> Maximising our relationships with industry partners to leverage outcomes for our region <i>and ensure that Mackay Isaac Tourism continues its focus on Isaac's development as the greater region of latent potential</i>. Advocating tourism priorities for our region <i>with Mackay Isaac Tourism, Tourism Events Queensland and through political representatives</i>. <i>Any tourism investment opportunities will require concept development and a feasibility study/business case to ensure project proponents have determined correct capital investment levels, realistic operating costs and market demand forecasting</i>.

2. STRATEGIC CONTEXT ASSESSMENT (continued)

THERESA CREEK DAM DEVELOPMENT PLAN 2022

An example of how IRC can leverage and integrate its core roles described above, and enhance an already successful core tourism infrastructure asset is Theresa Creek Dam.

Theresa Creek Dam (TCD) covers 300 ha of freehold land in Clermont within the Isaac Regional Council Local Government Area (LGA). It contains a number of features including the dam itself (which contains a number of fish species), camping and picnic facilities, walking trails and a café/kiosk. The site is valued highly as a major recreational asset by the local community and attracts visitors from a broader regional catchment.

The Stafford Group was commissioned by Isaac Regional Council (Council) to develop a Concept Development Plan for TCD. The overarching purpose of the Concept Development Plan is to guide the future investment and development of the recreation and campgrounds at the Dam to ensure it reaches its potential as a tourism attraction and recreational asset.

There is a commercial management agreement in place with a third-party provider for the operation of the camping ground and kiosk on the 300-ha freehold site, situated at 580 Percy Albert Drive, which is entirely owned by Council.

The future basis of the management agreement may need revision to fully leverage the intended uses. The Theresa Creek Dam should form a pivotal future asset as a key recreational and accommodation facility, allowing connectivity with numerous tourism trails and being a centrepiece for the Clermont region.

A resident survey as part of the concept planning supports this. It found:

- The vast majority of residents support Council seeking funding to upgrade TCD. The few who responded no, typically want investment in other Council assets;
- Most respondents (41%) visit TCD 1-5 times per annum, although 32% indicated they visit 13 or more times per annum. The site is therefore very popular with locals especially as a key recreational venue; and
- The vast majority of resident respondents feel that TCD provides social benefit to the local community (93%) and that visitation to TCD by non-residents generates an economic return to the Clermont community (94%).

2. STRATEGIC CONTEXT ASSESSMENT (continued)

MACKAY TOURISM OPPORTUNITIES ANALYSIS, 2020

This paper builds on the above by citing a major priority project being the **Theresa Creek Dam Fishing Lodge** with a strong focus on accommodation for anglers, for general lake leisure visitors and those attending the proposed fishing competitions. The development

could potentially offer 40–60 twin share rooms along with dining facilities for a mix of inhouse guests and visitors generally coming to the dam lake as day visitors. It would likely be classified as a 3.5–4-star facility.



C. Guiding Indigenous Tourism Strategy for Queensland

An excellent guide for the Strategy is the Queensland First Nations Tourism Plan 2020–2025 *Voices of today: Stories for Tomorrow*, QTIC. It cites:

“Australia’s First Nations peoples are the oldest living cultures on earth, connecting with country for tens of thousands of years. The Queensland First Nations Tourism Plan sets the framework to leverage our First Nations cultural heritage and stewardship of country, together with Qld’s distinctive mix of tourism product offerings, to inspire the development of a thriving First Nations’ tourism sector that offers diverse, authentic and engaging, sustainable tourism experiences and promotes greater engagement of First Nations peoples in tourism.

As one of the most thriving economic activities, tourism is well placed to contribute to Indigenous people in improving their livelihoods. If managed responsibly and sustainably, Indigenous tourism can spur cultural interaction and revival, bolster employment, alleviate poverty, curb rural flight migration, empower women and youth, encourage product diversification, and nurture a sense of pride among Indigenous people.”

FRAMEWORK FOR THE ISAAC TOURISM TRAILS STRATEGY – 2012 SIX LARRAKIA DECLARATION PRINCIPLES

The *QTIC First Nations Tourism Plan* recognises the Six Larrakia Declaration Principles and focuses on leveraging a flourishing First Nations tourism economy by sharing authentic, memorable and culturally enriching experiences. The Six Principles embodied in QTIC’s recommendations provide guidance for future goal setting, positioning and marketing, with broad aims for our Plan shown in the table below:

1

Recognition and Respect:

Promote recognition and respect for First Nations cultures, stories, connections to and ownership of country while embracing and reflecting the diversity, aspirations and desires of First Nations peoples and communities.

2

Authentic Product Development:

Promote recognition and respect for First Nations cultures, stories, connections to and ownership of country while embracing and reflecting the diversity, aspirations and desires of First Nations peoples and communities.

3

Strategic Coordination and Structure:

Create an entity that gives voice to the First Nations tourism sector and provides advocacy and support.

4

Training, Skill Development and Jobs:

Develop business capability and capacity development for First Nations tourism businesses to ensure the First Nations tourism sector is driven by a skilled workforce and engaged in quality employment that generates sustainable socio-economic outcomes for First Nations individuals and communities.

5

Marketing and Awareness:

Position and promote First nations experiences as must do experience whilst visiting Queensland.

6

Engagement and Partnerships:

Encourage the creation of mutually beneficial and strategic partnerships to grow the First Nations tourism sector.

D. Other Policy Frameworks

CARAVAN PARK POLICY

PURPOSE

This policy provides guidelines to ensure appropriate action is taken to restrict the loss of caravan parks and the subsequent reduction in economy accommodation stock. This will be achieved by preserving caravan parks and camping grounds sited on state-owned land and identifying unallocated state land (USL) suitable for development as caravan parks.

EXISTING CARAVAN PARKS/CAMPING GROUNDS

The majority of caravan parks in Queensland are on freehold land. However, a number of caravan parks are held under term or perpetual lease tenure or are on reserves, such as reserves for local government, camping or recreation.

Leases and reserves issued for caravan park or camping purposes should be retained for such purposes. If it is found that an even greater community benefit is potentially available from an alternative use, or if retention of the land for caravan park or camping purposes becomes contentious the matter is to be escalated to the Director General.

LAND MANAGEMENT PLANNING FOR TRUST LAND (*Land and Native Title Operations Policy, Lands Policy, Department of Resources, 2021*)

What is Land Management Planning?

Land Management Planning deals with the sustainable use, development and management of trust land. Land Management Planning is the process by which the trustees identify the attributes of the trust land relating to:

- social values;
- environmental values; and
- economic values.

It is important the proposed use reflected in the LMP is consistent with the future intentions for the site and the relevant local government planning scheme.

ISAAC RECREATIONAL PROSPECTING AND FOSSICKING STRATEGIC PLAN 2023-2028

This Strategy sets a framework for the sustainable management and development of the Isaac region's prospecting and fossicking sector and provides a plan for maximising economic benefits and opportunities. The Isaac region starts from a position of strength with a long history of prospecting and fossicking in the region.

The vision is for the Isaac Region to become Queensland's number one recreational prospecting and fossicking destination, renowned for our rich history and opportunities for gold and to position itself through differentiation as a prospecting and fossicking destination.

Fossicking is defined as either the systematic or unsystematic search for gemstones, ornamental stones, mineral specimens, alluvial gold or non-vertebrate fossils on the ground's surface or by digging with hand tools. Fossicking as an activity is classed as recreational and the sale of the occasional 'lucky find' of a gemstone is allowed. However, repeated removal of fossicking materials for sale through shops or businesses, or as part of making a living, is considered commercial, and requires different approvals under the Mineral Resources Act 1989. Royalties are payable on fossicking materials that are the property of the Crown, but threshold exemptions of \$100,000 mean that generally most fossickers are not liable.

The terms prospecting and fossicking are used interchangeably in this report, however, The Outback Prospector's differentiate the two by the following:

- Prospecting is the selective extraction of a natural resource by means of low-impact, environmentally friendly, hand-operated device (metal detector and pick). Prospectors identify a target, dig a hole and then fill it in; and
- Gemstone fossicking however, requires bulk processing of large quantities of material where often, excavations are left open.

A General Permission Area (GPA) is an area where the landowner has given general permission for fossicking to occur. Once a GPA has been approved, fossickers do not require the landowner's written permission to fossick within these areas, but they must abide by any conditions of access and may under some situations be required to pay a fee.

2. STRATEGIC CONTEXT ASSESSMENT (continued)

PERMIT TO OCCUPY

Permits to occupy are issued to occupy or use state land (including unallocated state land, a road, reserve or stock route) for a specific purpose for minor or temporary matters.

The regulatory framework which currently governs the activity of fossicking is complex and not always complementary between Acts and is identified as a constraint to the industries development and ensuing benefit through to the region.

There is an opportunity to review the regulatory framework to better complement each Act's reference to Fossicking.

ECONOMIC CONTRIBUTION OF RECREATIONAL PROSPECTING, MINELAB ELECTRONICS, 2021

Recreational Prospecting in this study is defined as the act of searching for gold and other metals (e.g. coin and relics) for non-commercial reasons, such as recreational, tourism or educational purposes, as well as activities undertaken by small-scale professionals to make a living.

The survey and analysis of survey results established that there were an estimated 125,244 recreational prospectors in Australia in 2019, with around 85% of them undertaking at least one day of prospecting. Together, this adds up to approximately 5.1m days of recreational prospecting activity carried out over 3m trips. Prospectors are estimated to have spent \$336m while on the trip and \$271m off-trip.

These recreational prospecting activities make important contributions to the economy of Australia. Economic contribution of recreational prospecting to Australia Recreational prospectors' expenditures (both on trip and off trip) contribute directly to both GDP and employment of the locations where these expenditures occur. These locations tend to be once-prosperous towns in regional Australia and where renewed economic activity is greatly needed in present times.

Prospectors' income earned through recreational prospecting (not including professionals), where they are spent, also directly contributes to both GDP and employment in the regions where the spending occurs.

In 2019, the expenditure and income together directly contributed a total of \$338m to the national GDP and employed 1,956 FTEs. An additional \$549m in GDP and 3,597 FTEs were generated indirectly from flow-on activities in supporting sectors, such as in retail, manufacturing and logistical services.

The recreational prospecting sector is diverse, with different types of prospectors (hobbyists and professionals) and a wide range of prospecting targets (gold and varieties of treasure targets).

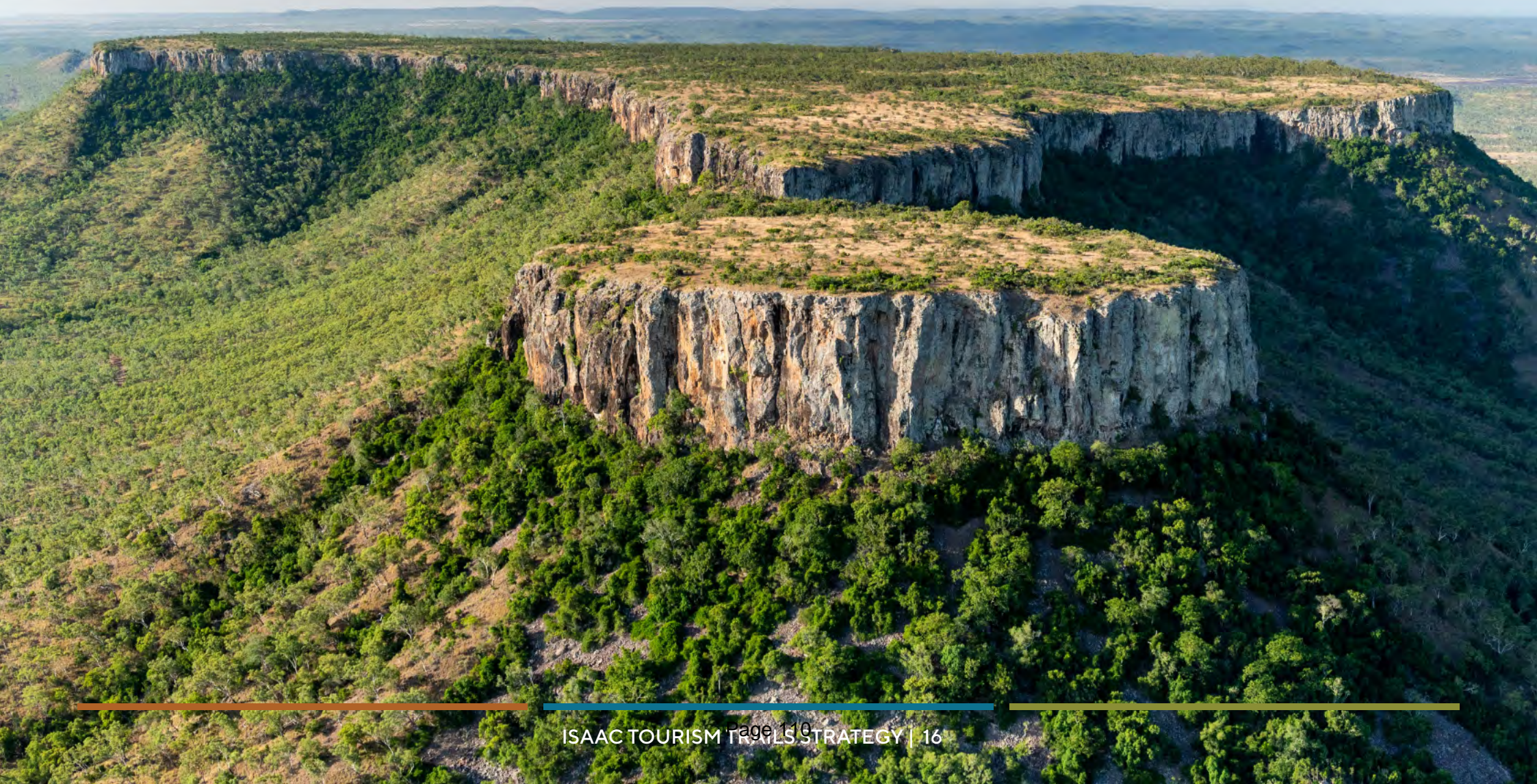
The activity pattern of the sector is mainly driven by prospectors' intrastate and interstate trips to prospecting destinations. Their expenditures on-trip and off-trip make important economic contributions to the national and regional economy.

The continuation of this economic contribution, however, is underpinned by a number of forces of influences, including the sustainability of the target reserves, and ongoing accessibility to the areas for prospecting which is subject to different regulations in different states and territories and various licensing approvals.





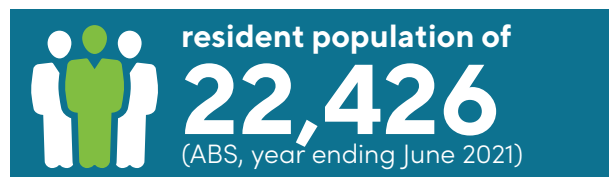
THE ISAAC REGION ECONOMY AND VISITOR MARKET



3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

A. About the Isaac Region

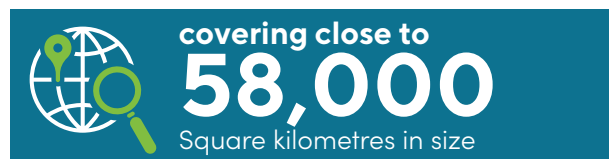
The Isaac Region is home to an estimated



and is situated



with the area forming part of the broader Mackay tourism region. The Isaac region is large and diverse,



and featuring a variety of natural and man made assets that contribute to a strong regional economy.

The region is home to seven regional towns, including Clermont, Dysart, Glenden, Middlemount, Moranbah, Nebo and St Lawrence. The Isaac region, whilst predominantly regarded as being an inland mining/ resource sector heavy destination (Australia's largest coal deposit), also offers close to



and a significant agricultural sector.



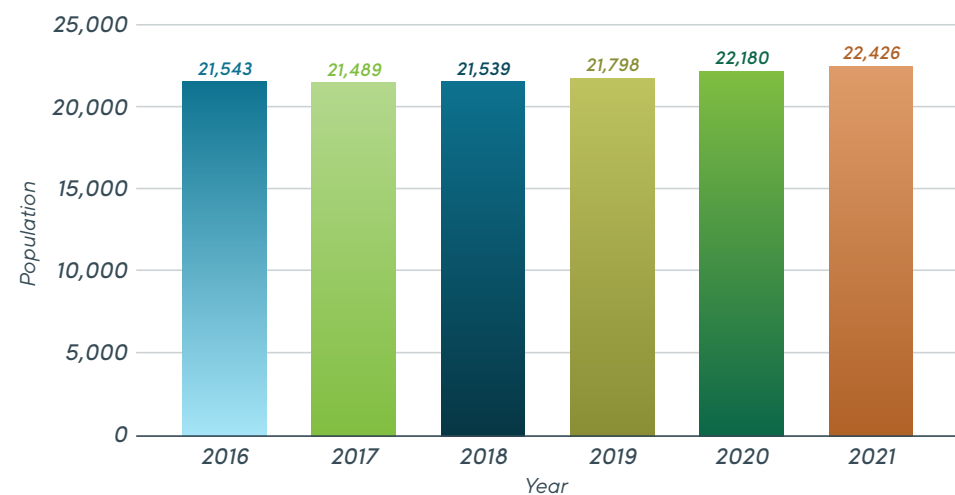


3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

The Isaac region has experienced modest population growth between 2016 and 2021, with the population increasing by 883 residents over the 5 year period (4% growth). This population growth has been driven by the economic growth of the region, with its economy very much centred on mining, agriculture and construction. The population's modest growth is also perhaps not a true reflection of the rate of which the region's economy has grown across the same 5 year timeframe, as a significant proportion of the region's workforce operates on a FIFO (fly in, fly out) basis, from key metro centres such as Brisbane.

Whilst the region's population is still experiencing some growth, it is reliant on a number of services that are provided by neighbouring LGA's, in particular Mackay. With the largest population base and being strategically situated on the Bruce Highway, Mackay is the primary service centre in the region. The CBD of Mackay is situated just over 2 hours drive from Moranbah in the Isaac Region, and is home to the broader region's specialist hospital services, and a variety of other necessary services.

Population Growth - Isaac Region



3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

B. The Isaac Economy

ECONOMIC OUTPUT

The Isaac Region supports approximately 13,971 jobs with the bulk of workers being employed directly in the mining sector (9,107 jobs). Mining is, by a considerable margin, the Isaac Region's largest output generating sector, supporting an estimated annual output of \$13.7 billion – which is considerably higher than any other sector. In fact, mining accounts for 88% of the region's total economic output.

The influence that mining has on the region's economy is further demonstrated below. Whilst mining is the dominant sector, the region's economy is also supported by manufacturing (3% of economic output), agriculture (2% of economic output) and construction (1.4% of economic output). Currently, tourism generates a total of \$71.3 million in economic output, which only accounts for 0.5% of total regional output. Our challenge is to add to this modest base.



Source: Remplan, ABS 2016 Census Place of Work Employment (Scaled), ABS 2019 / 2020 National Input Output Tables, ABS June 2021 Gross State Product, and ABS 2020 / 2021 Tourism Satellite Account.



The figures and key industries shown above align very closely with the Isaac Regional Council's Economic Development Framework (strategy) 2019 – 2024, with the strategy highlighting Mining, Manufacturing, Agriculture and Construction as being the four main pillars of the Isaac regional economy.

Whilst the tourism sector in the Isaac Region is very much in its infancy, particularly in terms of output and employment, a range of exciting opportunities still exist to further grow and enhance the sector's economic value, including product and infrastructure development opportunities to grow the region's profile and diversify the current visitor market focus. The Isaac Regional Council is being very proactive in their approach to growing this sector – identifying a range of tourism focused opportunities through in the well written Isaac Tourism Strategy 2019 – 2024.



3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

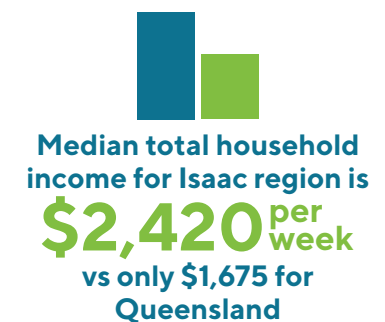
INCOME

In the Isaac Region, the mining sector generates the highest total wages amount for the local workforce at \$167.3 million, amounting to 14.7% of the region's total wages and salaries. Given this fact, the average weekly income is considerably higher than neighbouring LGAs. The majority of the region's workforce (54% of all workers) earn more than \$2,000 per week, in comparison to neighbouring regions such as Mackay – where 11.5% of the region's workforce earns more than \$2,000 per week, and the Whitsundays, where only 9% of the region's workforce earns more than \$2,000 per week.

The Isaac region's median total household income is considerably higher than the total median household income for the whole of Queensland, coming in at \$2,420 per week for Isaac compared to only \$1,675 for Queensland.

These incomes provide an opportunity through new tourism product development and packaging to target these higher yielding markets and encourage leisure experiences closer to home. It is important to note, however, that there have and will continue to be fluctuations in the performance of the Mackay/Isaac region's mining and resource sectors, which would likely impact market viability.

Source: Queensland Treasury, Queensland Regional Profiles 2021, and Remplan, ABS 2016 Census Place of Work Employment (Scaled), ABS 2019 / 2020 National Input Output Tables, ABS June 2021 Gross State Product, and ABS 2020 / 2021 Tourism Satellite Account.



Mining + Resource sectors drive higher average wages in the region



C. Current Tourism Visitation and Performance

DOMESTIC OVERNIGHT VISITS, INTERNATIONAL OVERNIGHT VISITS AND TOTAL NIGHTS

Overall, in the past year (year ending March 2022) the Isaac region received approximately **578,000 overnight visitors**. Domestic visitors contributed close to 100% of all visitor nights received in the year ending March 2022, which is typical of many inland Queensland destinations, due to a lack of awareness and accessibility to international markets.

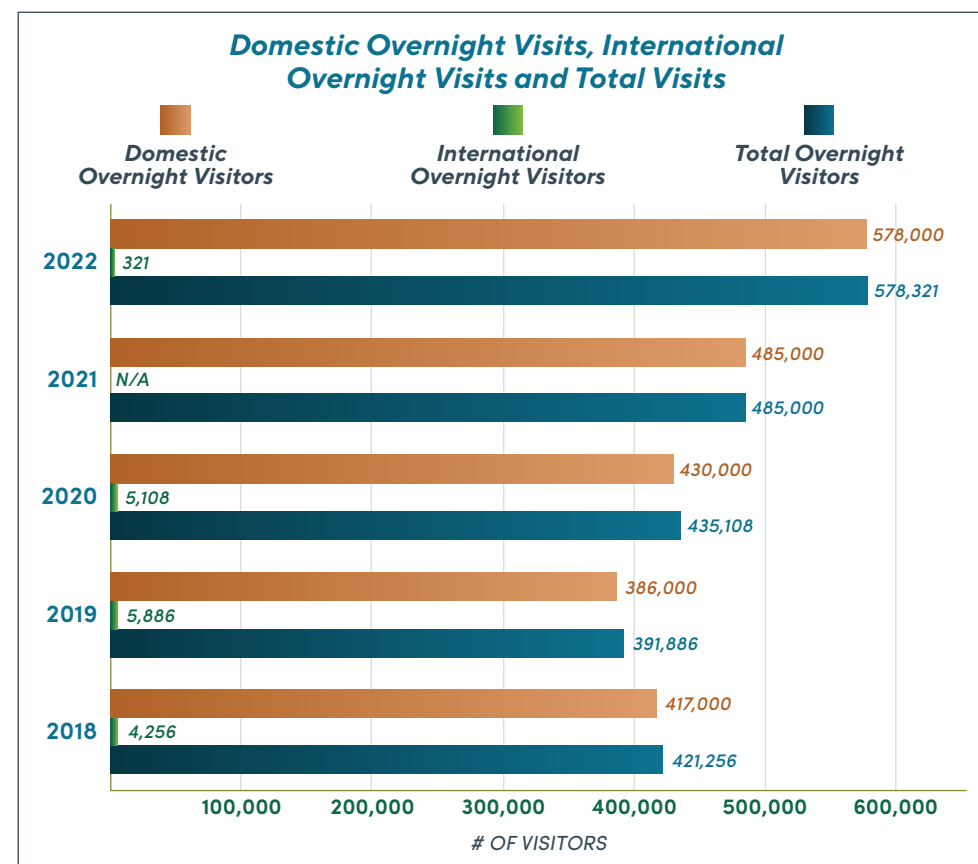
The day trip market for the Isaac region is also significant – with the destination receiving **160,000 day trip visitors** in the year ending March 2022.

The vast majority of domestic visitors in the year ending March 2022 travelled to the Isaac region for the **purpose of business**, highly typical for a region that is economically driven by the mining sector, which caters for significant numbers of FIFO workers.

During this year, close to **77% (447,000 overnight visitors)** of domestic overnight visitors travelled to the region for working/business purposes. The source of these domestic overnight visitors were overwhelmingly split in the favour of intrastate markets, with a total of **544,000 domestic overnight visitors** travelling to the region from within Queensland.

There are however some positive signs for non business related travel to the Isaac, with **84,000 overnight visitors** travelling to the region for the **purpose of a holiday**, and **27,000 overnight visitors** travelling to the destination for the purpose of **Visiting Friends and Relatives (VFR)** for the year ending March 2022.

Unsurprisingly, the Isaac Region has been unaffected by the Covid – 19 Pandemic in terms of overall overnight visitation. In the years ending **March 2018** and **March 2019**, the total domestic overnight visitor numbers amounted to **417,000** and **386,000** respectively. Given the destination's very strong mining and resource sector, the Isaac has managed to buck the trend in terms of visitation – with many more prominent tourism destinations still recovering, and working toward pre-pandemic levels of visitation.



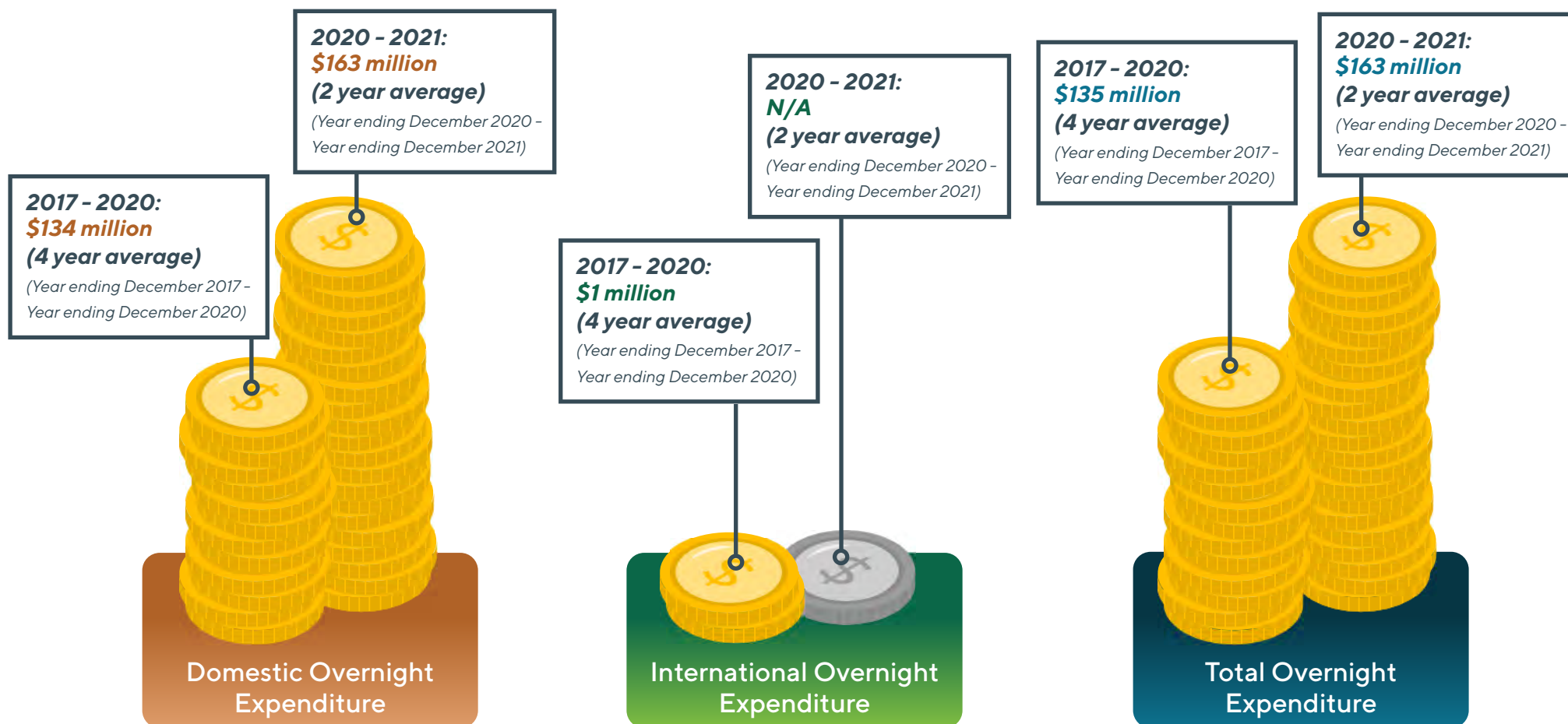
Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2018, 2019, 2020, 2021 and 2022.

3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

VISITOR SPEND

Once again, courtesy of the region's booming mining sector, the Isaac Region levels of visitor expenditure have been unaffected by the Covid - 19 Pandemic over the past couple of years. In fact, total visitor expenditure has experienced strong growth over the past five years, as can be seen in the below infographic:

Fortunately for the Isaac, the region is very dependent on domestic travel - which has served the destination well through the past few years. The loss of international visitors has been negligible, with international visitation only making up a very small percentage of the overall overnight visitation to the Isaac.



Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2018, 2019, 2020, 2021 and 2022.

D. Isaac Visitor Market Profile

CURRENT MARKET

As described above, the current visitor market to the Isaac Region is primarily for the purposes of work or business. Whilst this has assisted the region to be particularly resilient over the past couple of years, it does highlight the strong need for economic diversification, with tourism providing a significant opportunity in this regard.

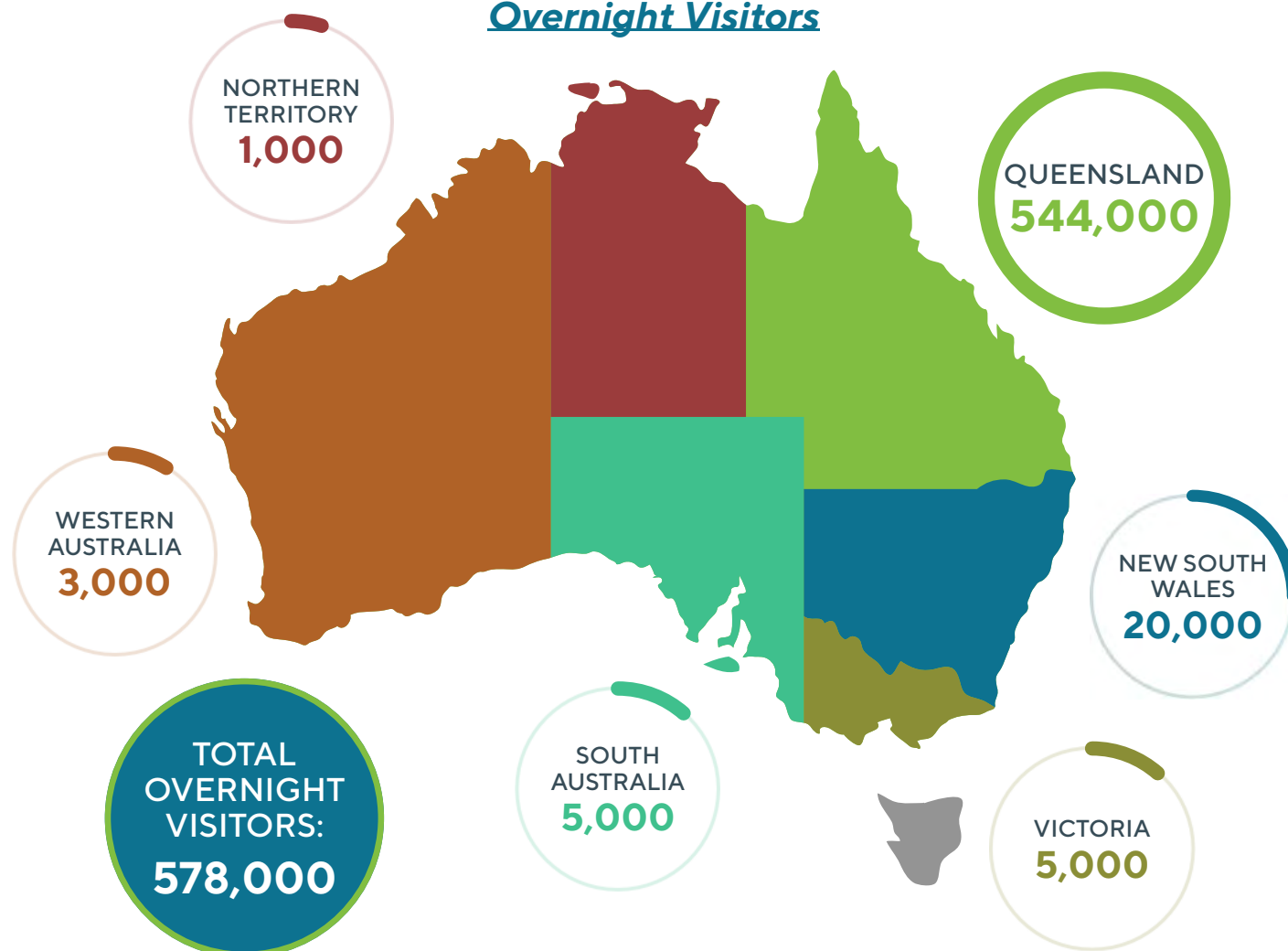
Tourism Research Australia (TRA) statistics for the year ending March 2022 demonstrates the region's solid performance in terms of overall visitation. In this timeframe, the region attracted close to **578,000 overnight visitors** (domestic and international), and **160,000 day trip visitors**.

A deeper assessment of the Isaac Region's current market provides the following insights.

SOURCE MARKETS

Intrastate travel (visitors travelling from within Queensland) are overwhelmingly the largest source of overnight visitors to the Isaac Region. **94% of all overnight visitors** to the region in the year ending March 2022 travelled from within Queensland. A further breakdown of these geographic source markets can be seen on the following page:

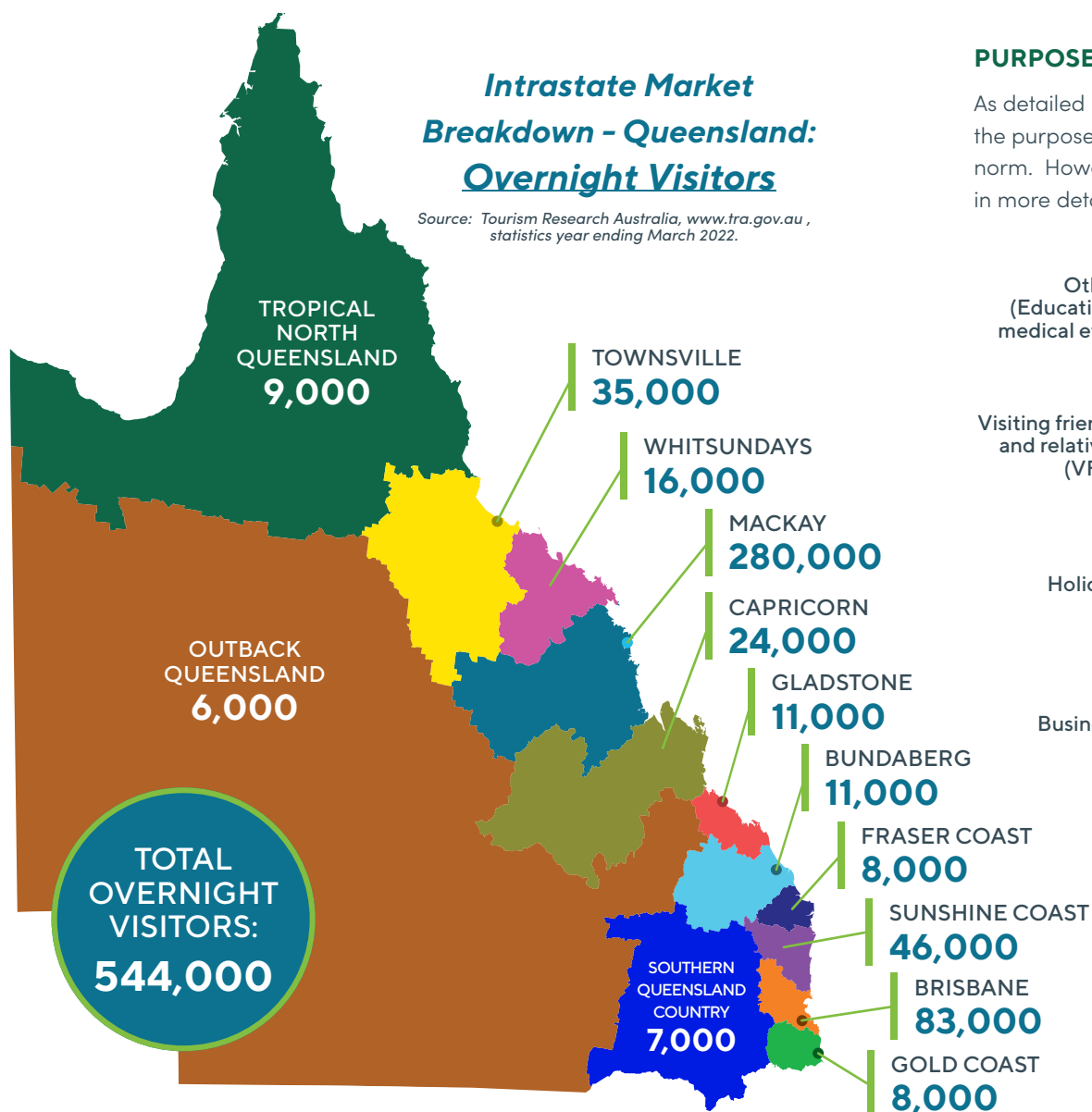
Source Markets by State: Overnight Visitors



3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

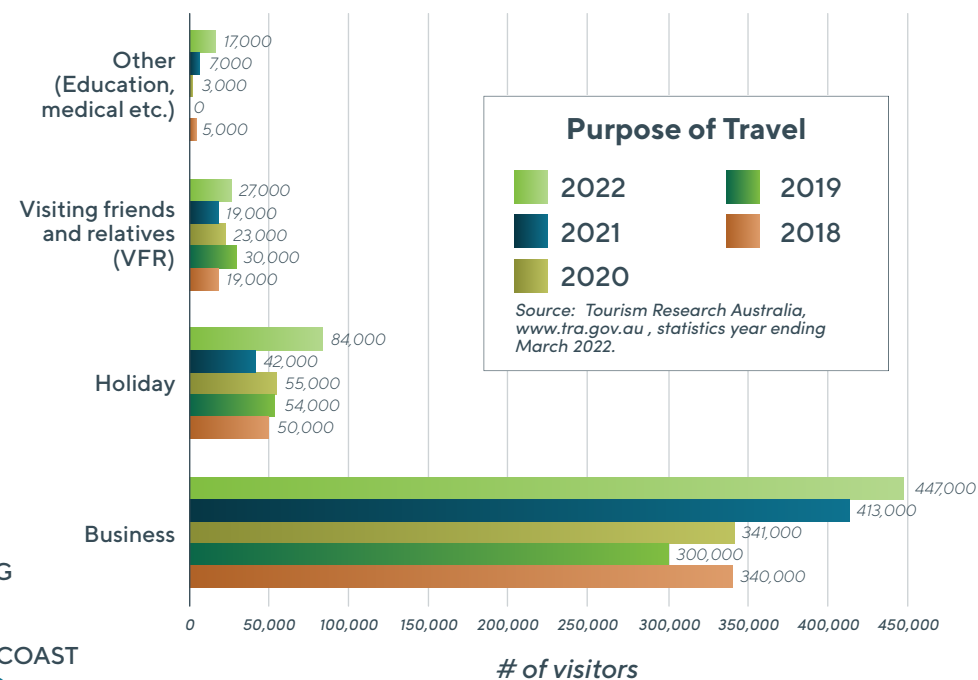
Intrastate Market Breakdown - Queensland: Overnight Visitors

Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2022.



PURPOSE OF TRAVEL

As detailed previously, visitation to the Isaac Region currently, is overwhelmingly driven by the purpose of work/business. Driven by the mining sector, FIFO rosters are very much the norm. However, there has been recent growth in other purposes of travel, as can be seen in more detail below:



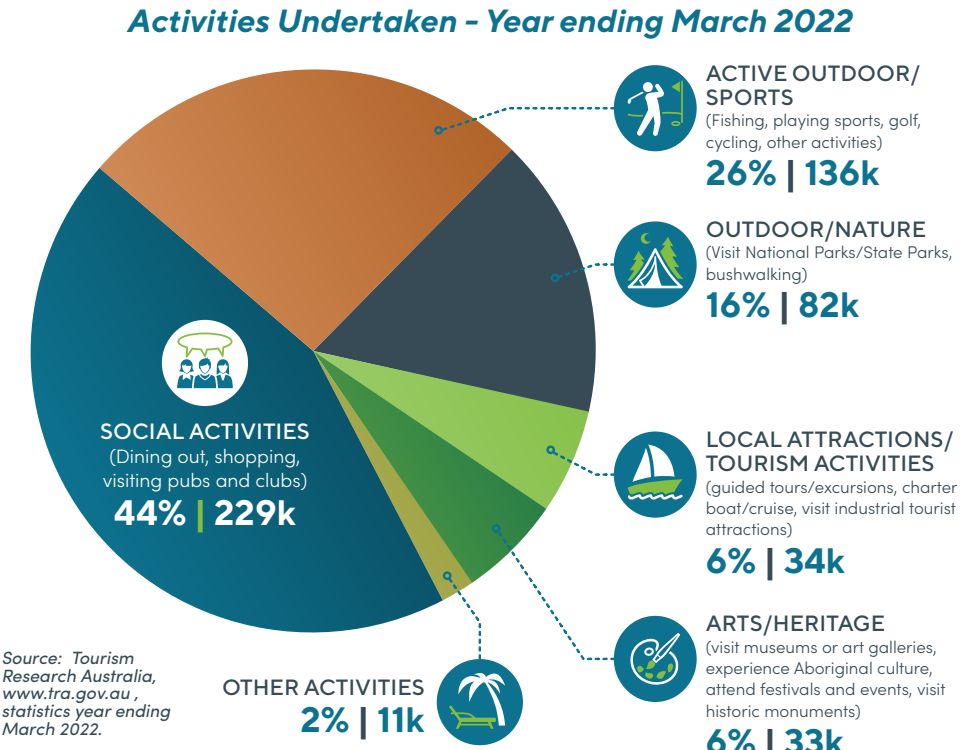
Interestingly, whilst overall visitation was not impacted by Covid-19 restrictions, there was a noticeable decrease in both holiday and VFR visitation in the year ending March 2021, compared to previous years. It is highly likely that this decrease was a direct result of Covid - 19 related travel restrictions. The year ending March 2022 demonstrates a solid rebound in holiday visitation – **an increase of 100%**.

3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

ACTIVITIES UNDERTAKEN

Further analysis into the specific activities undertaken by visitors whilst in the Isaac Region provides some insight into those attributes that are appealing to current and future visitors. Some activities, such as ‘social activities’ including dining out, visiting pubs and clubs, and shopping perform very strongly – however, it is important to note that ‘social activities’ are generally ranked very highly, if not the highest, for most tourism destinations. For more regional/remote destinations like the Isaac, it is generally the subsequent activities undertaken in the region that provide the best strategic insights.

‘Social activities’ is also ranked the most popular activity undertaken in the Isaac (as seen below) predominantly due to the very high levels of business related travel.



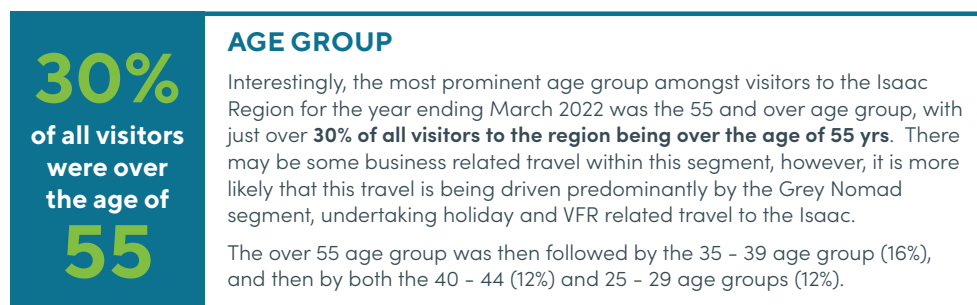
As can be seen above – the activities undertaken in the region align closely with the key experience offerings of the Isaac Region. The tourism offering of the region is very much based on unique natural assets (Peak Ranges), numerous camping and outdoor attributes, a rich cultural history and a growing events calendar. The outdoors in particular, National Parks, camping, bushwalking, fishing and visiting the beach are significant activities undertaken in the Isaac Region.



3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

VISITOR DEMOGRAPHICS

In assessing the demographics of visitors to the Isaac Region, for the year ending March 2022, we used several different criteria, in line with TRA's demographic criteria which include:



ANNUAL HOUSEHOLD INCOME

Unsurprisingly, the annual household income of visitors to the Isaac Region is high, which would be driven primarily by business related travel. **38% of visitors to the region earned a household income of \$200K +**, followed by visitors earning between \$150k – \$175k (9%) and then between \$175k – \$200k (8%).



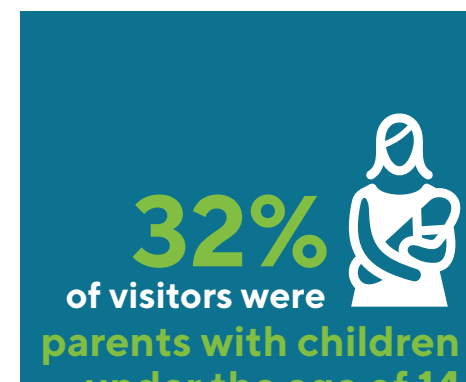
EMPLOYMENT STATUS

The overwhelming majority of visitors to the region are **working full time at 82%**. This would be driven largely by the high level of business related travel, in particular FIFO workers. Retired visitors made up just 8% of all overnight visitors in the year ending March 2022, as did the number of visitors working on a part time basis.



MARITAL STATUS

72% of all visitors to the region in the year ending March 2022 were either married, or in a relationship.



LIFECYCLE GROUP

21% of all visitors were classified as being an '**older, married working person**' with no children living in the household. Interestingly, **parents with children under the age of 14 yrs** accounted for a large portion of overall visitation at **32%**.

Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2022

3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

POTENTIAL MARKETS

After analysing the above information, and also taking into account some of the markets identified in previous tourism focused strategy documents, we recommend considering the following target markets for the Isaac Region:

TARGET MARKET	DESCRIPTION
Bleisure Market	<p>Business travel is by far the Isaac Region's biggest source market, and as Covid -19 restrictions have seen the 'blurring' of work life boundaries, business travel combined with leisure (bleisure) is growing in popularity Australia wide.</p> <p>Business travellers may be encouraged to bring family to the region, and include additional days to a work trip for the purpose of leisure. The Bleisure visitor is considered opportunistic – and will make leisure associated decisions based on the appeal of the destination they are travelling to for work.</p> <p>Bleisure visitors are typically culturally curious and interested in work. The Isaac Region benefits from a significant number of FIFO workers. Emphasising the lifestyle appeal of the region and converting these from flying out to staying in – or bringing family – presents significant opportunities for the region.</p>
4 Hour Drive Market	<p>This market lives and/or works within a four-hour radius of the Isaac Region. Visitors are travelling purely for leisure, and will use their own vehicle to travel. They may also often be towing a camper trailer or caravan. This group of visitors are highly mobile and can access all parts of the region, they like to explore, travel beyond the 'known' tourism destinations and spend money with local businesses.</p>
Visiting Friends and Relatives (VFR)	<p>A growing market for the Isaac Region, these visitors travel to the destination to spend time with loved ones. It is common for these visitors to combine their travel with events, holidays, or business. VFR visitors will often rely on their host family/friends to guide them on what activities to do – highlighting the importance of locals understanding what is on offer in the Isaac. These visitors are less likely than others to pay for accommodation and spend time in traditional attractions.</p>
Couples: soft adventure, sports and touring	<p>Adventure seeking couples are typically those that seek enjoyment from the outdoors, and are characterised as couples who look for ways to reconnect with one another and with nature in a fun and engaging way.</p> <p>'Transformational Experiences' are highly sought after by this market. They are looking to engage in experiences that inspire, enrich, and empower their lives. Opportunities to connect with the local community and give back to the destination are also important.</p>
Prospectors (hobbyists and professionals)	<p>The recreational prospecting sector in the Isaac Region is diverse, with both hobbyist and professional prospectors visiting the area to pursue a wide range of prospecting targets, including gold and varieties of treasure.</p> <p>Prospectors visit the destination from both interstate and intrastate markets, with their expenditure both on-trip and off-trip making important economic contributions to the Isaac economy.</p>

3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

In establishing and then subsequently promoting Indigenous focused and led tourism experiences, there are a number of markets to target specifically for this segment, which include:

INDIGENOUS TARGET MARKET	DESCRIPTION
Indigenous introduction	Aged between 15–24 years, young singles or parents, often studying, travelling for holiday purposes, sourcing trips from family or friends or the internet.
Leisure opportunists	Aged between 35–54 years, parents, travelling for holiday purposes or to visit friends and relatives, sourcing from the internet or word-of-mouth.
Retired regional self-drive	Aged 55 years or older, non-working and retired, travelling for holiday purposes, caravan or camping, travelling by private car.



E. Broader Visitor Market Assessment

THE MACKAY REGION



DOMESTIC
OVERNIGHT VISITORS
595,000



INTERNATIONAL
OVERNIGHT VISITORS
1,316



DAY TRIP
VISITORS
607,000



KEY SOURCE MARKETS

75% of all visitors travelled from within Queensland. Of these travellers, **30%** of all Queensland based visitors travelled from Brisbane.



PURPOSE OF TRAVEL

33% of all visitors travelled for the purpose of holiday, followed closely by business at **31%**.



ACTIVITIES UNDERTAKEN

'Social Activities' was the most popular activity undertaken at **73%**, followed by **26%** of visitors who experienced **outdoor/nature** activities.



DEMOGRAPHICS

Majority of visitors are aged **over 55 yrs (32%)**, earn over **\$200K per annum (20%)** and are **working full time (63%)**. **Families with children aged between 6 - 14 years** are also a popular segment (**17%**)

Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2022

THE WHITSUNDAYS



DOMESTIC
OVERNIGHT VISITORS
844,000



INTERNATIONAL
OVERNIGHT VISITORS
7,466



DAY TRIP
VISITORS
267,000



KEY SOURCE MARKETS

78% of all visitors travelled from within Queensland. Of these travellers, **30%** of all Queensland based visitors travelled from Brisbane, and **22%** from Mackay.



PURPOSE OF TRAVEL

69% of all visitors travelled for the purpose of holiday.



ACTIVITIES UNDERTAKEN

'Social Activities' was the most popular activity undertaken at **84%**, followed by **69%** of visitors who also experienced **outdoor/nature** activities.



DEMOGRAPHICS

Majority of visitors are aged between **25 - 39 yrs (32%)**, earn over **\$200K per annum (24%)** and are **working full time (57%)**. **Young couples** are the most popular segment (**19%**).

Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2022

CAPRICORN REGION (ROCKHAMPTON, LIVINGSTONE AND CENTRAL HIGHLANDS)



DOMESTIC
OVERNIGHT VISITORS
1,066,000



INTERNATIONAL
OVERNIGHT VISITORS
2,387



DAY TRIP
VISITORS
1,211,000



KEY SOURCE MARKETS

92% of all visitors travelled from within Queensland. Of these travellers, **36%** of all Queensland based visitors travelled from Brisbane.



PURPOSE OF TRAVEL

40% of all visitors travelled for the purpose of holiday, followed by business at **28%**.



ACTIVITIES UNDERTAKEN

'**Social Activities**' was the most popular activity undertaken at **73%**, followed by **31%** of visitors who also experienced **outdoor/nature** activities.



DEMOGRAPHICS

Majority of visitors are aged **over 55 yrs (29%)**, earn over **\$200K per annum (24%)** and are **working full time (66%)**. **Older married couples** are the most popular segment (**25%**).

Source: Tourism Research Australia, www.tra.gov.au, statistics year ending March 2022

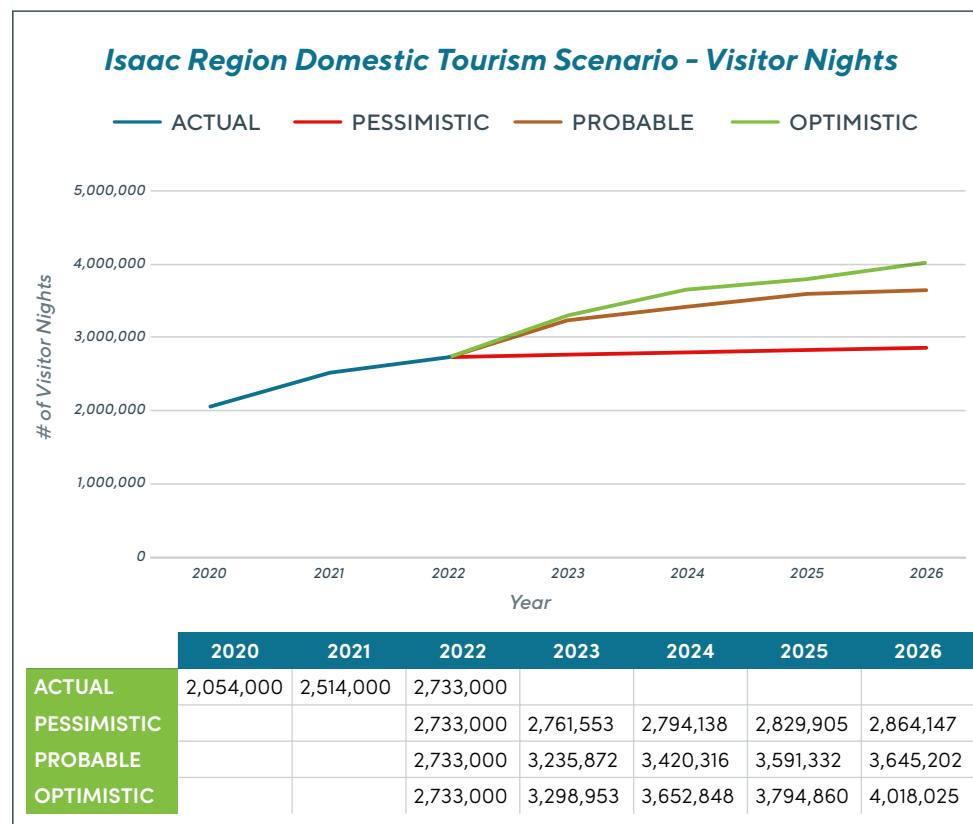
3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

F. Visitation Forecast

The scenarios showcased below are based on several data sources – “Tourism Recovery Scenarios” (Tourism Research Australia, 2020); IVS and NVS data (TRA, 2021); “Domestic Tourism Forecasts 2021 – 22 to 2025 – 26 ” (TRA, 2021); and relevant information regarding possible tourism trends over this time frame.

Visitor Nights has been used as the measure as the basic work undertaken by TRA in establishing the national and state scenarios used Visitor Nights based on sample sizes, availability, and correlation between Visitor Nights and Expenditure.

Given the overwhelming proportion of total visitation to the Isaac Region being domestic, the below figures focus on domestic overnight visitation only.



Generally, the Isaac Region has a significantly higher proportion of business related visitors than at the state level (78% vs 19%), which has resulted in no overnight visitation impact over the Covid – 19 Pandemic period. In fact, as can be seen above and in previous data – overnight visitation and visitor nights grew across this period, with the Isaac being one of the very few region’s nationwide to experience visitation growth across the 2020 – 2021 period in particular.



TOURISM AUDIT

This section details the tourism experience/attraction, accommodation and event audits for the Isaac Region. The overall objective was to determine what experiences, accommodation types and events are currently on offer, and where they are located. This mapping then identifies gaps – the opportunities for the region’s overall visitor experience, how existing assets and opportunities correlate with proposed tourism trails and what might be needed in order to address some of these gaps and opportunities. **This is a critical point of focus for this project.**

This audit is based predominantly on several key sources of information which include:

- The Australian Tourism Data Warehouse (ATDW) product database;
- The existing membership database of Mackay Isaac Tourism;
- TripAdvisor product/tourism experience/accommodation listings;
- AirBnB accommodation listings;
- Isaac Regional Council feedback/consultation; and
- Previous audit work undertaken through the Mackay Tourism Opportunity Analysis undertaken in 2020.

Whilst the Isaac Region is not recognised as having a developed tourism sector like some of its neighbouring regions, such as the Whitsundays, the region does possess a number of significant natural assets that provide rich tourism experience development opportunities, and a competitive edge over some neighbouring regions.

Whilst there are currently a relatively small number of bookable tourism experiences on offer, the appeal for local businesses to start new tourism focused businesses will be boosted as increased exposure, access and management of the region’s natural and cultural assets is pursued.

4. TOURISM AUDIT (continued)

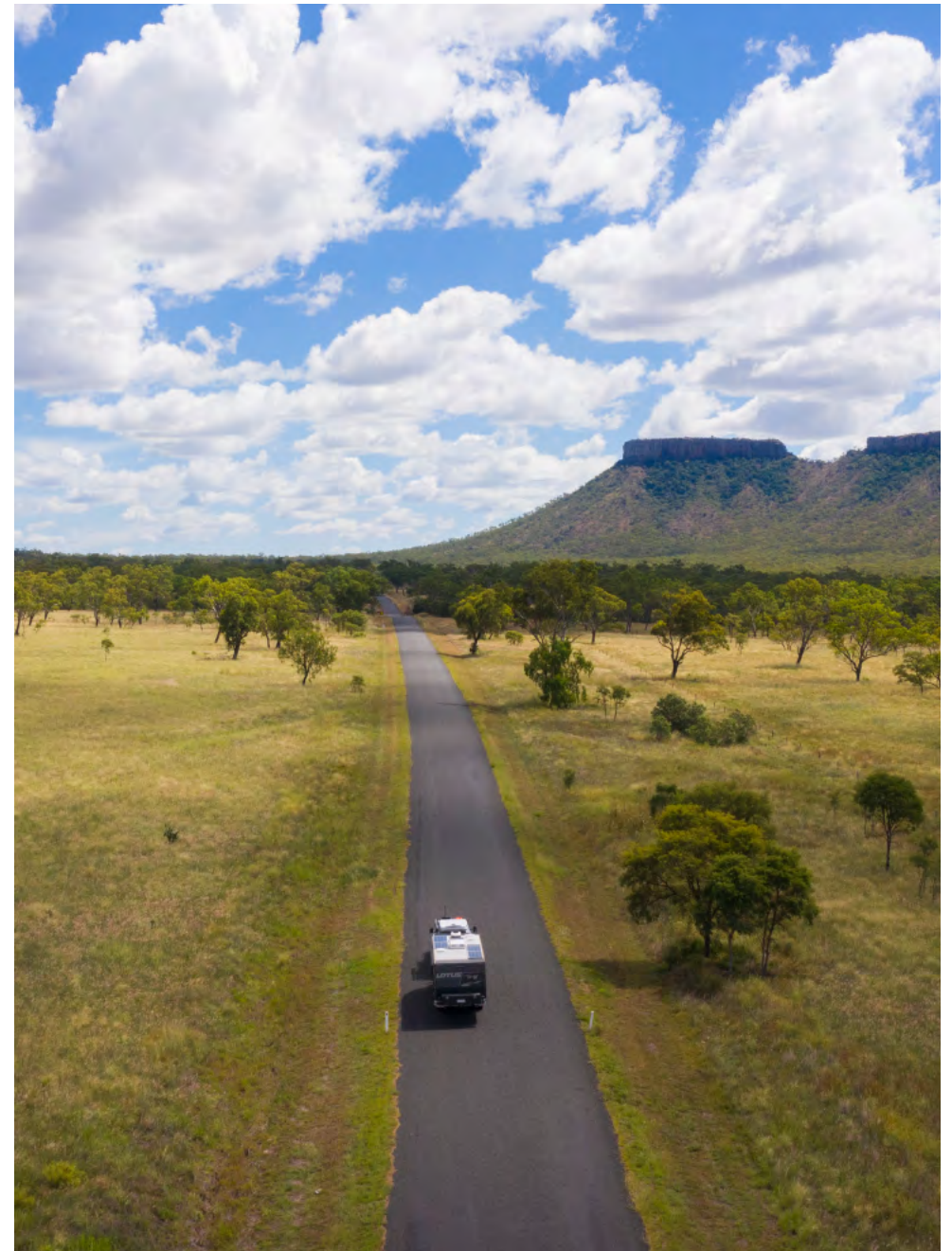
A. Experiences/Attractions Audit and Key Findings

The audit captured those offerings considered to be primary tourism experiences (not those that are primarily utilised by the local community. To make the process of identifying gaps and opportunities easier, this audit details the region's experiences through several categories including:

- Land Based Tours;
- Scenic Flights;
- Hire/Self Guided Experiences;
- Museums and Cultural Attractions ;
- Natural Attractions ;
- Attractions;
- Art Experiences; and
- Parks and Gardens.

A few important notes to consider when reviewing the below information:

- 'General' cafes, restaurants and bars have been excluded from the audit so as not to skew the results. The audit only focuses on venues and facilities that provide unique experiences, such as cooking classes, breweries, etc; and
- Non-major beaches and lookouts are also excluded for the same reasons; and
- Destination and community events have also been excluded (they are included in the event audit component of this scope of work).

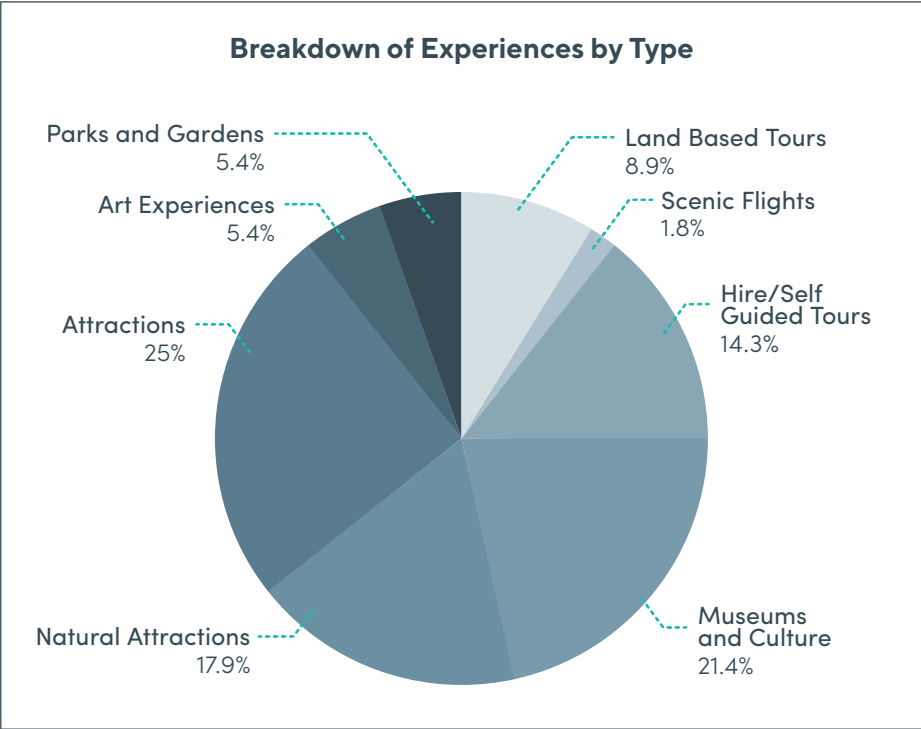


KEY FINDINGS

Some key points to note from the tourism experiences/attractions audit include:

- We identified 56 tourism experiences and attractions that are currently on offer within the Isaac Region through this audit. Note that the audit undertaken uses several key sources and may not be an exhaustive list;
- The majority of experiences that are on offer are Attractions, 25% of all on offer in the Isaac. Attractions include those that are typically man made, or are islands/ destinations with infrastructure present;
- A high portion of all experiences/attractions on offer in region are free experiences, coming in at 70% of all experiences;

- 36% of all experiences/attractions (region's highest concentration) on offer throughout the Isaac Region are centred around Clermont;
- Overwhelmingly, the majority of experiences/attractions involve outdoor activities, so are very weather dependent. Just 9% of all experiences/attractions available in the Isaac are indoor products; and
- There are a large number of experiences/attractions that do not have ATDW listings with only 23% registered.



4. TOURISM AUDIT (continued)

B. Accommodation Audit and Key Findings

The accommodation audit focused on a number of different accommodation options and categories, with categories being:

- Serviced Apartments;
- Motels;
- Pub Accommodation;
- Camping Areas;
- Caravan/Holiday Parks;
- Holiday Homes/Apartments;
- Backpackers; and
- Mining accommodation.

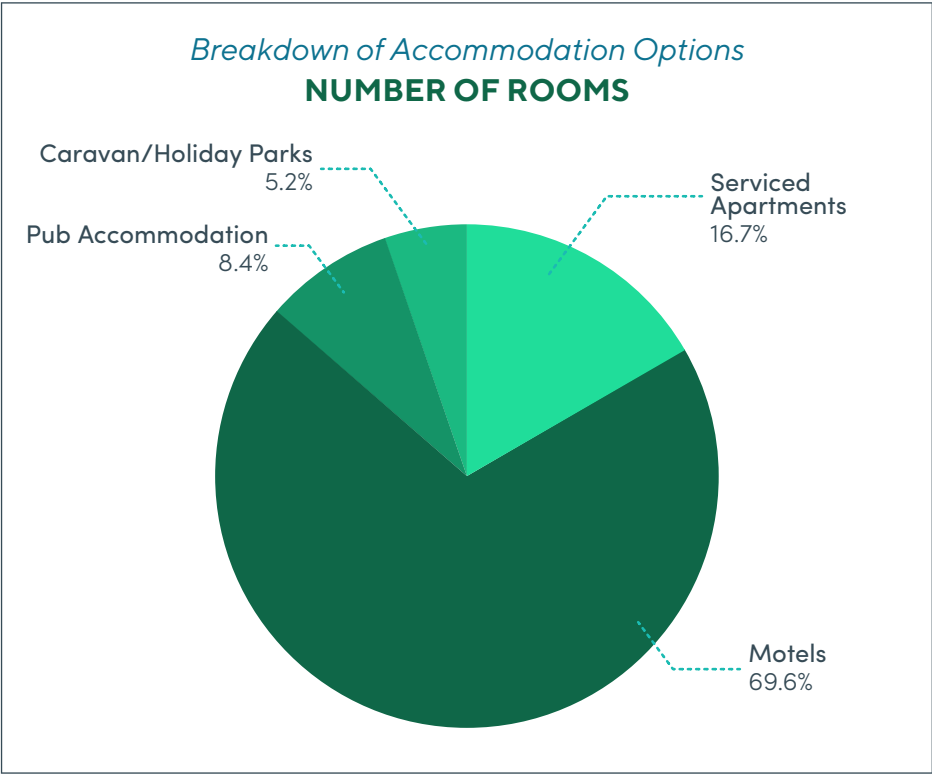
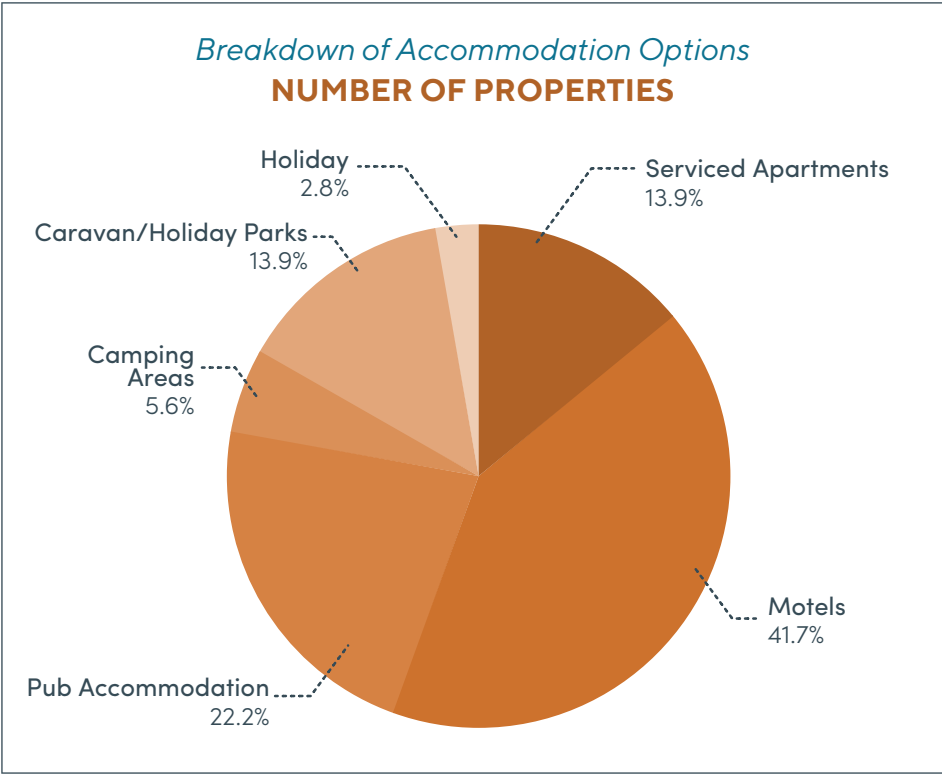
In some cases, for campsites, powered and unpowered caravan sites, etc, room numbers were unavailable/difficult to calculate. We also excluded the mining accommodation from the findings below because the number of mining accommodation rooms in the Isaac Region are significant and will skew the overall results of the accommodation options analysis and assessment piece. Mining accommodation is also, typically either not available or unappealing to the typical leisure traveller.



KEY FINDINGS

Noting the above, key findings of the accommodation audit included:

- The Isaac region has a total of 37 accommodation properties with approximately 833 rooms available;
- Motels are the most common accommodation type on offer in the Isaac, accounting for 42% of all properties on offer with the highest number of rooms overall – providing approximately 70% of all room stock (580 rooms);
- There are a large number of accommodation providers in the Isaac Region that do not have ATDW listings – with just 22% (8 operators) of all accommodation providers having an ATDW listing.
- For holiday parks/caravan parks, the room count reflects only those in cabin/villas offered, it does not reflect powered/unpowered sites.



4. TOURISM AUDIT (continued)

C. Events Audit and Key Findings

The audit included the events that are considered to be primary tourism focused events. The events have been divided into the following categories:

- Sport;
- Music;
- Lifestyle and Culture;
- Nature; and
- Charity.

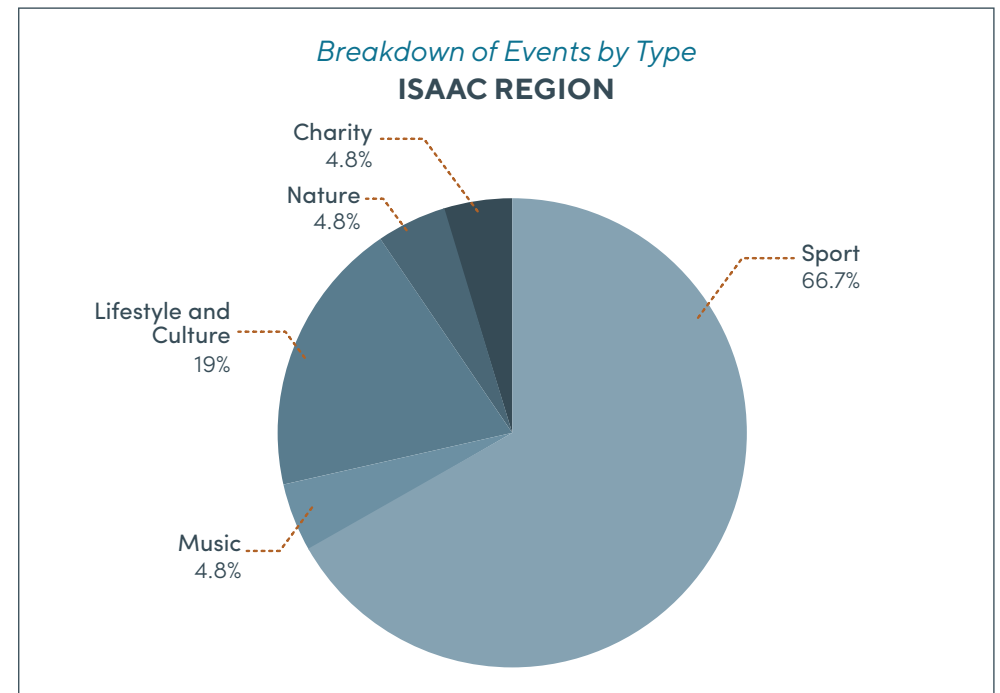
Events such as smaller community events, that are focused on catering for local residents as opposed to visitors have been excluded from the below audit, as including them may skew the overall findings of the initial audit and subsequent gap analysis. We acknowledge that **this boundary can be blurred.**



KEY FINDINGS

Some key points to note from the audit include:

- We identified 21 events that are currently on offer within the Isaac Region through this audit. Note the audit uses several key sources and may not be an exhaustive list;
- The majority of events that are on offer are sporting events, which accounted for 67% of all events on offer in the Isaac. Of these sporting events, the majority were focused on rodeo and campdraft events;
- The location of the events are quite evenly distributed across the region, with the bulk of the events located in Middlesbrough, Clermont and Nebo, accounting for 24%, 19% and 19% of all events on offer respectively;
- The vast majority of the events listed above are not registered with ATDW. In fact, just one event is registered with ATDW.





STRATEGIC ANALYSIS

A. Vision and Goals

A DRAFT Isaac Tourism Trails **vision** is:

To be the Queensland drive market destination of choice for visitors seeking unique, diverse and memorable coastal, heritage and outback experiences.

Mission:

To diversify the Isaac Region's economy, offering visitors vibrant, authentic, engaging and sustainable tourism experiences that share and celebrate our rich and unique cultures, traditions, heritage and stunning natural attractions, whilst facilitating and encouraging the dispersal of visitors for the benefit of the visitor experience, our local tourism sector and the wider business community.

5. STRATEGIC ANALYSIS (continued)

B. SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Highly engaged and proactive Council who are committed to growing the tourism sector. Tourism is recognised as a key economic opportunity for 'life after mining'.• Unique natural assets that have the potential to provide strong/unique points of difference for the Isaac region as a tourism destination.• A unique tourism offering, providing both a convenient outback and coastal tourism experience.• Good working relationship with Mackay Isaac Tourism, with an existing funding agreement in place.• Some existing tourism products and local ideas.• A number of Council owned assets have high levels of tourism potential.• A growing events calendar that is closely aligned with the key themes and tourism offerings of the destination.• A large agricultural sector with privately owned land adjacent to National Park Areas.• Good access to and from the destination by road and air.	<ul style="list-style-type: none">• Lack of specialist knowledge and experience (within Council) to effectively manage tourism experience development and promotion.• A lack of personnel and financial resourcing allocated to tourism experience development and destination marketing within Council.• A lack of tourism specific marketing assets (website, social media channels etc) within Council.• A lack of a tourism marketing/visitor information services strategy.• A lack of paid (bookable) tourism experiences on offer in the Isaac Region.• A lack of diversity in the range of accommodation products on offer in the region.• Poor destination awareness as a leisure destination, particularly of the Isaac Region.• Poor levels of access for tourists at key natural tourism attractions such as the Peak Range National Park.• A lack of clearly defined opportunities in National Park areas for interested local tourism operators.• Few Indigenous tourism experiences currently exist.• Lack of tourism trade (supply chain) knowledge.• Need to build both products/experiences, alongside broad sector business nous.• Current low level of funding allocated to tourism development and marketing by Council.

5. STRATEGIC ANALYSIS (continued)

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Access to state and federal funding.• Significant opportunities to broaden and promote the tourism offering.• Significant potential to drive growth in overnight visitor expenditure amongst the leisure sector.• Potential to capture the large and existing business travel market.• Tourism infrastructure and co-investment partnerships.• Enact the Implementation Action Plan outlined in the newly developed Isaac Region RV and Camping Strategy.• Implement the recommendations outlined in the newly developed Visitor Information Assessment and Implementation Action Plan.• Enact the actions outlined in the newly developed Isaac Recreational Prospecting and Fossicking Strategic Plan 2023 – 2028.• Partner with the state government and QPWS to promote and improve access to key National Park areas, such as Gemini Peaks and Lords Table Mountain.• Provide a user friendly, interactive and appealing means to promote the proposed Isaac Tourism Trails to key markets, such as a web based app.	<ul style="list-style-type: none">• Pandemic returning to lockdowns and further frustration of international markets.• Domestic markets are still in recovery.• Direct competition from many high quality tourism destinations and experiences in Queensland.• Possible RTO model restructure in Queensland may impact partnership with MIT.• Lack of dedicated tourism sector development funding allocated by Council.

C. Stakeholder Consultation and Industry Feedback

The consultation for this project has been extensive and has involved:

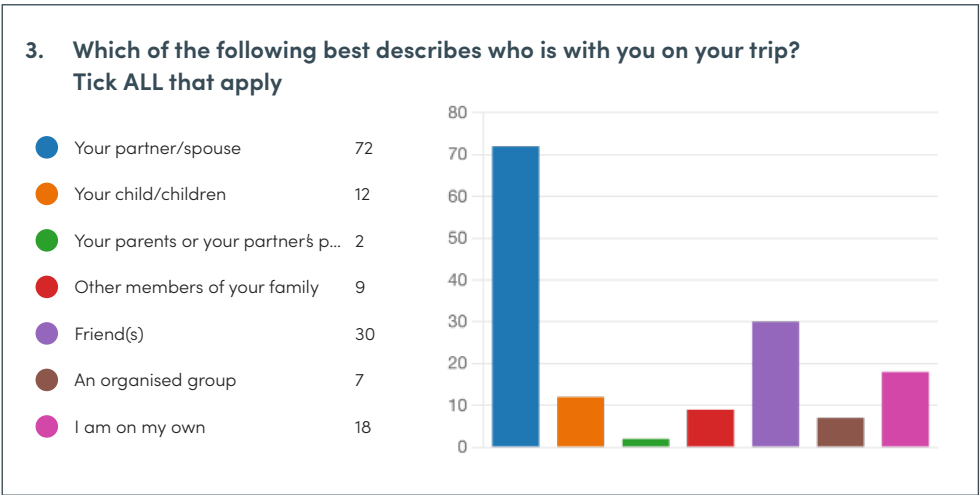
- Public/community forums and workshops;
- Face to face meetings in the region;
- Many online meetings;
- Four regional visits and touring or targeted field visits across the entire region;
- Agency and external organisation meetings;
- Meetings and extensive interactions with IRC staff and Councillors; and
- A number of online and face to face presentations.



VISITOR AND RESIDENT SURVEYS

As part of the consultation, two surveys, being a Visitor Survey and Residents’ Survey,¹ provided the following useful information for this strategy.

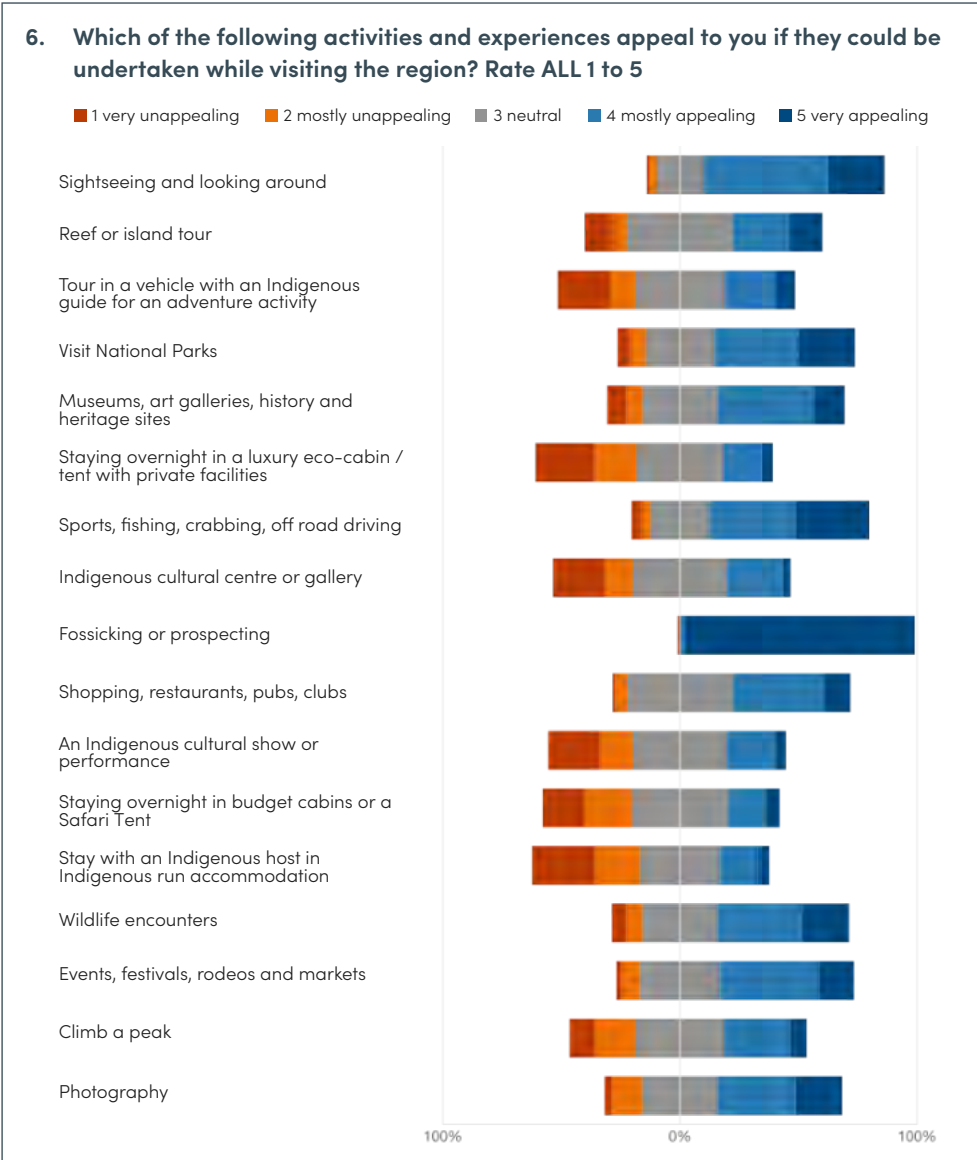
The Visitor Survey (n 101) conducted in late 2022 revealed the following for the type of traveller – mostly people travelling as couples, as seen below.



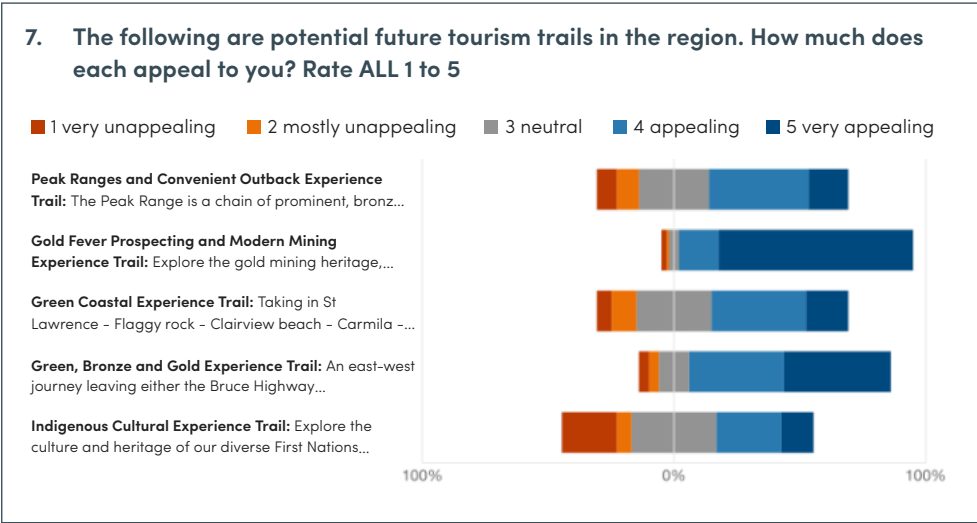
The main activities undertaken were Fossicking and Prospecting as seen below.

¹ DR Tourism surveys late 2022

5. STRATEGIC ANALYSIS (continued)



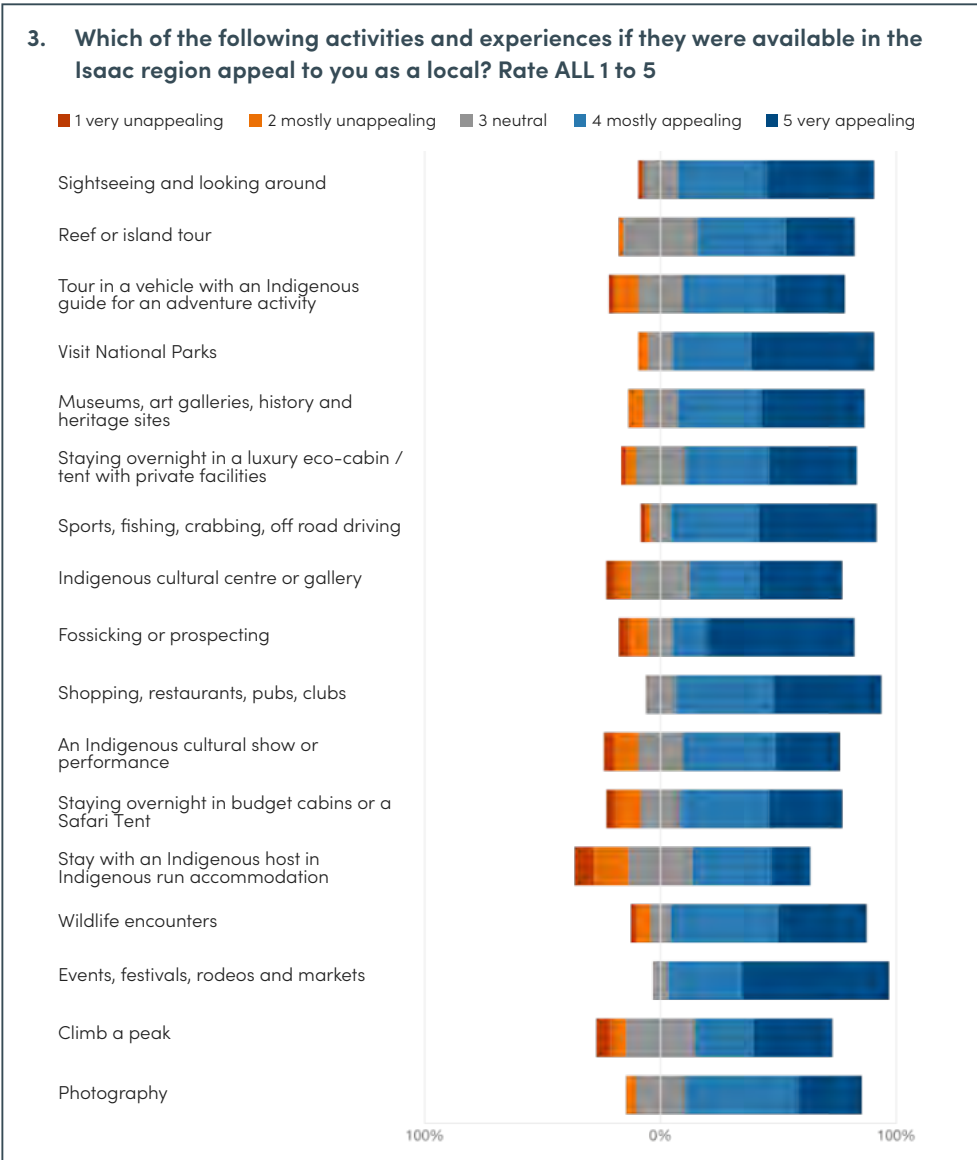
Of the five concept tourism trails offered for respondents ranking, the Gold Fever Prospecting and Modern Mining Trail had the highest number of 4 or 5 rankings.



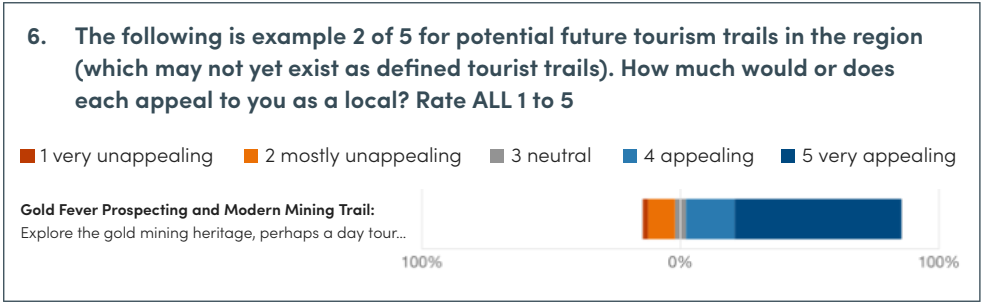
RESIDENTS SURVEY

The Isaac Community and Business Survey (n 48) conducted in late 2022 revealed a similar high level of rating for fossicking and prospecting, albeit balanced with other activities:

5. STRATEGIC ANALYSIS (continued)



The Isaac Community and Business Survey also showed that, of the five concept tourism trails offered for rating, the Gold Fever Prospecting and Modern Mining Trail also had the highest number of 4 or 5 ratings for community and residents.



5. STRATEGIC ANALYSIS (continued)

D. Strategic Challenge

The Isaac Region has a highly engaged and proactive Council, committed to growing the tourism sector as a key economic opportunity balancing mining. It must exploit existing opportunities and unique natural assets as a convenient outback, heritage, prospecting and coastal tourism destination experience. To activate this, IRC must work closely with the community, Queensland Parks and Wildlife, First Nations people, and prospecting and mining stakeholders. It can leverage an impressive events calendar that is closely aligned with the key themes and tourism offerings of the destination.

This is the foundation for developing the Isaac Tourism Trails but we must overcome a lack of specialist knowledge to effectively manage tourism experience development and promotion, scarcity of IRC discretionary resources and a lack of tourism specific marketing assets (website, social media channels, etc.) within Council. A second but crucial need, is to develop more bookable tourism experiences and diversify the range of accommodation products on offer in the region.

Guiding pathways on the above can be found in the related sub plans being: Isaac Tourism Trails Strategy; Isaac Region RV and Camping Strategy; The Isaac Recreational Fossicking and Prospecting Strategy 2023-2028; and Visitor Information Assessment and Implementation Plan. Each of these highlights the core challenges and have tables of detailed recommendations. Additionally, Indigenous Cultural Tourism is at an early developmental stage and IRC must consider a framework to leverage the First Nations cultural heritage and stewardship of country, to inspire the development of a thriving First Nations' tourism sector that offers diverse, authentic and engaging, sustainable tourism experiences.

Underpinning this will be adequate people resources around: creation of an Isaac Indigenous Tourism Facilitator role guided by a Cultural Tourism Advisory Group; and creation of an Isaac Tourism Industry and Business Development role to collaborate with MIT, industry/business community, to support tourism operators and start-ups, develop future trade readiness and turn product concepts into investment packages for investors.



E. Isaac Region RV and Camping Strategy Synopsis

The Isaac Region is blessed with a stunning array of natural assets, and is already popular with drive visitors, particularly, the RV, Caravan and Camper Trailer traveller with many visitors travelling from within Queensland and from interstate, predominantly NSW.

The popularity of the region as a drive destination is only increasing, and as such the Isaac Regional Council (IRC) has taken the proactive step of commissioning the Isaac Region RV and Camping Strategy. The Isaac Tourism Trails reflect the mix of convenient outback, rural and coastal environments coupled with the natural beauty, the Peak Ranges, heritage experiences and a diversity of events, providing a compelling reason for visitors to explore the region.

IRC seeks to balance the demand for the destination amongst the drive segment, whilst ensuring that the quality of experiences on offer to these visitors remains at a high, sustainable standard. It recognises that the successful, sustainable management of visitor offerings to this segment will have significant positive impacts for the Isaac community both from a social and economic perspective.

Based on the market analysis and overall situational analysis, four Key Priority Areas are identified to inform our recommendations for implementation of camping options:

- 1** A standard definition within an Isaac Camping Options Matrix;
- 2** Provision of services and infrastructure;
- 3** Enhancing RV and Camping Visitor Experiences to meet market demand; and
- 4** Changes to laws and regulations and enforcement and regulation of camping.





F. Isaac Prospecting and Fossicking Strategy Synopsis

The Isaac Fossicking and Prospecting Strategy 2023–2028 sets a framework for the sustainable management and development of the Isaac region's prospecting and fossicking visitor sector to maximise economic benefits and opportunities. It aligns with the overall Isaac Tourism Trails Strategy and adds much value and diversity to the overall proposition the destination offers visitors.

A national leading geo-tourism experience can be developed in our broader region with historic and contiguous gold, gem and opal fields existing, however, this must be underpinned by secure accessible lands available to the general public and protected by legislation.

This Strategy consolidates the work done to date, acknowledges and is informed by the input from stakeholders, and embraces a vision for the Isaac Region to become Queensland's number one recreational prospecting and fossicking destination, renowned for its rich history and opportunities for gold.

Based on the market analysis and overall situational analysis, three Key Priority Areas are identified to inform our recommendations for implementation of the Action Plan:

- 1 Marketing and enhancing prospecting tourism experiences and active integration with the promotion of other fossicking areas such as the adjacent Gemfields;**
- 2 Accommodating prospecting visitors in appropriate, affordable and GPA convenient locations, accounting for opportunities as in bush camping, farm stays etc; and**
- 3 Review and amendment to laws and regulations, advocacy and partnerships for increased access to, and availability of, GPAs and land for Fossicking and Prospecting.**

This Strategy can be a framework to consolidate the work done to date, conduct advocacy and create partnerships to obtain the best outcome for the Isaac community and prospecting stakeholders.

5. STRATEGIC ANALYSIS (continued)

G. Visitor Information Assessment and Implementation Plan Synopsis

This Visitor Information Assessment and Implementation Plan (VIC) review forms part of the Isaac Tourism Trails Strategy project and provides recommendations on how to revitalise Council's visitor information service offering over the next five years (2023 – 2028). The analysis shows a review was several years overdue and there is an urgency for decisive, tactical direction to steer the provision of visitor information services moving forward.

As a part of this process, detailed assessments were undertaken on physical visitor information service sites, online visitor information, and visitor information provided through print collateral pieces such as brochures.

As detailed within the Isaac Visitor Information Assessment and Implementation Plan 2023 – 2028 report, there were numerous issues and challenges identified for Council to consider in order to successfully distribute effective visitor information. Based on the research cited and overall situational analysis, three Key Priority Areas are identified to inform our recommendations for implementation of the Visitor Information Services Action Plan, which include:

- 1 Development of, and subsequent implementation of a digital marketing strategy** with a priority being the development of Isaac Regional Council owned tourism/consumer facing digital assets;
- 2 Consolidation of, and a more strategic approach to the development and distribution of consumer facing tourism collateral** with a primary focus on being placed on consistency of brand, and consistency of call to action; and
- 3 Place a lesser focus on the development/enhancement of Visitor Information Centres, and place a stronger emphasis on revitalising existing and establishing new visitor experience**, and then leveraging these experiences to distribute meaningful and impactful visitor information.

"In the context of tightening budgets and digital disruption, it is certainly time to revisit the role of VICs in the visitor economy of the future.

This may mean that, for Councils and tourism organisations across the country, whilst they can and should still play a significant role in the dissemination of visitor information, they may not necessarily need to establish and manage physical VICs – as this might not be the most effective means of engaging visitors, potential visitors and meeting their expectations."²



Benchmark – Mackay Visitor Information Centre (Sarina)

² A National Perspective of Visitor Information Servicing, 2019



THE PROPOSED TRAILS

Following numerous site visits to key locations and attractions throughout the Isaac Region, and following extensive consultation a large range of stakeholders, we are proposing the following trails to be considered for inclusion in the final Isaac Tourism Trail experience offerings:

- 1 The Peak Ranges and Convenient Outback Experience Trail;
- 2 The Gold Fever Prospecting and Modern Mining Experience Trail;
- 3 The Green Coastal Experience Trail; and
- 4 The Green, Bronze and Gold Experience Trail.

6. THE PROPOSED TRAILS (continued)

An Indigenous trail has not been identified in this plan due to the early developmental nature of Indigenous Cultural Tourism experiences in the Isaac and also because we believe it is optimally viewed as an integral element of all travel and tourism experiences, and interwoven into the four trails.

The routes that these proposed trails cover are extensive, and capture much of the Isaac Region's current tourism offering, inclusive of tourism experiences and attractions,

accommodation offerings and events. These proposed routes also highlight key gaps and opportunities that should be pursued in order to further grow a strong tourism sector in the Isaac and ensure its sustainability.

Opportunities/gaps range from tourism experience needs, accommodation opportunities, and infrastructure and legislation requirements.



6. THE PROPOSED TRAILS (continued)

A. Peak Ranges and Convenient Outback Experience Trail

The Peak Range is a chain of prominent, bronze and picturesque mountains between Moranbah, Clermont and Dysart. The sharp peaks are visible from a considerable distance across the flat country plains and provide spectacular views and are one of Isaac region's most iconic experiences. Hike on defined walking trails with good signage and amenities, perhaps take a guided tour or camp nearby. If you want more 'convenient outback', take in an event or rodeo at Nebo or visit Mount Britton.

i. PROPOSED ROUTE

The Peak Ranges and Convenient Outback Experience Trail is proposed to be both a driving and walking/hiking experience, as the trail itself captures a large portion of key natural attractions within the Peak Range National Park, with a number of sites currently accessible by self guided walks and hikes.

To complete this route, travellers will need access to a vehicle, and whilst the starting point of the proposed trail is interchangeable, we would propose that the route takes the following track:



Start the route in Moranbah. A key access location to the Isaac region, with a fully serviced regional airport;



Travel to Gemini Peaks for a half day or full day of walking/hiking. The Gemini Peaks are an approximate 59 kilometre drive from Moranbah;



Overnight either in Moranbah, or in Clermont. Clermont is 123 kilometres away from Moranbah;



Travel to Wolfgang Peak for a half day or full day of walking/hiking. Wolfgang Peak is approximately 70 kilometres from Moranbah, and 53 kilometres from Clermont;



Overnight in Clermont;



Travel from Clermont to Moranbah, via Dysart. This drive is approximately 170 kilometres long.

There are numerous other experiences on offer along this proposed trail, outside of the Peak Range National Park assets mentioned above. These are detailed in the Tourism Product Audit below.

PEAK RANGES & CONVENIENT OUTBACK EXPERIENCE TRAIL

TRAVEL DISTANCES

Moranbah to Gemini Peaks - 59kms
Clermont to Gemini Peaks - 64kms
Moranbah to Wolfgang Peak - 70kms
Clermont to Wolfgang Peak - 53kms
Clermont to Moranbah via Dysart - 170kms

TRAVEL DISTANCES

Moranbah to Gemini Peaks - 59kms
Clermont to Gemini Peaks - 64kms
Moranbah to Wolfgang Peak - 70kms
Clermont to Wolfgang Peak - 53kms
Clermont to Moranbah via Dysart - 170kms

TRAVEL DISTANCES

Moranbah to Gemini Peaks - 59kms
Clermont to Gemini Peaks - 64kms
Moranbah to Wolfgang Peak - 70kms
Clermont to Wolfgang Peak - 53kms
Clermont to Moranbah via Dysart - 170kms

TRAVEL DISTANCES

Moranbah to Gemini Peaks - 59kms
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Clermont to Moranbah via Dysart - 170kms

6. THE PROPOSED TRAILS (continued)

iii. IDENTIFIED TOURISM/EXPERIENCE DEVELOPMENT OPPORTUNITIES

The priorities include:

KEY	
M	Must (implemented in 0 – 12 months)
S	Should (implemented in 1 – 3 years)
O	Opportunity (Future / aspirational opportunities to be pursued)
	Game changer

The opportunities that have been identified on this proposed trail include the following:



OPPORTUNITY	PRIORITY	OWNER	PARTNERS
Vehicle Access to Key Hiking Trails 4WD only access via the fire break to a car park at the start of the QPWS hiking trail. Priority is safe ingress and egress, off road parking and closer vehicle access to the walking trails. Partner with the state government and QPWS to promote and improve access to key National Park areas, such as Gemini Peaks and Lords Table Mountain.	M	QPWS	IRC
Interpretive Signage and Displays Interpretative signage at key National Park assets, including Gemini Peaks, Lords Table Mountain and Wolfgang Peak.	M	QPWS	IRC
Commercial Hiking Tours in National Park Areas Work with QPWS and local industry to define the regulation of, and secure permission to facilitate, commercial hiking tours at key sites, such as Gemini Peaks and Lord's Table Mountain.	O	IRC	QPWS, Industry
Scenic Flights Work with QPWS and industry to define the regulation of, and secure permission to facilitate, commercial opportunities for scenic flights and landing in National Park areas, such as helicopter landings on Lords Table Mountain.	S	IRC	QPWS, Industry
Glamping/Eco Cabin Accommodation Investigate glamping/eco cabin accommodation offerings on free hold/private owned land adjacent to key National Park areas. Target 1-2 breakthrough or catalytic projects that become exemplars for others.	O	IRC	Industry

6. THE PROPOSED TRAILS (continued)

B. The Gold Fever Prospecting and Modern Mining Experience Trail

Explore the gold mining heritage, perhaps a day tour of the modern coal mining industry, viewing areas of an operating coal mine and hearing about mine rehabilitation. This trail includes: Eungella rainforest, gold rush pioneers at Mount Britton, Lake Elphinstone camping, Nebo's heritage, Moranbah, Clermont / Theresa Creek Dam where you can visit Queensland's most accessible goldfields and strike gold on a tour with a guide.



i. PROPOSED ROUTE

The Gold Fever Prospecting and Modern Mining Experience Trail is predominantly a driving experience, with some walking elements included as a part of the broader fossicking and prospecting opportunities that this trail presents. The proposed trail heavily leverages and features the gold and broader mining experience of the Isaac Region, a significant part of the region's history and culture, whilst also featuring a range of non mining focused experiences and attractions that are also conveniently located on this particular trail.

To complete this route, travellers will need access to a vehicle, and whilst the starting point of the proposed trail is interchangeable, we would propose that the route takes the following track:



Start the route in Eungella, which provides a stunning scenic access point to the Isaac Region from the Mackay Region. 4WD access is recommended given the number of gravel roads featured on this trail;



Travel to Mount Britton to see the site of one of the region's first gold mining settlements. Mount Britton is an approximate 93 kilometre drive from Eungella;



Travel to Nebo and visit the historic Nebo Hotel, where visitors can enjoy a meal and/or overnight accommodation. Alternatively, visitors can continue travelling to Moranbah for an overnight stay. Moranbah is approximately 142 km from Mount Britton;



Travel to Clermont where travellers can visit key attractions such as the Clermont Historical Centre or Theresa Creek Dam. Clermont is also a key access point for the gold fossicking and prospecting fields. Clermont is approximately 120 kilometres from Moranbah;



Overnight in Clermont;



Drive to Dysart and Middlemount, where visitors can enjoy views of past and current mine sites and pits and art murals celebrating the mining heritage of the Isaac. There are also accommodation offerings available in both Dysart and Middlemount.

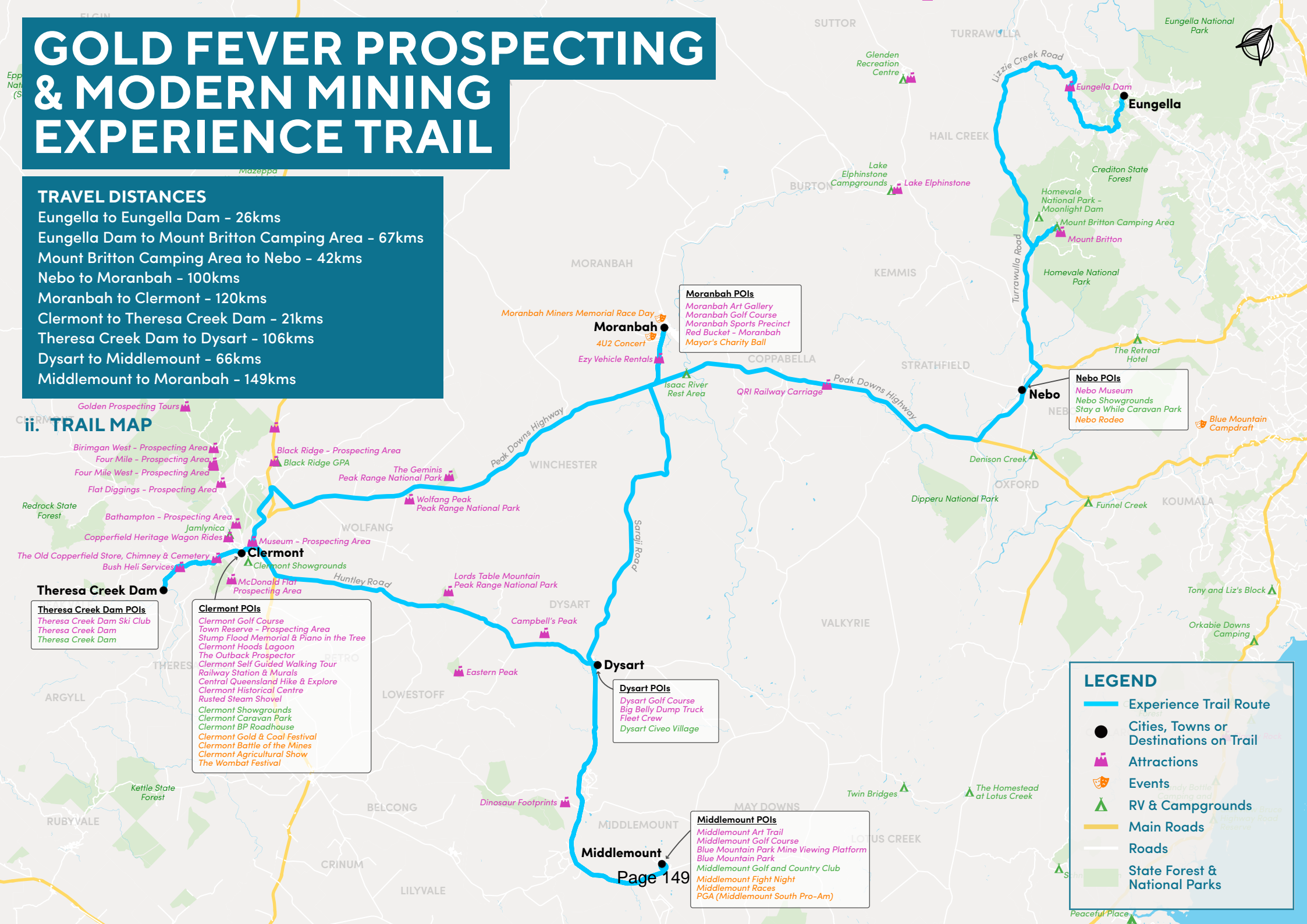
There are numerous other experiences on offer along this proposed trail, which are detailed in the Tourism Product Audit below.

GOLD FEVER PROSPECTING & MODERN MINING EXPERIENCE TRAIL

TRAVEL DISTANCES

Eungella to Eungella Dam - 26kms
Eungella Dam to Mount Britton Camping Area - 67kms
Mount Britton Camping Area to Nebo - 42kms
Nebo to Moranbah - 100kms
Moranbah to Clermont - 120kms
Clermont to Theresa Creek Dam - 21kms
Theresa Creek Dam to Dysart - 106kms
Dysart to Middlemount - 66kms
Middlemount to Moranbah - 149kms

ii. TRAIL MAP



6. THE PROPOSED TRAILS (continued)

iii. IDENTIFIED TOURISM/EXPERIENCE DEVELOPMENT OPPORTUNITIES

The opportunities below should be read in conjunction with the Fossicking and Prospecting Strategy because, in this instance, the sub plan has direct implications for this trail only and its recommendations are not replicated here.

KEY	
M	Must (implemented in 0 – 12 months)
S	Should (implemented in 1 – 3 years)
O	Opportunity (Future / aspirational opportunities to be pursued)
	Game changer

The opportunities that have been identified on this proposed trail include the following:



OPPORTUNITY	PRIORITY	OWNER	PARTNERS
Cultural Heritage Display/Interpretation Create cultural heritage display centre/interpretative accessible areas or with scar trees/artefacts etc. from mine sites and areas like Pink Lilly.	S	IRC	Industry
Megafauna Fossil Display Development of an interpretative experience with relevant partners showcasing the megafauna finds near South Walker.	O	IRC	Stanmore, QLD Museum, Barada Barna
Isaac Augmented Reality App Develop a mobile, Augmented Reality App to allow visitors to experience key historical sites along the trail, and allow them to see what these sites/locations looked like back in the 'old days'. Mt Britton could be a prime example of this.	M	IRC	Industry
Mt Britton Visitor Experience/Activation Council to invest in recreating (building) parts of the township as they were back in its prime – assets could include houses, or the local pub. Develop commercial guided experiences and or low investment Council led talks/tours (tourism or museum officer).	S	IRC	Widi, Industry
End of Life Mine Site Opportunities Advocate and work with proponents of end of life mine sites (i.e Clermont Coal & other sites nearing end of production) to create tourism experiences (eco tourism accommodation, recreational precincts – water, mountain biking, hiking, 4WD).	O	IRC	Mining sector, Industry

6. THE PROPOSED TRAILS (continued)

Mine Site Viewing Platforms Investigate/Identify and or develop potential viewing locations (e.g. on Goonyella riverside, Cavill ridge and Peak Downs) for operational working mine sites, develop stories and narrative on history of region and benefits i.e. rehabilitative processes.	S	IRC	Industry
Leverage Mining Resources Industry Partner with the mining industry to identify industry-based tourism opportunities and facilitate their development. e.g. mine tours, viewing platforms, collaboration with the Resources Centre of Excellence.	O	IRC	Mining Sector
Clermont Historical Centre Revitalisation Revitalise and improve the existing displays, and add new displays to the Clermont Historical Centre. Focus on interactive, digital displays where possible.	M	IRC	Industry
Nebo Museum Revitalisation Revitalise and improve the existing displays, and add new displays to the Nebo Museum. Focus on interactive, digital displays where possible.	M	IRC	Industry
Theresa Creek Dam Glamping/Eco Cabin Accommodation Develop new accommodation offerings with a focus on glamping and low impact, eco cabins. (refer to the Isaac Region Camping and RV Strategy. The most impactful and highest priority is the further development and staged implementation of the Theresa Creek Dam Recreation and Camping Ground Concept Development Plan.	S	IRC	Industry
Watersports Equipment Hire Kayaks and stand up paddle boards available to hire at Theresa Creek Dam.	M	IRC	Industry
Isaac Fossicking and Prospecting Strategy Council to develop the increased recognition of the Isaac region as a premier prospecting/fossicking destination through the most impactful and highest priority of further development and staged implementation of the Isaac Fossicking and Prospecting Strategy.	M	IRC	Industry

A. The Green Coastal Experience Trail

Taking in St Lawrence – Flaggy rock – Clairview beach – Carmila – Notch point – Greenhill/Cape Palmerston. A trail with serene beaches, rugged 4WD adventures, spotting Dugongs and birdlife, fishing, crabbing and boating. Perhaps visit an island. The best of coastal Queensland in relaxed and stunning campgrounds.

i. PROPOSED ROUTE

This route is a self drive route – and for visitors to experience all that is on offer along this trail, then a capable 4WD vehicle is a must. There is no designated start point for this trail, and it is envisaged that visitors would start the trail from any of the accommodation options that are available along this proposed trail, such as the Homestead at Lotus Creek or Cape Palmerston Holiday Park.

This trail is heavily focused on outdoor adventure activities such as off road driving, fishing and camping. The entire drive route is approximately 345 km long.

GREEN COASTAL EXPERIENCE TRAIL

TRAVEL DISTANCES

The Homestead, Lotus Creek to St Lawrence - 65kms

St Lawrence to Clairview - 31kms

Clairview to Carmila - 42kms

Carmila to Notch Point Campground - 28kms










Notch Point Campground to Cape Palmerston Holiday Park - 18kms

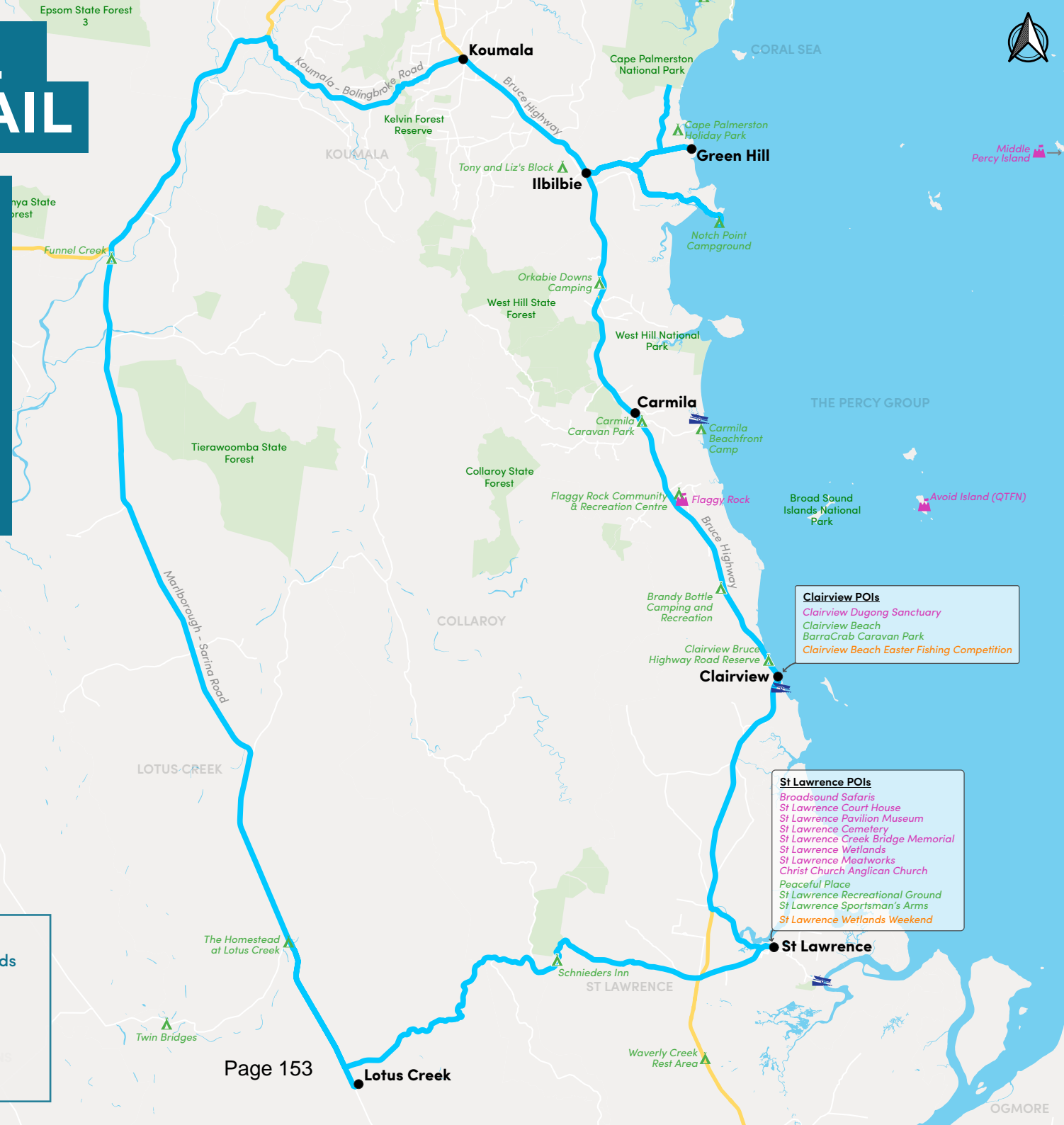
Cape Palmerston Holiday Park to Koumala - 26kms

Koumala to Lotus Creek - 135kms

ii. TRAIL MAP

LEGEND

- | | | | |
|--|--|---|-------------------------------|
|  | Experience Trail Route |  | RV & Campgrounds |
|  | Cities, Towns or Destinations on Trail |  | Main Roads |
|  | Attractions |  | Roads |
|  | Events |  | State Forest & National Parks |
|  | Boat Ramps | | |



Clairview POIs

Clairview Dugong Sanctuary
Clairview Beach
BarraCrab Caravan Park
Clairview Beach Easter Fishing Competition

St Lawrence POIs

Broadsound Safaris
St Lawrence Court House
St Lawrence Pavilion Museum
St Lawrence Cemetery
St Lawrence Creek Bridge Memorial
St Lawrence Wetlands
St Lawrence Meatworks
Christ Church Anglican Church
Peaceful Place
St Lawrence Recreational Ground
St Lawrence Sportsman's Arms
St Lawrence Wetlands Weekend

6. THE PROPOSED TRAILS (continued)

iii. IDENTIFIED TOURISM/EXPERIENCE DEVELOPMENT OPPORTUNITIES

The priorities include:

KEY	
M	Must (implemented in 0 – 12 months)
S	Should (implemented in 1 – 3 years)
O	Opportunity (Future / aspirational opportunities to be pursued)
	Game changer

The opportunities that have been identified on this proposed trail include the following:



OPPORTUNITY	PRIORITY	OWNER	PARTNERS
Recreational Fishing Charters Fishing charter opportunities, ex Clairview and Cape Palmerston.	S	IRC	Industry
Dugong Interpretive Centre Clairview Dugong interpretive centre/experiences in Clairview. Activity 'treasure hunt' booklets created targeting families/kids. Incorporate an Indigenous led element – talk about dugongs, walk along the beach, etc.	S	IRC	Industry, QPWS
Crabbing Tour to Plate Experience A guided experience that would allow visitors to capture and then dine on mudcrabs. This could also include an Indigenous guided element.	S	IRC	Industry
Non Motorised Water Sports tour/hire (kayaks, stand up paddle boards) Leveraging dugongs. Glass/see through bottom kayaks.	M	IRC	Industry
Carmila Beach Campsite Accommodation Council owned accommodation offered at Carmila Beach Campsite. Similar model to Tweed Shire Council owned assets at tweedholidayparks.com.au	S	IRC	Industry

6. THE PROPOSED TRAILS (continued)

Middle Percy Island 'Castaway' Experience Work with the leaseholders (and QPWS) for Middle Percy Island to establish a 'castaway' style island accommodation experience. Mid level, tented, semi permanent accommodation. Also investigate opportunities to access the island from the mainland, i.e helicopter or boat.	O	IRC	Industry
St Lawrence Wetlands Camping Small scale, low impact camping offering within the St Lawrence Wetlands – could be managed by Council.	O	IRC	Industry
St Lawrence Events Calendar Development of an events calendar in partnership with the St Lawrence Hotel. Leveraging Aussie culture – prawn peeling, crab racing etc	M	IRC	St Lawrence Hotel, Industry
St Lawrence Attraction Upgrades Council to upgrade displays, interpretive content and signage at St Lawrence based assets including St Lawrence Creek Bridge Memorial, St Lawrence Pavilion Museum, St Lawrence Court House, St Lawrence Cemetery and St Lawrence Meatworks.	S	IRC	Industry
St Lawrence Guided and Self Guided Walking Tours Council to offer guided and self guided touring options of St Lawrence based assets including St Lawrence Creek Bridge Memorial, St Lawrence Pavilion Museum, St Lawrence Court House, St Lawrence Cemetery and St Lawrence Meatworks.	O	IRC	Industry
St Lawrence Glamping/Eco Cabins Ecotype glamping/cabin accommodation in St Lawrence.	O	IRC	Industry
Barracrab Glamping/Eco Cabin Accommodation Ecotype glamping/cabin accommodation at privately owned land adjacent to Barracrab CP.	S	Industry	IRC
Cape Palmerston 4WD Tour Small group 4wd day tour – incorporate Cape Palmerston National Park and Notch Point.	S	Industry	IRC

6. THE PROPOSED TRAILS (continued)

Recreational Fishing Infrastructure Fish filleting tables, signage (local species caught, where they are caught, etc).	S	IRC	QLD Gov
Farm Tour Experiences Partner with operators such as the Homestead at Lotus Creek to develop farm tour experiences.	M	Industry	IRC
Avoid Island Indigenous tourism experience offered on Avoid Island. Investigate accommodation offering (low impact glamping/cabins) and edu-tourism on Avoid Island in partnership with Queensland Trust for Nature (QTFN).	O	Industry, QTFN	IRC



6. THE PROPOSED TRAILS (continued)

A. The Green, Bronze and Gold Experience Trail

An east-west journey leaving either the Bruce Highway heading west at St Lawrence or Koumala, or leaving the Great Inland Way east from Clermont or Belyando Crossing, combining the best of the Green Coastal Trail with the Gold Fever Prospecting and Convenient Outback through Nebo, the Peak Ranges or Lotus Creek.

i. PROPOSED ROUTE

This is a large trail that captures much of the essence and experiences that the Isaac has to offer, from the destination's stunning natural assets, coastal attractions and gold/mining history that is intrinsic to the Isaac region's story.

A good access point for visitors to travel to in order to commence this trail would be Moranbah, given its good level of accessibility by both road and air. 4WD vehicles are recommended given the number of gravel roads featured on this trail:



Travel to Clermont to access an abundance of the region's goldfields, whilst exploring some of the region's best natural experiences on the way, such as the Geminis in the Peak Ranges National Park;



From Clermont, travel to Dysart and Middlesmoot to learn more about the significance that mining has had on the wider community of the Isaac Region. There are art murals that depict this story, as well as several mine/pit viewing opportunities on route;



Travellers can then continue their journey to Lotus Creek, where they can opt to enjoy the accommodation and hospitality provided by the Homestead at Lotus Creek;



From Lotus Creek, visitors can travel to St Lawrence on the coast, where they can experience the stunning St Lawrence Wetlands, as well as the quirky and truly Australian St Lawrence Hotel;



From here – visitors can travel to Nebo enroute to Moranbah. At Nebo, visitors can enjoy the Nebo Museum, and enjoy some sensational hospitality at the Nebo Hotel.

GREEN, BRONZE & GOLD EXPERIENCE TRAIL

TRAVEL DISTANCES

St Lawrence to Lotus Creek - 55kms
Lotus Creek to Nebo - 116kms
Nebo to Clermont - 196kms
Clermont to Dysart - 85kms
Dysart to Middlemount - 66kms
Middlemount to The Homestead - 122kms

ii. TRAIL MAP



6. THE PROPOSED TRAILS (continued)

iii. IDENTIFIED TOURISM/EXPERIENCE DEVELOPMENT OPPORTUNITIES

The priorities include:

KEY	
M	Must (implemented in 0 – 12 months)
S	Should (implemented in 1 – 3 years)
O	Opportunity (Future / aspirational opportunities to be pursued)
	Game changer

The opportunities that have been identified on this proposed trail are highlighted in the other three trails above. Additional opportunities include:



OPPORTUNITY	PRIORITY	OWNER	PARTNERS
Queensland on a Plate idea Work with industry to encourage the notion of a “green, gold and bronze” Isaac destination culinary experience, with reference to seafood, beef and the gold. Involve the hospitality sector and chefs in a competition to create iconic coastal/convenient outback dishes, and encourage local F & B providers to include ‘Queensland on a Plate’ dishes on their menus.	S	IRC	Industry
Art or Sculpture Installations Another initiative is to build on the region’s art and cultural base and create a unifying set of artistic installations as entrance statements, in township or natural asset locations, to highlight the combined trail and diversity of the Isaac region.	O	IRC	Community
Event Development Look to grow existing events located on the trail by targeting funding through TEQ’s Queensland Destination Events Program (QDEP) with a key focus on strategic planning, capacity building and event marketing.	M	IRC	Industry, TEQ



INDIGENOUS CULTURAL TOURISM



7. INDIGENOUS CULTURAL TOURISM (continued)

An Indigenous Trail has not been identified in this plan due to the early developmental nature of Indigenous Cultural Tourism experiences in the Isaac and also because we believe it is optimally viewed as an integral element of all travel and tourism experiences, and interwoven into the four trails, giving it the prominence and respect it deserves.

First Nations people in the Isaac region have diverse stories and knowledge to share as custodians of the oldest living culture in the world. Aboriginal culture is a significant drawcard for a large proportion of international and domestic visitors to Queensland. Visitors to Australia seek authentic experiences with Aboriginal people to make spiritual connections on country and through cultural activities.

The delivery of high-quality Indigenous tourism will attract new and return visitors and increase the participation of Indigenous people in the tourism industry in the region.

A framework to develop Indigenous experiences can be found in the *First Nations Tourism Plan 2020–2025 Voices of today: Stories for Tomorrow* (Queensland Tourism Industry Council, QTIC). The Plan recognises the Six Larrakia Declaration Principles to provide guidance for future goal setting, positioning and marketing, with broad aims for our Isaac Tourism Trails Strategy.

It is recommended that IRC work with Traditional Owners and establish a Cultural Tourism Advisory Group to take on a high level strategic and facilitative role that encourages the development of new Indigenous tourism experiences through each of the First Nations groups.

The introduction and development of new tourism experiences should be done in partnership with local communities, by empowering existing and new Indigenous tourism businesses and entrepreneurs, and then giving them the tools to be sustainable businesses that drive positive economic and social outcomes for the community.

Alongside the Mackay and Isaac target markets, specific Indigenous tourism markets are shown below.

PRIMARY INDIGENOUS TARGET MARKETS (DECENDING ORDER)	PERSONA
“Indigenous introduction”	Aged between 15–24 years, young singles or parents, often studying, travelling for holiday purposes, sourcing trips from family or friends or the internet.
“Leisure opportunists”	Aged between 35–54 years, parents, travelling for holiday purposes or to visit friends and relatives, sourcing from the internet or word-of-mouth.
“Retired regional self-drive”	Aged 55 years or older, non-working and retired, travelling for holiday purposes, caravan or camping, travelling by private car.

7. INDIGENOUS CULTURAL TOURISM (continued)

The QTIC Principles and Future Action and Initiatives are shown in the table below:

QTIC LARRAKIA DECLARATION ALIGNED PRINCIPLES	RECOMMENDATIONS	STAKEHOLDER	TIMING
Recognition and Respect: Promote recognition and respect for First Nations cultures, stories, connections to and ownership of country while embracing and reflecting the diversity, aspirations and desires of First Nations peoples and communities.	1.1 Work with MIT to develop Reconciliation Action Plans with the RTO.	MIT, IRC, TOs	2024
	1.2 Work with IRC and MIT to establish a Cultural Tourism Advisory Group (CTAG) to pursue Indigenous tourism opportunities in the region.	IRC, MIT, TOs	2024
	1.3 In partnership with IRC and MIT, develop a Cultural Awareness Program and deliver it to tourism operators in the region.	IRC, MIT, First Nations organisations, industry	2025
	1.4 Increase Ecotourism Respecting our Culture (ROC) Certifications for Non-Indigenous operators. ³	MIT, industry	2026 onwards
Authentic Product Development: Develop and deliver authentic, quality First Nations products which are export-ready and meet market demand.	2.1 Create an Isaac Indigenous Tourism Facilitator role jointly funded (e.g. IRC, and LBF resources) and reporting to the Isaac Tourism Industry and Business Development officer and the Cultural Tourism Advisory Group.	IRC, CTAG	2024
	2.2 Support Traditional Owners to develop tourism products and experiences as a vehicle to practise and revitalise cultural traditions and languages and derive economic benefits from their traditional lands.	IRC, MIT, CTAG	2024 ongoing
	2.3 Seek to gain the expertise and involvement of representatives from key stakeholders such as TEQ and QTIC, as well as Indigenous tourism experts who may reside outside of the region.	IRC, MIT, CTAG	Ongoing
	2.4 Develop a narrative about Traditional Owners of the Isaac region for use at a strategic level (e.g. in regional tourism promotional materials/websites, local government websites, government reports and plans etc).	IRC, MIT, CTAG	2024 ongoing
	2.5 Develop a protocol for appropriate Traditional Owner endorsement of the high-level narrative and site-specific content, which can also be used for anyone in the future seeking group endorsement of cultural tourism information.	IRC, MIT, CTAG	2024 ongoing

³ The ROC program is a tourism industry development tool designed by Aboriginal Tourism Australia (ATA) and administered by Ecotourism Australia.

7. INDIGENOUS CULTURAL TOURISM (continued)

QTIC LARRAKIA DECLARATION ALIGNED PRINCIPLES	RECOMMENDATIONS	STAKEHOLDER	TIMING
Authentic Product Development: (Continued...) Develop and deliver authentic, quality First Nations products which are export-ready and meet market demand.	2.1 Develop a Dual Language-Signage and narrative to elevate Indigenous identity, language and history into everyday living in the Isaac through complementary street and place names, markers or monuments.	IRC, MIT, CTAG	2025 ongoing
Strategic Coordination and Structure: Create an entity that gives voice to the First Nations tourism sector and provides advocacy and support.	3.1 Leverage the CTAG to pursue Indigenous tourism opportunities in the region and advocate for funding in the region.	IRC, MIT, CTAG	Ongoing
	3.2 Understand the outputs, impacts and outcomes of Indigenous cultural tourism experiences to sell to stakeholders, and provide a basis for planning and advocacy.	IRC, MIT, CTAG	Ongoing
Training, Skill Development and Jobs: Develop business capability and capacity development for First Nations tourism businesses to ensure the First Nations tourism sector is driven by a skilled workforce and engaged in quality employment that generates sustainable socio-economic outcomes for First Nations individuals and communities.	4.1 Build knowledge of Tourism Trade processes (supply chains) and an understanding of commission structures in Indigenous people and corporations.	IRC, MIT	Ongoing
	4.2 Leverage capacity building initiatives and programs facilitated by MIT and TEQ (workshops and mentoring programs).	IRC, MIT	Ongoing
	4.3 Set targets employment across 10 years for the number of Aboriginal and Torres Strait Islanders in the sector, leading to successful careers.	IRC, MIT, CTAG	Ongoing
Marketing and Awareness: Position and promote First nations experiences as must do experiences whilst visiting Queensland.	5.1 First Nations tourism to adopt a more prominent position within the destination marketing narrative to increase top-of-mind awareness.	IRC, MIT, CTAG	Ongoing
	5.2 Collaborate with regional and local tourism associations in the development, marketing and positioning of First Nations tourism experiences and the development of target priority markets.	IRC, MIT, CTAG	Ongoing
Engagement and Partnerships: Encourage the creation of mutually beneficial and strategic partnerships to grow the First Nations tourism sector.	6.1 Set 3, 5 and 10 year targets for the development of government and co-investment partnerships.	IRC, MIT, CTAG	Ongoing
	6.2 Develop partnerships with the travel trade by participating in domestic and international industry events and trade shows including the Australian Tourism Exchange, ATEC Meeting Place, international trade missions and World Youth Student Education Exchange.	IRC, MIT	Ongoing
	6.3 Indigenous tourism operators to create partnerships with mainstream tourism operators.	Operators	Ongoing



RESOURCING

There are a number of resourcing implications in this Isaac Tourism Trails Strategy and in the related three sub plans. It should be noted that, in instigating this project (large by any measure), IRC has implicitly given an expectation of doing some implementation of initiatives and recommendations. We acknowledge IRC's many competing priorities and have used a decision making filter for this primary document and the three sub plans which allows some recalibration, should IRC choose to redefine the *Impact of Implementation* and *Ease of Implementation*

axes differently. This could be done against the fuller picture of its ten year commitments.

Regardless, the authors have not tried to dilute the vision of IRC's deliverables in the broad scope of work, nor work to lessen the aspiration of the community who are clear in expecting some action. Most of the resourcing implications are around people, priority and effort, and less so around major capital costs.

8. RESOURCING (continued)

Future People Resources

The salient short term people resourcing needs are:

1. Consider the creation of an *Isaac Tourism Industry and Business Development role* potentially funded from IRC and partner resources. It would:
 - Collaborate with MIT, industry and the business community to engage and support tourism operators and start-ups;
 - Develop partnerships with the travel trade and ready operators for future trade readiness (at least a 5 year timeframe);
 - Develop product concepts into investment packages for presenting to potential operators and investors;
 - Place a developmental focus on capacity building initiatives, mentoring and professional support to facilitate new tourism experiences;
 - Work with State Government agencies (the Department of Innovation and Tourism Industry Development, Economic Development Queensland) to develop a mechanism to augment funding for feasibility and business case development for priority tourism projects;
 - Consider an EOI process to select tourism operators and/or businesses who wish to have detailed business cases produced to guide the development of new tourism experiences; and
 - Consider engaging the services of a consultant to develop the business cases as a part of this process across 3-5 years.
2. Consider the creation of an *Isaac Indigenous Tourism Facilitator role* funded from joint IRC and partner resources, reporting to the Isaac Tourism Industry and Business Development. It would:
 - Form a *Cultural Tourism Advisory Group*, with the group's key focus being to drive Indigenous tourism outcomes and advise this role;
 - Support Traditional Owners to develop tourism products and experiences as a vehicle to practise and revitalise cultural traditions and languages and derive economic benefits from their traditional lands;
 - Seek to gain the expertise and involvement of representatives from key stakeholders such as TEQ and QTIC, as well as Indigenous tourism experts who may reside outside of the region;
 - Encourage joint ventures with existing tourism operators already operating successfully in the region;
 - Develop a narrative with Traditional Owners of the Isaac region for use at a strategic level (e.g. in regional tourism promotional materials/websites, local government websites, government reports and plans etc); and
 - Develop a protocol for appropriate Traditional Owner endorsement of the high-level narrative and site-specific content, which can also be used for anyone in the future seeking group endorsement of cultural tourism information.



MARKETING PLAN

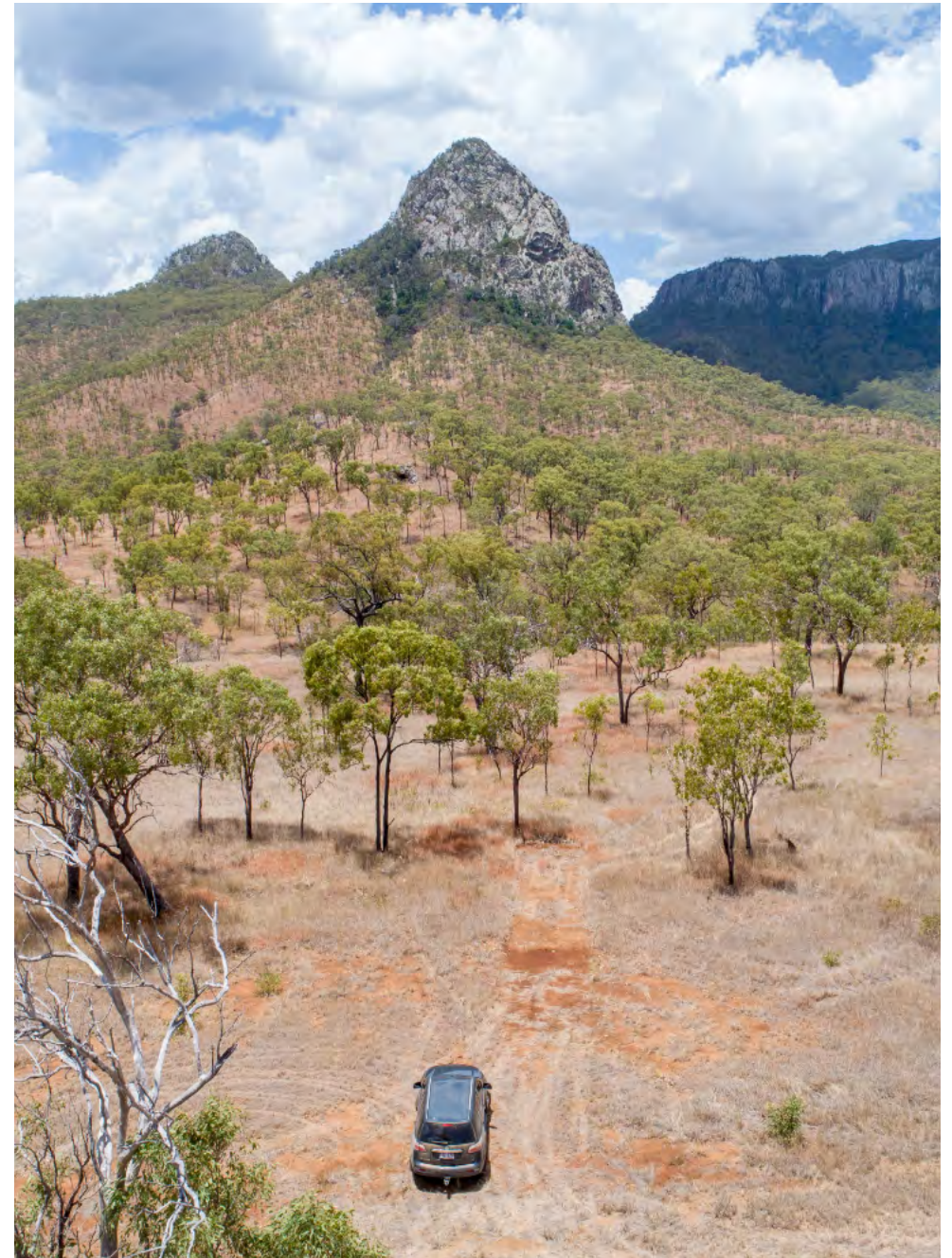


9. MARKETING PLAN (continued)

Given the large scale of the overall Isaac Tourism Trails project, and the various sub plans that make up this project, there are many marketing actions and objectives, with some of these actions already included in the sub plans, namely the Isaac Region RV and Camping Strategy, the Isaac Recreational Prospecting and Fossicking Strategic Plan and the Isaac Visitor Information Assessment and Implementation Plan (as can be seen below).

The Marketing Plan below is divided into several crucial strategic areas, which include:

- 1** Digital Marketing;
- 2** Print Collateral;
- 3** Public Relations;
- 4** Trade and Consumer Shows;
- 5** Tourism Education and Development; and
- 6** Leverage the Work of Regional and State Tourism Organisations.



STRATEGY 1
DIGITAL MARKETING

The need for the Isaac Regional Council to establish its own tourism focused digital marketing assets has been established as a part of the Visitor Information Service Review conducted as a part of this process. This step is not only critical to promoting the proposed Isaac Tourism Trails, it is vital to ensuring the successful promotion of the region’s growing tourism sector and increasing visitor attraction for years to come.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Secure URLs and social media handles for consumer focused digital assets. URLs to be secured are recommended to include .com, .com.au and .au , and social media handles secured recommended to include mediums such as Facebook and Instagram.	IRC	2023
Undertake a tender process to appoint a web development agency that specialises in tourism, to develop a stand alone destination website for the Isaac Region. The website should showcase the region’s hero experiences and unique features and attractions, including detailed information on local accommodation providers, tours, attractions, restaurants and cafes. The website should cater for the integration of ATDW product information.	IRC	2023 - 2024
Create a mobile-friendly website that features a range of itineraries to make it easy for tourists to plan and book their trip while travelling.	IRC	2023 - 2024
Establish tourism focused social media channels on Facebook and Instagram (as a minimum) to showcase the beauty and experiences of the Isaac region through high-quality photos and videos	IRC	2023 - 2024
Engage a tourism branding expert(s) to develop a consistent brand identity and messaging for the Isaac region that aligns with the target audience's interests and motivations.	IRC	2023 - 2024
Create a web based app that sits within the wider Isaac Regional Council tourism website that will focus purely on providing information and promoting the Isaac Tourism Trails. This platform should feature the individual trails/itineraries (leveraging ATDW), a map function, and a ‘nearby’ function that provides recommendations to users of nearby tourism operators and experiences.	IRC	2023 - 2024

9. MARKETING PLAN (continued)

ACTION	STAKEHOLDER	TIMING
Establish an ATDW listing for the Isaac Region, and ensure key attractions and experiences (as per the experience/attraction audit) also have their own ATDW listings.	IRC, MIT	2023 – 2024
Ensure each of the proposed Isaac Tourism Trails are registered and listed with ATDW.	IRC, MIT	2023 – 2024
Create targeted online advertising campaigns using platforms such as Google AdWords and Facebook Ads to reach potential visitors in specific demographics and geographic locations.	IRC, MIT	2024 – 2028
Establish an 'Isaac Region' destination landing page within TripAdvisor.	IRC, MIT	2023 – 2024
Develop a comprehensive email marketing strategy to engage with past visitors and keep them informed about upcoming events and promotions.	IRC, MIT	2024 – 2028
Leverage online travel agencies (OTAs) and review sites, such as TripAdvisor and Booking.com, to increase visibility and bookings for local accommodations and activities.	IRC, MIT	2023 – 2024
Measure and analyse the effectiveness of the digital marketing strategies with metrics like website traffic, social media engagement, and bookings.	IRC, MIT	2024 – 2028
Work with Queensland Government, TEQ and MIT to brand the Isaac Region as the prospecting capital of Queensland.	IRC, MIT, TEQ	2023 – 2025
Work with MIT and TEQ to source funding and develop a large-scale digital marketing campaign focused on promoting the Isaac Tourism Trails and associated tourism experiences throughout the wider region.	IRC, MIT, TEQ	2025 – 2028

STRATEGY 2
PRINT COLLATERAL

The Isaac Regional Council has some good existing pieces of collateral, however our print collateral assessment has found a lack of consistency amongst print collateral promoting the region, particularly in terms of brand and call to action.

The Isaac Tourism Trails project provides a good opportunity for Council to rectify this, as well as also pursuing a more strategic collateral distribution strategy, and a consolidation of print collateral assets, with a key recommendation being to align collateral with the key experiences on offer in the Isaac Region.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Create a range of high-quality tourism collateral, such as brochures, videos, and photos, that showcase the hero experiences, unique features and experiences of the Isaac region.	IRC	2023 – 2028
Create a dedicated ‘Isaac Tourism Trails’ booklet, that is focused specifically to promoting the Isaac Tourism Trails. This booklet should feature trail maps, key experiences located on each trail, and recommended itineraries including approximate lengths of stay, etc.	IRC	2023 – 2024
Use a mix of traditional and digital channels to distribute the tourism collateral, such as visitor information centres, hotels, and travel agencies, as well as social media and email marketing.	IRC	2023 – 2028
Align the distribution of key tourism collateral (such as a Visitor Guide) to key geographic source markets, such as Mackay and Brisbane.	IRC/MIT	2023 – 2028
To assist in promoting the wider Isaac Tourism Trails, produce a series of printed corflutes/posters and feature these for travellers to see at key experiences, attractions, accommodation providers and tour operators. Posters should include a QR code that will drive visitors to the Isaac Tourism Trails web based app.	IRC	2023 – 2024
Develop partnerships with key stakeholders, such as local businesses and tourism organisations, to expand the reach and impact of the tourism collateral.	IRC, MIT, Industry	2023 – 2028
Measure and evaluate the effectiveness of the tourism collateral and make adjustments as needed.	IRC	2023 – 2028
Establish a process/system for keeping tourism collateral up-to-date and relevant.	IRC	2023 – 2028
Establish a process/system for distribution and tracking of collateral materials across the region.	IRC	2023 – 2028

STRATEGY 3
PUBLIC RELATIONS

Designing and implementing Public Relations (PR) activity is a critical component of destination marketing. PR has arguably never been more valuable for tourism, with consumers now more savvy than ever, with more information and research at their fingertips, and the demand and need for third party, non biased reviews and recommendations from trusted and credible sources being at an all time high.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Work in partnership with MIT and TEQ to ensure there are a range of ‘hero’ images for the Isaac Region to use on ongoing PR and marketing campaign activity.	IRC, MIT, TEQ	2023 - 2028
Actively seek integration and consistent messaging with the promotion of other fossicking areas such as the adjacent Gemfields (reference “Australia’s Nature Coast” as an exemplar).	IRC, MIT, TEQ, CHRC	2023 - 2028
Create print advertisements for the Isaac Region and the Isaac Tourism Trails in key publications (supported by publicity) e.g.: Road Ahead Magazine, RM Williams Outback, CQ News, Australian Traveller Magazine and 4WD Monthly Magazine.	IRC	2024 - 2028
Consider engaging the services of a PR consultant for an ongoing period, to actively promote the Isaac Region with media contacts to garner media interest and generate media familiarisations in the Isaac Region.	IRC	2024 - 2028
Engage with the MIT and TEQ media teams on an ongoing basis to generate interest in the destination amongst travel journalists, and convert this interest into familiarisations.	IRC	2024 - 2028
Explore opportunities for partnership marketing campaigns with a commercial partner such as BCF (fishing), HEMA maps and RACQ.	IRC, MIT	2025 - 2028

STRATEGY 4

TRADE AND CONSUMER SHOWS

Establishing a calendar of trade and consumer shows to attend on behalf of the Isaac Region is an important opportunity to pursue in raising the profile and awareness of the Isaac Region as a leisure destination. As a predominantly drive destination for leisure visitation, and as a region that is an increasingly popular destination for campers and the RV market, opportunities such as Caravan and Camping shows will provide Isaac Regional Council with direct access to a highly engaged and captive audience.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Work in partnership with MIT to develop an annual consumer show schedule, with a primary focus placed on Caravan and Camping shows within Queensland. Ensure IRC presence at selected Caravan and Camping shows to showcase the region and distribute key pieces of promotional collateral directly to a captive audience.	IRC, MIT	2024 - 2028
Work in partnership with MIT to leverage domestic and international trade show opportunities, such as the Australian Tourism Exchange (ATE), the Corroboree Trade Event, and the Australia Marketplace international trade shows (conducted in market).	IRC, MIT	2025 - 2028
Work in partnership with MIT and TEQ to host trade focused familiarisations in the region.	IRC, MIT, TEQ	2025 - 2028
Work in partnership with MIT to develop a series of trade focused marketing collateral, including brochures and video/photographic content.	IRC, MIT	2025 - 2028
Secure your own booth and appointment schedule at ATE, and attend the event under the regional consumer brand on an annual basis.	IRC	2026 - 2028

STRATEGY 5

TOURISM EDUCATION AND DEVELOPMENT

A key means of growing the appeal and subsequent awareness of tourism experiences, attractions and events is through the development of existing and new experiences, attractions and events, and assisting them to develop their own internal capabilities so they can help with the ‘heavy lifting’ of promoting the destination to key markets.

This development or capacity building should provide opportunities based on a number of areas, ranging from your more basic operational/start up information, through to

itinerary/package development, to marketing and through to domestic and international trade distribution.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Liaise with MIT, TEQ and QTIC to source funding and establish a business incubator program for existing tourism operators, or businesses looking to establish tourism experiences – with the focus being on capacity building initiatives, mentoring and professional support to facilitate the development of new tourism experiences, and to improve and support existing tourism experiences.	IRC	2024 – 2028
Partner with MIT to create and promote a range of itineraries that capture the experiences on offer throughout the Isaac Region, whilst leveraging the Isaac Tourism Trails.	IRC, MIT	2024 – 2028
Liaise with MIT to engage with and participate in event, packaging and digital marketing focused capacity building initiatives including workshops and one on one mentoring programs.	IRC, MIT	2023 – 2028
Develop and promote a number of packages that include tours, experiences, attractions, accommodation, event entry (if coinciding with specific events), and additional value added inclusions that may be available.	IRC	2024 – 2028
Design and implement a regional ‘Welcome to Isaac’ program – with the focus being to inform individual tourism operators and members of the wider community of the Isaac’s unique selling points, and how to consistently deliver this message in a positive manner to visitors.	IRC, MIT, Industry	2024 – 2028
In partnership with MIT, investigate the opportunity of developing and delivering a trade development mentoring program that is tailored specifically to meet the needs of Isaac tourism businesses, with the aim of establishing domestic and international ‘trade ready’ tourism experiences.	IRC, MIT	2024 – 2028
Develop and promote a minimum of one package (that leverages the Isaac Tourism Trails) that is commissionable, and work with MIT and a distribution partner to promote and sell this package to consumers.	IRC, MIT	2025 – 2028

STRATEGY 6

LEVERAGE THE WORK OF REGIONAL AND STATE TOURISM ORGANISATIONS

As RTOs, these organisations has access to, and can work closely with, all levels of government and state government agencies and organisations such as Tourism and Events Queensland and Queensland Tourism Industry Council (QTIC) in order to work towards achieving the visitor expenditure targets and other objectives outlined in the region’s Destination Tourism Plan.

Through these partnerships, particularly with Tourism and Events Queensland and QTIC, there are a range of significant consumer marketing, PR, tactical trade, industry

development and experience development opportunities that RTO partners and members can capitalise on, who would not otherwise have the opportunity to do so.

KEY	
	Isaac Recreational Prospecting and Fossicking Strategic Plan
	Isaac Visitor Information Assessment and Implementation Plan

ACTION	STAKEHOLDER	TIMING
Implement an agreed, annual plan to leverage the MIT and TEQ marketing programs and initiatives leading to 2028, with a particular focus placed on promoting the Isaac Tourism Trails and itineraries. Plan to be reviewed quarterly.	IRC, MIT	2023 – 2028
New Key Performance Indicators (KPI’s) to be added to the Mackay Isaac Tourism contract.	IRC, MIT	2023 – 2028
IRC to provide regular updates to MIT and TEQ in order for them to attract media interest through possible familiarisations, and for inclusion in consumer newsletters and other communication channels (social media, website etc).	IRC	2023 – 2028
IRC to liaise with MIT or TEQ to establish ATDW listings to promote existing and new tourism experiences and attractions on key partner websites include www.queensland.com , www.mackayregion.com and www.australia.com	IRC	2023 – 2028
Work with MIT, TEQ and Tourism Australia (TA) to arrange a schedule of media familiarisations to experience tourism experiences and attractions in the wider region, with target publications and other PR/media outlets.	IRC, MIT, TEQ, TA	2024 – 2028
Work with MIT and TEQ to arrange a schedule of adventure/cultural tourism focused influencers to attend and promote (through their respective channels) existing and new tourism experiences, attractions and events.	IRC, MIT, TEQ	2024 – 2028
Work with MIT and TEQ to ensure there are a range of ‘hero images’ and accompanying video content to use in the future promotion of the tourism offering in the region.	IRC, MIT, TEQ	2024 – 2028



RISK MANAGEMENT AND MONITORING

10. RISK MANAGEMENT AND MONITORING (continued)

The table below details the primary risks confronting Isaac Regional Council.

CONSEQUENCE					
	Insignificant	Minor	Moderate	Major	Catastrophic
Rare	Low	Low	Moderate	Moderate	High
Unlikely	Low	Low	Moderate	Moderate	High
Possible	Low	Moderate	High	High	High
Likely	Moderate	Moderate	High	High	Extreme
Almost Certain	Moderate	High	High	Extreme	Extreme

LIKELIHOOD RATING	
Likelihood	Description
Almost Certain	The event is expected to occur in most circumstances
Likely	The event will probably occur in most circumstances
Possible	The event should occur at some time
Unlikely	The event could occur at some time
Rare	The event may occur only in exceptional circumstances



10. RISK MANAGEMENT AND MONITORING (continued)

RISK DESCRIPTION	LIKELIHOOD	CONSEQUENCES (LOW, MODERATE, HIGH, EXTREME)	RISK RATING	MITIGATION STRATEGY
1. IRC loses focus or lacks resources for follow through	Possible	Major	High	This is unlikely given the energy and enthusiasm to develop the plans so far but will need clear short term people resourcing and staged infrastructure or or capex spending.
2. Key person risk inside IRC	Likely	Major	High	Inevitably changes of Elected Members or senior / other staff occurs. Need a succession plan and some dedicated resourcing to ensure Strategy and Plans can be implemented.
3. Regional Tourism Organisations change structure or lose significant resources	Possible	Major	High	Monitor the long term trend to fund RTOs less over time. Remain as self-sufficient as possible whilst strengthening relationship ties with industry and RTOs across the greater region.
4. Covid restrictions and border closures	Possible	Major	High	Any mandatory Covid 19 plans will be in place but are likely to less impact the region as domestic and industry travel remained constant during the pandemic.
5. Failure to get Indigenous Cultural Tourism established	Possible	Major	High	Establish the Cultural Tourism Advisory Group, engage and form key relationships with TOs, Indigenous corporations and allow this to be Indigenous community led.

The Plan should be monitored in several scheduled and systematic ways:

- Do an annual review of the Plan; and
- Use the Strategic Goals and Objectives tables to monitor implementation using a simple traffic light system, monitoring this quarterly:
 - Red = nothing done/not started
 - Amber = started/in progress
 - Green = completed



APPENDICES



11. APPENDICES (continued)

A. Appendix 1 - Experiences / Attractions Audit

NAME	CATEGORY	FREE / PAID	LOCATION
Bush Heli Services	Scenic Flights	Paid	661 Peakvale Road, Clermont
Central Queensland Hike and Explore	Land Based Tours	Free	51/47 MacDonald Flats Road, Clermont
The Outback Prospector	Land Based Tours	Paid	5/62 Daintree Street, Clermont
Nebo Museum	Museums and Cultural Attractions	Paid	10 Reynolds Street, Nebo
Theresa Creek Dam	Attractions	Free	Isaac Area, Theresa Creek Dam Road, Clermont
Theresa Creek Dam Ski Club (watersports equipment hire)	Hire/Self Guided Experiences	Paid	Isaac Area, Theresa Creek Dam Road, Clermont
Peak Range National Park - Lords Table Mountain	Natural Attractions	Free	Dysart (22.6500°S, 148.0167°E)
Peak Range National Park - Wolfgang Peak	Natural Attractions	Free	Clermont (22.6167°S, 147.9167°E)
Peak Range National Park - the Geminis	Natural Attractions	Free	Clermont
Golden Prospecting Tours	Land Based Tours	Paid	Clermont
General Permission Prospecting Areas - 11 GPA Council and QPWS areas with permissible prospecting allowed	Hire/Self Guided Experiences	Free	Clermont
Mackay Highlands Great Walk	Hire/Self Guided Experiences	Free	Eungella National Park to Moonlight Dam
Clermont Historical Centre	Museums and Cultural Attractions	Paid	Gregory Highway, Clermont
The Old Copperfield Store and Chimney and Cemetery	Museums and Cultural Attractions	Free	Clermont
Copperfield Heritage Wagon Rides	Land Based Tours	Paid	456 Alpha Road, Clermont
Dinosaur Footprints	Natural Attractions	Free	Dysart
Middle Percy Island	Attractions	Paid	Middle Percy Island
Avoid Island (QTFN)	Attractions	Paid	Avoid Island
Broadsound Safaris	Land Based Tours	Paid	St Lawrence
Clairview Dugong Sanctuary	Natural Attractions	Free	Clairview
Blue Mountain Park	Parks and Gardens	Free	Nolan Drive, Middlemount

11. APPENDICES (continued)

NAME	CATEGORY	FREE / PAID	LOCATION
Blue Mountain Park Mine Viewing Platform	Parks and Gardens	Free	Nolan Drive, Middelmount
Middelmount Golf Course	Attractions	Paid	1 Centenary Drive N, Middelmount
Middelmount Art Trail	Art Experiences	Free	Middelmount
Moranbah Golf Course	Attractions	Paid	1 Leichhardt Drive, Moranbah
Clermont Golf Course	Attractions	Paid	Cheeseborough Road, Clermont
Dysart Golf Course	Attractions	Paid	1 Fisher Street, Dysart
Ezy Vehicle Rentals	Hire/Self Guided Experiences	Paid	549 Moranbah Access, Moranbah
Fleet Crew	Hire/Self Guided Experiences	Paid	51 - 53 Murphy Street, Dysart
Fishing Isaac coast islands (Percy's Northumberland)	Hire/Self Guided Experiences	Free	Isaac Coast
Mount Britton	Museums and Cultural Attractions	Free	Mount Britton
Flaggy Rock	Natural Attractions	Free	Carmila
St Lawrence Wetlands	Natural Attractions	Free	St Lawrence
St Lawrence Meatworks	Museums and Cultural Attractions	Free	Settlement Road, St Lawrence
St Lawrence Cemetery	Museums and Cultural Attractions	Free	Malcolm Road, St Lawrence
St Lawrence Pavilion Museum	Museums and Cultural Attractions	Free	St Lawrence
St Lawrence Creek Bridge Memorial	Museums and Cultural Attractions	Free	St Lawrence
St Lawrence Court House	Museums and Cultural Attractions	Free	Macartney Street, St Lawrence
Clermont self guided Walking tour ccbg.com.au/clermont-historical-tour/	Hire/Self Guided Experiences	Free	Clermont
Clermont Hoods Lagoon	Parks and Gardens	Free	Drummond Street, Clermont
Stump Flood Memorial	Museums and Cultural Attractions	Free	1 Capricorn Street, Clermont
Piano in the tree and interpretative signage	Museums and Cultural Attractions	Free	1 Capricorn Street, Clermont
Railway Station and Murals	Art Experiences	Free	Capella Street, Clermont
Mazeppa National Park	Natural Attractions	Free	Clermont

11. APPENDICES (continued)

NAME	CATEGORY	FREE / PAID	LOCATION
Narrien National Park	Natural Attractions	Free	Mistake Creek, Clermont
Peak Range Mine Drive	Hire/Drive Experiences	Free	Between Dysart to Moranbah
Lake Elphinstone	Natural Attractions	Free	Nebo
Moranbah Miners Memorial	Museums and Cultural Attractions	Free	Town Square Park, Moranbah
Moranbah Art Gallery	Art Experiences	Free	Batchelor Parade, Moranbah
Red Bucket - Moranbah	Attractions	Free	Moranbah
Big Belly Dump Truck	Attractions	Free	Dysart
Red Bucket - Glenden	Attractions	Free	Glenden
Rusted Steam Shovel	Attractions	Free	Clermont
Moranbah Sports Precinct	Attractions	Free	Eastern Sporting Complex, McCool Street, Moranbah

11. APPENDICES (continued)

B. Appendix 2 - Accommodation Audit

NAME	CATEGORY	NUMBER OF ROOMS	LOCATION
Barracrab Caravan Park	Caravan/Holiday Parks	11	1 Colonial Drive, Clairview
Cape Palmerston Holiday Park	Caravan/Holiday Parks	2	989 Greenhill Road, Ilbilbie
Nebo Hotel	Pub Accommodation	30	2 Reynolds Street, Nebo
The Homestead Lotus Creek	Caravan/Holiday Parks	Sites only	12287 Marlborough Sarina Road, Lotus Creek
Clermont Country Motor Inn	Motels	25	39 Box Street, Clermont
Country Roads Motor Inn Dysart	Motels	50	57 Queen Elizabeth Drive, Dysart
Orkobie Downs Camping	Camping Area	Sites only	Carmila
Carmila Beach Campsite	Camping Area	Sites only	Carmila Beach
St Lawrence Hotel	Pub Accommodation	Sites only	19 Railway Parade, St Lawrence
Direct Hotels - Monterey Moranbah	Serviced Apartments	51	15 Bacon Street, Moranbah
Oaks Middlemount Suites	Serviced Apartments	27	10 Prince Place, Middlemount
Oaks Moranbah Suites	Serviced Apartments	30	11 Bacon Street, Moranbah
Smart Stayzzz Inns	Serviced Apartments	29	43 Box Street, Clermont
Civeo Coppabella Village	Mining Accommodation	3,048	Lot 10, Peak Downs Highway, Coppabella
Civeo Dysart Village	Mining Accommodation	1,798	Queen Elizabeth Drive, Dysart
Civeo Moranbah Village	Mining Accommodation	1,200	2 Acacia Street, Moranbah
Civeo Middlemount Village	Mining Accommodation	800	13 Centenary Drive South, Middlemount
Moranbah BMA SPV	Mining Accommodation	567	Moranbah
Leichhardt Accommodation Village	Mining Accommodation	540	18 Bacon Street, Moranbah
Civeo Nebo Village	Mining Accommodation	490	23 Saleyard Drive, Nebo
Stayover in Dysart	Mining Accommodation	420	Lot 2, Fisher Street, Dysart

11. APPENDICES (continued)

NAME	CATEGORY	FREE / PAID	LOCATION
Coal Country Caravan Park	Mining Accommodation	300	Belyando Avenue, Moranbah
Nebo Junction Accommodation Village	Mining Accommodation	300	Lot 1 Suttor Developmental Road, Nebo
Terowie Village Camp Accommodation	Mining Accommodation	248	Coppabella
North Goonyella Accommodation Village	Mining Accommodation	200	Lot 15 Red Hill Road, Burton
Smart Stay Village Moranbah	Motels	146	6 Bacon Street, Moranbah
Glenden Blackdown Accommodation Village	Mining Accommodation	100	Ewan Drive, Glenden
Vitrinite Village of Middlemount	Mining Accommodation	80	1 Alfred Quinn Drive, Middlemount
Isaac Motel Moranbah	Motels	69	37 Bacon Street Moranbah
Joy Collier Hotel Motel	Motels	51	14 Queen Elizabeth Drive, Dysart
Western Heritage Motor Inn	Motels	50	1 Mills Avenue, Moranbah
Swag Motel Middlemount	Motels	48	5 Leichhardt Drive, Middlemount
Drovers Rest	Motels	31	75 Belyando Avenue, Moranbah
Moranbah Motor Inn	Motels	31	19 - 21 Mills Avenue, Moranbah
Black Nugget Hotel Motel	Motels	28	81 Batchelor Parade, Moranbah
Clermont Caravan Park	Caravan/Holiday Parks	20	1A Haig Street, Clermont
Peppercorn Motel	Motels	16	51 - 53 Capricorn Street, Clermont
Carmila Hotel	Pub Accommodation	13	15 Quality Street, Carmila
Carmila Caravan Park	Caravan/Holiday Parks	10	1 Music Street, Carmila
Carmila Sands Motel	Motels	10	36/38 Music Street, Carmila
A Country View Motel Ilbilbie	Motels	9	20 Greenhill Road, Ilbilbie
Glenden Motel	Motels	8	199 - 201 Ewan Drive, Glenden
Moranbah Outback Motel	Motels	8	61 Mills Avenue, Moranbah
Clermont Hotel Motel	Pub Accommodation	7	30 Herschel Street, Clermont

11. APPENDICES (continued)

NAME	CATEGORY	FREE / PAID	LOCATION
Commercial Hotel	Pub Accommodation	5	80 Capella Street, Clermont
Grand Hotel Motel	Pub Accommodation	5	72 Capella Street, Clermont
Leo Hotel Motel	Pub Accommodation	5	16 Capella Street, Clermont
Middlemount Hotel Motel	Pub Accommodation	5	4 Howard Jones Avenue, Middlemount
Capricorn Villas	Serviced Apartments	2	3 McKenzie Street, Middlemount
Units 37	Holiday Homes/Apartments	1	37 St Francis Drive, Moranbah
Belyando Crossing Roadhouse	Caravan/Holiday Parks		Lot 3 Gregory Highway Llanarth

11. APPENDICES (continued)

C. Appendix 3 - Event Audit

NAME	CATEGORY	APPROXIMATE VISITATION	LOCATION	MONTH HELD
ACA National Campdraft Finals (4 day event)	Sport	8,000	Nebo	April
Nebo Rodeo	Sport	7,000	Nebo	May
Clermont Agricultural Show (3 day event)	Lifestyle and Culture	6,000	Clermont	May
4U2 Concert	Music	4,000	Moranbah	September
Twin Hills Races, Rodeo and Campdraft (3 day event)	Sport	4,000	Frankfield	September
Nebo Bushman's Carnival Campdraft	Sport	3,000	Nebo	June
Blue Mountain Campdraft	Sport	3,000	Blue Mountain	August
Middlemount Races	Sport	2,500	Middlemount	August
Middlemount Golf and Country Club Charity Golf Day	Sport	2,500	Middlemount	March
Clermont Gold and Coal Festival	Lifestyle and Culture	2,000	Clermont	August
Clairview Beach Easter Fishing Competition	Lifestyle and Culture	2,000	Clairview	March/April
PGA (Middlemount South Pro-Am)	Sport	1,500	Middlemount	May
Moranbah Miners Memorial Race Day	Sport	1,500	Moranbah	November
St Lawrence Wetlands Weekend (2.5 day event)	Lifestyle and Culture	1,200	St Lawrence	June
Clermont Battle of the Mines	Sport	1,200	Clermont	August
Mayor's Charity Ball	Charity	1,000	Moranbah	August
Clark Creek Campdraft	Sport	1,000	Clark Creek	August
CQ Charity Campdraft	Sport	1,000	Nebo	September
Middlemount Fight Night	Sport	1,500	Middlemount	March/November
Middlemount Golf and Country Club Junior Open Golf Day	Sport	1,000	Middlemount	August
The Wombat Festival	Nature		Clermont	May



MEETING DETAILS

Planning Environment and Community Services

Standing Committee Meeting

Wednesday 17 July 2024

AUTHOR

Michael St Clair

AUTHOR POSITION

Manager Liveability and Sustainability

5.3 REEF GUARDIAN COUNCIL PROGRAM - MEMORANDUM OF UNDERSTANDING 2024 - 2028

EXECUTIVE SUMMARY

This report seeks the committee's endorsement to execute the Reef Guardian Council Program – Memorandum of Understanding 2024 – 2028.

OFFICER'S RECOMMENDATION

That the Committee recommend that Council:

- 1. Authorises the Chief Executive Officer to execute the Reef Guardian Council Program – Memorandum of Understanding 2024 – 2028.***

BACKGROUND

The Reef Guardian Council program (RGC program) is a collaborative stewardship arrangement between local government in the Great Barrier Reef catchment and the Great Barrier Reef Marine Park Authority (GBRMPA), which recognises that local and regional approaches are central to protecting and managing the Reef and the communities it supports.

The RGC program was launched in 2007 and currently includes 19 councils located between Bundaberg and Cooktown, covering an area of 300,000 square kilometre area and a population of more than one million people. Isaac Regional Council encompasses almost 14 per cent of the total Great Barrier Reef catchment area. The RGC program facilitates and highlights environmentally sustainable practices undertaken by councils in the Great Barrier Reef catchment and encourages the proactive management of threats to the Reef and supports the community to understand and appreciate the Reef's values.

Isaac Regional Council has been a Reef Guardian Council since 2009. More recently, in July 2020, Council executed a Memorandum of Understanding (MOU) with the Great Barrier Reef Marine Park Authority (GBRMPA) which endorsed Council's commitment to the Reef Guardian Councils program until 2024.

This report seeks Council's endorsement to execute a new MOU which will establish Council's ongoing commitment to the RGC Program until 2028. The purpose of the MOU is to document the understanding between the Parties in working cooperatively together to achieve the purpose of the RGC Program.

Of note, the agreement commits Council to:

- use its best endeavors to uphold the values and achieve the intended purpose of the Program;

- and comply with the terms of the Reef Guardian Council Terms of Reference 2024–2028.

As part of the Reef Guardian Council Terms of Reference 2024–2028, Council is required to adopt an Action Plan which addresses the following key threats to the Great Barrier Reef:

- Climate change
- Coastal development (including head water catchments)
- Land-based run-off
- Direct use
- Heritage values

Council has a current Action Plan that is effective from 2023 - 2026. The Action Plan establishes the current and future actions that Council is taking to improve the health of the reef. Council can amend its Action Plan at any time via Council resolution. Council was recently successful in receiving \$920,000 in funding over three years from the Federal Government for the delivery of projects from Council's Action Plan, notably solar installation, habitat restoration works at Notch Point and St Lawrence Wetlands and an aerial pest shooting program.

In accordance with the Terms of Reference, council must also provide representation on the Reef Guardian Council Executive Committee, in which Councillor Coleman and Director PECS are council's endorsed representatives; and the Reef Guardian Council Working Group in which Council is represented by officers from the Liveability and Sustainability Department.

IMPLICATIONS

Council's continued participation in the RGC program has little cost or other adverse impact on Council, but a strong reputational advantage in demonstrating its transparent and accountable stewardship of coastal environments and Reef waters. This also provides considerable credibility for Council's work in addressing coastal hazards as well as building a strong platform for developing its tourism sector.

The MOU does not create legally enforceable obligations between the parties, outside of provisions related to the use of promotional material, intellectual property and the disclosure of information. The commitments accepted by Council in executing the 2024-2028 Memorandum of Understanding are generally benign and are already well catered for in Council's Community-Corporate Plan and Departmental Business Plans. The commitments do not require increased budget and/or staffing allocation and the delivery of any actions identified in the adopted Action Plan are subject to budget allocation in accordance with Council's standard budgetary processes.

The demands on representatives' time on the Executive Committee and Working Group are modest. Executive Committee representatives attend one meeting in person per annum (usually in conjunction with the Local Government Association of Queensland annual conference) and once by video conference. Working groups representatives meet four times per year with a mixture of in-person and virtual meetings. The Reef Authority covers all reasonable costs (airfares and accommodation) associated with travel for Working Group members.

CONSULTATION

Representatives from Reef Guardians Council's recently presented to Councillors and ELT at a Councillor Workshop on 10 July 2024.

On 24 April 2024, Councillor Coleman, Director PECS and Councillor Earl (alternate) were endorsed as Council's representatives on the RGC Executive Committee via Council resolution.

The Liveability and Sustainability Department undertook significant consultation across all Council directorates in development of the Action Plan which was adopted by Council resolution on 26 April 2023.

BASIS FOR RECOMMENDATION

The recommendation is based on Council's Community-Corporate Plan environmental objectives.

ACTION ACCOUNTABILITY

Liveability and Sustainability Department to coordinate the execution of the MOU.

KEY MESSAGES

Council's reputation as a competent steward of the natural environment is supported by its continued participation in the Reef Guardian Council program.

Report prepared by: MICHAEL ST CLAIR Manager Liveability and Sustainability Date: 1 July 2024	Report authorised by: DAN WAGER Director Planning Environment and Community Services Date: 1 July 2024
--	---

ATTACHMENTS

- Attachment 1 - Reef Guardian Council Program - Memorandum of Understanding 2024 - 2028
- Attachment 2 - Reef Guardian Council Program – Terms of Reference 2024 – 2028
- Attachment 3 - Reef Guardian Council Program Information Sheet

REFERENCE DOCUMENT

- 2023 - 2026 Reef Guardian Council Action Plan (ECM 5069627)



Reef Guardian Council Program Memorandum of Understanding 2024-2028

**Between the Great Barrier Reef Marine Park
Authority and Isaac Regional Council**

This Memorandum of Understanding (**MOU**) is made between the following parties:

The Commonwealth of Australia acting through the Great Barrier Reef Marine Park Authority

(Reef Authority)

and

The Isaac Regional Council (ABN:_____)

(the Council)

(collectively **the Parties**)

Context

- A. The Reef Authority is responsible for the management of the Great Barrier Reef Marine Park pursuant to section 7(1B) of the *Great Barrier Reef Marine Park Act 1975* (Act).
- B. The Reef Authority has developed the Reef Guardian Council Program (**Program**) for the purpose of encouraging engagement by Local Government in the protection and management of the Great Barrier Reef Region (pursuant to section 2A(2)(b) of the Act) through education, information sharing and active involvement.
- C. The purpose of this MOU is to document the understanding between the Parties in working cooperatively together to achieve the purpose of the Program.
- D. The Reef Authority has requested that the Council cooperate to achieve the purpose of the Program. The Council has agreed to cooperate with the Reef Authority to achieve the purpose of the Program in accordance with the provisions of this MOU.

Operative Provisions

The parties agree as follows:

1. Definitions

Reef Authority means the Great Barrier Reef Marine Park Authority on behalf of the Commonwealth of Australia.

Act means the *Great Barrier Reef Marine Park Act 1975*.

Council means the Isaac Regional Council.

Licence means the licence agreement to use the Reef Guardian Council Trademark, attached at Schedule A to this MOU.

Local Government means a local government established under the *Local Government Act 2009* (QLD).

Marine Park means the Great Barrier Reef Marine Park.

MOU means this Memorandum of Understanding and any attachment, schedule or other annexure to this MOU.

Outlook Report means the Great Barrier Reef Outlook Report as required under *Great Barrier Reef Marine Park Act 1975* (section 54). The Outlook Report aims to provide a regular and reliable means of assessing reef health and management in an accountable and transparent way.

Program means the Reef Guardian Council Program which is the voluntary partnership program developed by the Reef Authority and Local Government to encourage greater engagement.

Reef Guardian Council Terms of Reference 2024–2028 means the document attached as Schedule B to this MOU, or as may be amended from time to time by mutual agreement between the Parties.

Reef Guardian Council Trademark means the Trademark which appears at Attachment 1 to the Licence.

2. Term

- 2.1 This MOU will commence on the date on which both Parties sign this MOU (or if the Parties do not sign this MOU on the same day, the date the last Party signs this MOU) and ends on the date that the next Queensland local government election is held (which is estimated to be in March 2028) unless terminated earlier under clause 10.

3. Relationship between the Parties

- 3.1 The Parties will work together to facilitate the successful delivery of the Program under this MOU.

- 3.2 Each Party will:

- a) act in the spirit of cooperation and good faith in the performance of this MOU;
- b) liaise with the other Party as necessary;

- c) provide all information as specified under the MOU and in a timely manner; and
- d) immediately or as soon as practicable notify the other Party of any matter which will impact the other, relating directly or indirectly to this MOU or anything which this MOU may contemplate;

to ensure that the Parties are able to perform their roles and responsibilities as set out in this MOU.

3.3 This MOU is not intended to create legally enforceable obligations between the Parties, except for the provisions of clause 7 (Promotional Material and Intellectual Property), and clause 8 (Disclosure of Information).

3.4 Each party is responsible for meeting its own costs of and incidental to this MOU.

4. Responsibilities of the Reef Authority

4.1 The Reef Authority will:

- a) use its best endeavours to consult the Council in any development, review and amendment of the Program; and
- b) comply with the terms of the Reef Guardian Council Terms of Reference 2024-2028.

5. Responsibilities of the Council

5.1 The Council will:

- a) use its best endeavours to uphold the values and achieve the intended purpose of the Program; and
- b) comply with the terms of the Reef Guardian Council Terms of Reference 2024–2028.

6. Mutual Responsibilities

6.1 The Parties will:

- a) exchange information, ideas and expertise relevant to the Program throughout the term of this MOU;
- b) facilitate the exchange of information, ideas and expertise with other Local Government members of the Program;
- c) cooperate in community education, interpretation and awareness raising in line with the purpose of the Program; and
- d) seek to form partnerships with other Local Government bodies and Reef catchment bodies with a view to benefiting the Program.

7. Promotional Material and Intellectual Property

- 7.1 All promotional material provided to the Council by the Reef Authority in connection with the Program remains the property of the Reef Authority (**Promotional Material**).
- 7.2 The Council agree:
- a) to return all Promotional Material to the Reef Authority within thirty (30) days after termination of this MOU, in accordance with clause 10, or on request by the Reef Authority; and
 - b) that the Promotional Material will only be used for the purposes of the Program in accordance with this MOU.
- 7.3 The Reef Authority will grant to the Council a Licence for the Council to use the Reef Guardian Council Trademark for the purposes of the Program, on the terms set out in Schedule A of this MOU.
- 7.4 The Council agree that the Reef Guardian Council Trademark will be used strictly in accordance with the conditions and restrictions set out in the Licence.

8. Disclosure and Use of Information

- 8.1 The Council authorises the Reef Authority to post on the Reef Authority's website and social media platforms, information provided by the Council in relation to the communication, promotion or reporting of the Program, for the purposes of sharing information between the Council and the wider community.
- 8.2 The Parties agree that any information shared under this MOU will be used, disclosed and stored in accordance with the *Privacy Act 1988* (Cth), and any other statutory requirements and any other policy requirements of each Party.

9. Disputes

- 9.1 Where an issue arises between the Parties in relation to any matter in this MOU, the nominated contact officers, or their delegates, will meet to attempt to resolve the issue within 28 days. The nominated contact officers for the purpose of this MOU are:

The Reef Authority

General Manager of Strategic Policy and Partnerships the Reef Authority

The Council

Chief Executive Officer of the Council

- 9.2 Despite the existence of a dispute the Parties agree to continue to perform their roles and responsibilities under this MOU, until the dispute is resolved, unless requested in writing not to do so by the other Party.

10. Variation and Termination

- 10.1 Changes may be made to this MOU by written agreement of both Parties at any time.
- 10.2 Either Party may terminate this MOU at any time, without cause or compensation, by providing at least thirty (30) days written notice to the other party.
- 10.3 Upon a notice of termination being given, each Party will:
- a) comply with the terms of the notice;
 - b) do everything it reasonably can to minimise any loss it suffers (or may suffer) as a consequence; and
 - c) continue to perform their respective roles and responsibilities under this MOU, if any, that remain after it complies with the notice.

11. Electronic Signatures

- 11.1 The Parties agree that electronic signatures, whether digital or scanned, shall have the same legal effect as handwritten signatures. Any electronic signature provided by the a Party in connection with this MoU shall be deemed to be an original signature and shall be binding on the Party providing such signature.

SIGNED by the **COMMONWEALTH OF AUSTRALIA** acting through the **GREAT BARRIER REEF MARINE PARK AUTHORITY** by its duly authorised delegate:



.....
Signature of Authorised Delegate

Joshua Thomas

.....
Full name

06 February 2024

.....
Date

SIGNED for and on behalf of **Isaac Regional Council** by its duly authorised delegate:

.....
Signature of Authorised Delegate

.....
Full name

.....
Date

Schedule A



Australian Government

Great Barrier Reef
Marine Park Authority

Ken Goldthorp
Chief Executive Officer
Isaac Regional Council

6 February 2024

Dear **Mr Goldthorp**,

Reef Guardian Council Trademark Licence

This letter is to confirm the arrangements between the Commonwealth of Australia acting through the Great Barrier Reef Marine Park Authority, of 280 Flinders St Townsville, Qld 4810 (**the Reef Authority**) and **Isaac Regional Council**

**[ACN and
address**

(Licensee) in relation to use of the Reef Guardian Council trademark (**Trademark**).

The terms of the licence are set out below.

1. This licence commences on and from the date this letter is executed by the Licensee (**6 February 2024**) and continues until terminated in accordance with clause 8 (**Term**).
2. The Trademark which is the subject of this Licence is set out in **Attachment 1**.
3. The Licensee agrees to only use the Trademark for the purpose of fulfilling its obligations under the *Reef Guardian Council Terms of Reference 2024-2028* as agreed to between the parties in the *Reef Guardian Council Program Memorandum of Understanding (MOU)* dated [6 February 2024] (**Purpose**).
4. In consideration of the Licensee agreeing to comply with the terms of this agreement, the Reef Authority grants to the Licensee on and from the Commencement Date solely for the Purpose, a non-exclusive, royalty free, revocable and non-assignable licence to use the Trademark during the Term, on the terms set out in this document.
5. The Licensee acknowledges and agrees that:
 - (a) The Reef Authority owns the Trademark and all goodwill generated through use of the Trade Mark; and
 - (b) nothing in this document gives the Licensee any rights or interests in the Trademark, other than as Licensee under this document for the Purpose and in accordance with the terms of this document.

6. The Licensee agrees to:
 - (a) use the Trademark, and ensure that its employees, agents and sub-contractors use the Trade Mark, only in the form set out in Attachment 1 or in the manner determined by the Reef Authority from time to time;
 - (b) comply with all of the Reef Authority's directions and guidelines concerning the use of the Trademark notified to the Licensee, for example each proposed use, reproduction or copy of the Trademark by the Licensee, must be consistent with the Style Guide and the Reef Guardian Council communication and engagement strategy (as endorsed by the Director of the Reef Authority Reef Education and Engagement Section); and
 - (c) not use the Trademark in a way likely to deceive or cause confusion or prejudice its distinctiveness or value or the Reef Authority's goodwill or reputation.
7. The Reef Authority may request, by reasonable written notice, samples of the Licensee's proposed use of the Trademark to ensure that the manner in which the Licensee is using the Trademark is acceptable to the Reef Authority.
8. The Reef Authority may terminate this licence by written notice effective immediately if:
 - (a) the Reef Authority provides the Licensee thirty (30) days written notice; or
 - (b) the Reef Authority provides the Licensee seven (7) days written notice of a breach of this licence by the Licensee and:
 - (i) the breach is not remedied by the Licensee within seven (7) days of the written notice; or
 - (ii) the breach is not capable of remedy.
9. In the event of expiry or termination of the MOU, this licence will also terminate and the Licensee will forthwith cease using the Trademark.
10. This licence will be governed by the laws in force in the State of Queensland and the parties agree to submit to the jurisdiction of the courts of the State of Queensland, Australia.

Please indicate your acceptance of these terms for the grant of licence where indicated below.

Yours Sincerely

A handwritten signature in blue ink, appearing to be 'JT' followed by a stylized flourish.

Joshua Thomas
Chief Executive Officer

I, _____, an authorised representative of **Isaac**
Regional Council [ABN _____]

agree to the terms of this licence as a legally binding agreement.

Signature of authorised representative

Signature of witness

Full Name

Full Name

Attachment 1

The Trademark



Reef Guardian Council

Schedule B

[INSERT TERMS OF REFERENCE]



REEF GUARDIAN COUNCIL PROGRAM

TERMS OF REFERENCE 2024-28



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The Great Barrier Reef Marine Park Authority is an organisation committed to child safety and to the implementation of Child Safe principles and procedures.

While all efforts have been made to verify facts, the Great Barrier Reef Marine Park Authority takes no responsibility for the accuracy of information supplied in this publication.

This publication should be cited as:

Great Barrier Reef Marine Park Authority 2023,

Reef Guardian Council program terms of reference 2024-28, GBRMPA, Townsville.

Comments and questions regarding this document are welcome and should be addressed to:

Great Barrier Reef Marine Park Authority

1/56 Normanby St

PO Box 1058

Yeppoon QLD 4703, Australia

Phone: (07) 4848 7878

Email: reef.councils@gbmpa.gov.au

gbmpa.gov.au

The Great Barrier Reef Marine Park Authority acknowledges the continuing sea country management and custodianship of the Great Barrier Reef by Aboriginal and Torres Strait Islander Traditional Owners whose rich cultures, heritage values, enduring connections and shared efforts protect the Reef for future generations.

Reef Guardian Council program Terms of Reference

2024-2028

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1. Background

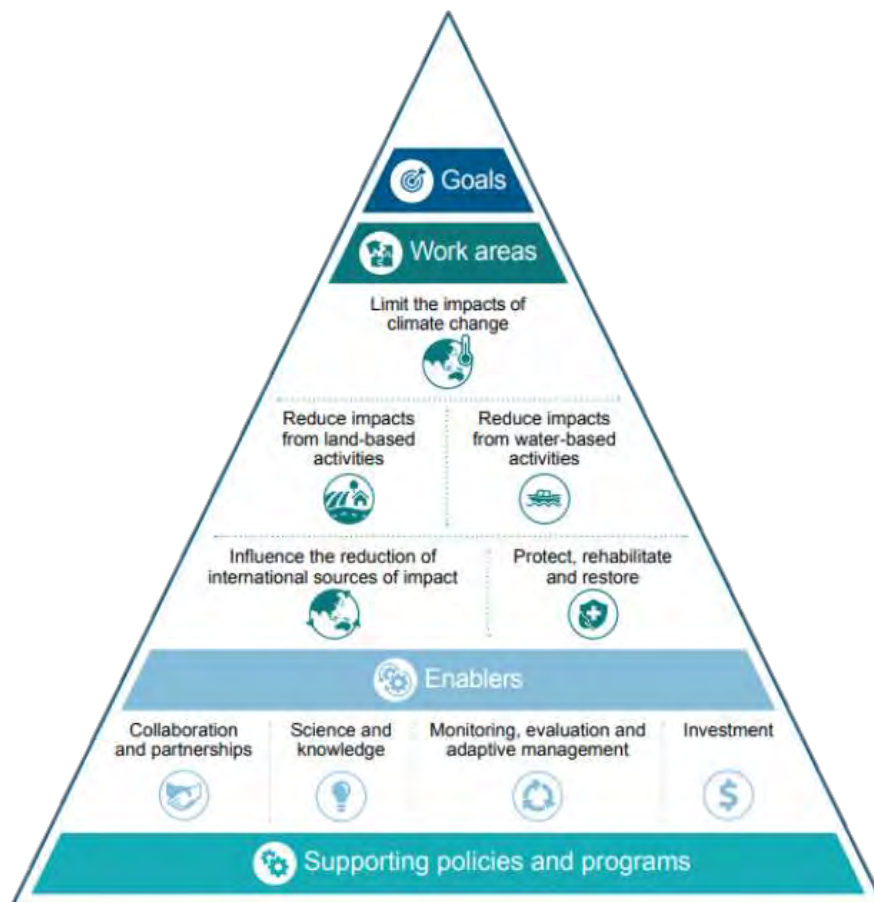
The Reef Guardians program is the Great Barrier Reef Marine Park Authority's (Reef Authority) most widely recognised stewardship and education program. The Reef Guardians program works with schools and councils to engage with and influence stewardship in the wider community. These activities are a component of the Reef Authority's investment in on-ground stewardship actions that address the five-year Outlook Report findings.

The Reef Guardian Council Program (program) is a partnership between local government and the Reef Authority which recognises that local and regional approaches are central to protecting and managing the Reef and the communities it supports.

The program was first launched in 2007 and has grown to include a network of council's covering an area of over 300 000 square kilometres and a population of more than one million people.

The [Great Barrier Reef Marine Park Act 1975](#) (GBRMP Act) guides the Reef Authority's management of the Reef to protect values, reduce threats, and improve the current and long-term outlook for the Reef and the communities that depend on it. An objective of the GBRMP Act is to encourage engagement in the protection and management of the Great Barrier Reef Region by interested persons and groups, including local governments, communities, and Indigenous persons (section 2A(2)(b)).

Through voluntary actions and statutory responsibilities, Reef Guardian Councils deliver many activities that support the objectives of the GBRMP Act and also align with the Reef 2050 Long-Term Sustainability Plan. They address the key threats to the Reef, as outlined in the Outlook Report, that fall outside of the Reef Authority's jurisdiction.



Outcomes Framework – what will be delivered under the Reef 2050 Plan

The Reef Authority and Reef Guardian Councils have collaboratively developed these Terms of Reference (ToR). These ToR form part of the Memoranda of Understanding (MoU) which the Reef Authority enters into with each individual Reef Guardian Council.

REEF GUARDIAN COUNCIL VISION

A local government alliance to address the key threats to the Great Barrier Reef through collaboration, education and targeted action.

2. Purpose and principles

The purpose of the program is to encourage local government engagement in the protection and management of the Great Barrier Reef Region (in line with the objective pursuant to section 2A(2)(b) of the GBRMP Act).

The program is underpinned by three key principles. These are guided by the strategic priorities established by the corporate plans of individual councils and the Reef Authority's strategic priorities.

Continuous improvement

- Encourage continuous improvement in addressing key threats to the Reef by action planning, sharing best practices and supporting their uptake.

Empowering communities

- Encourage Reef stewardship in communities through education, sharing of knowledge, collaboration and supporting actions that address the key threats to the Reef.

Support and advocacy

- Support and build capacity for local government to take action to address the key threats to the Reef.
- Promote positive outcomes and advocate for further action through the Reef Guardian Council platform.

3. Outcomes

Reef Guardian Councils and the Reef Authority are committed to achieving the following outcomes to address the key threats to the Reef under the program:

- delivering on-ground actions
- empowering people to be part of the solution
- fostering innovation and change
- providing information to increase awareness of the Reef's values, threats and actions that can be taken to protect the Reef.

4. Program governance and operation

4.1. Role of the Reef Guardian Councils

Reef Guardian Councils:

- undertake actions, as identified in a Reef Guardian Council Action Plan that address the key threats to the Reef
- work collaboratively with each other, the Reef Authority and key partners to improve outcomes and harness the power of the collective to deliver actions to address the key threats to the Reef
- wherever possible integrate the program across business units, in corporate culture and decision-making
- actively participate in the Executive Committee and Working Group
- are encouraged to participate on Local Marine Advisory Committees and similar committees as far as practicable to promote Reef Guardian Council messaging
- promote the Program and values within council, including across all relevant branches and teams.

4.2. Reef Guardian Council Action Plans

A Reef Guardian Council Action Plan (action plans) will be developed and adopted (either separately or identified within other existing council plans to avoid duplication) by each council as a tool to identify the current and future actions they are taking to improve the health of the Reef. The action plan may also be used to record potential future priority projects or actions that may benefit the Reef but may only be possible through funding or capacity building.

Action plans help each council track continuous improvements in their activities.

The preference is for four-year action plans that may include annual review. Recognising each council's capacities and operations are different, councils may choose to complete action plans for a shorter timeframe if necessary.

Action plans can be developed using a standard annual plan template provided by the Reef Authority or through a process and report devised by each council.

Actions must address the key threats to the Reef, as identified in the Outlook Report: climate change, coastal development, land-based run-off and direct use, and also provide actions to manage and protect the heritage values of the Reef. Taking action to address the key threats also aligns with the Reef 2050 Plan.

Actions are scalable reflecting the council's financial or technical capacity to contribute. Examples of actions are provided in Table 1, however the program empowers councils to drive change and deliver innovative solutions to help the Reef by identifying other actions beyond those provided. In addition, action plans may also include future or potential projects that would contribute to the protection of the Reef but are reliant on funding or support to be achieved. As a voluntary stewardship program, the actions proposed are not regulated or monitored for compliance with timeframes – the actions identified are voluntary and show the ongoing commitment that Reef Guardian Councils make to help address the key threats to the Reef.

The action plans must be provided to the Reef Authority by 30 June (if reviewed annually) to promote the program and enable reporting.

Table 1: Reef Guardian Council example actions

Climate change	<ul style="list-style-type: none"> • Adopt a climate change policy and / or emissions reduction target • Corporate emissions inventory / profile / reduction plan / reporting • Increased use of renewable energy sources • Buildings / facilities emissions reduction • Fleet emissions reduction • Landfill management emissions reduction • Emissions offsets • Climate change adaptation / resilience planning • Circular economy initiatives – innovative waste diversion and re-use • Climate change education / mitigation and / or adaptation initiatives for the wider community
Coastal development (including head water catchments)	<ul style="list-style-type: none"> • Land use planning provides the framework to ensure appropriate development occurs and the impacts on the local environment and Reef catchment are managed eg: <ul style="list-style-type: none"> - Encourage protection of habitat and ecological connectivity and restoration of terrestrial and aquatic ecosystems - Avoid development within areas of environmental significance - Allow coastal processes to occur naturally - Ensure that development takes into account the predicted changes in sea level rise as consequence of climate change • Review and investigate opportunities for improvement of hydrology and connectivity of mangroves and coastal wetlands • Remediation of artificial barriers to water flow, including fish passages • Install mitigation measures for artificial light and noise pollution • Offer water / energy saving incentives • Install cycle / walkways to promote active transport options • Waste and recycling initiatives / education program • Adopt single-use plastic free policy for all council events and venues • Best practice management of Council Coastal Reserves and community education • Litter and illegal dumping compliance

Land-based run- off	<ul style="list-style-type: none"> • Water Sensitive Urban Design or Integrated Catchment Management principles for more rural Councils • Minimise the impact of discharge from council infrastructure • Implement stormwater management activities • Reduce land-based contribution to marine debris • Council regulatory services investigate water pollution incidents • Development approvals, operational works permits do not authorise increased sediment runoff, nutrient and pesticide runoff • Council capital and operational work programs do not increase sediment runoff, nutrient and pesticide runoff • Erosion and sediment control capacity building, monitoring and compliance programs • Council's road network is continuously improved to reduce sediment and nutrient runoff, and litter over time • Public education program for water conservation and catchment awareness • Support community marine debris clean-ups and source reduction workshops • Monitor water quality in waterways • Pest management to prevent, monitor and manage
Direct use	<ul style="list-style-type: none"> • Identify, protect and promote important fish and coastal habitats • Support / develop programs to promote sustainable recreational fishing activities in schools and the broader community • Develop a Recreational Fishing Strategy / plan • Promote responsible boating and fishing practices • Support the development of a voluntary code of conduct for recreational fishers • Support fish surveys and community monitoring • Share responsible Reef practice messaging across council channels

	<ul style="list-style-type: none"> • Support community and industry partnerships working to improve Reef health • Ensure new recreational fishing infrastructure is appropriately planned and prioritised
Heritage values (Historic and Traditional Owner)	<ul style="list-style-type: none"> • Identify, protect and manage: <ul style="list-style-type: none"> - cultural heritage sites - contemporary cultural heritage connections - social and cultural (place) values - aesthetic values that contribute to community pride in, and connection to, the Reef • Install interpretative materials to celebrate and share cultural heritage information • Integrate Traditional Owner knowledge and input into development assessment involving sea country (guidance can be found in the Reef Authority's Traditional Owner Heritage Assessment Guideline) • Integrate historic heritage considerations into development assessment involving Reef heritage values (guidance can be found in the Reef Authority's Historic Heritage Assessment guidelines and Social Value Assessment Guidelines) • Support / develop programs to promote Traditional Owner heritage • Support Traditional Owner projects to improve Reef health and / or manage cultural Reef values • Support Traditional Owner social and economic outcomes through programs and partnerships • Undertake or support cultural heritage awareness / education / celebration programs – art, public appreciation, research in relation to the natural, social, economic and cultural systems • Valuing and maintaining historic and cultural information about the Reef

4.3. Role of Reef Authority

The Reef Authority:

- coordinate overall management of the program
- brief Reef Guardian Council officers and incoming elected members, at the beginning of each local government term, on the program
- provide relevant Reef related information and resources to Reef Guardian Councils
- organise meetings of the Executive Committee and Working Group, providing secretariat support, maintaining records and circulating agendas, papers and minutes
- provide travel assistance where necessary for attendance at program engagements
- lead the development of a communication and engagement strategy, to help promote the actions being undertaken, for joint implementation with councils
- provide program communication collateral for implementation by councils
- promote the positive actions taken by Reef Guardian Councils in the media and social media, in particular empowering councils to use their channels to promote their work
- advocate for greater support for Reef Guardian Councils to achieve positive outcomes for the Reef
- provide guidance on the use of Reef Guardian branding
- support at least one engagement opportunity per council per year
- develop a capacity building strategy and support capacity building opportunities for council staff to encourage innovation and the uptake of best practices to address the key threats to the Reef
- seek to have Reef Guardians Councils represented on the Reef 2050 Advisory Committee
- support Reef Guardian Councils to obtain external funding to undertake further actions.

4.4. Executive Committee

The Reef Guardian Council Executive Committee provides a forum for executive representatives of the Reef Guardian Councils and the Reef Authority to discuss strategic issues and opportunities.

The role of the committee and its members are to:

- provide a united voice for local governments in the Reef catchment in advocating for action and external funding that will improve the outlook of the Reef and promote the program and its value
- share information and advice on issues that affect the Reef
- seek opportunities for councils to build their capacity and collaborate to find solutions to relevant Reef threats
- seek alignment between local government and Reef Authority priorities to maximise environmental outcomes for the Reef
- champion the uptake of Reef Guardian practices in their own council in relation to climate change, coastal development, land-based runoff, direct use and the protection of heritage values of the Reef and
- promote values of the program and actions Reef Guardian Councils are taking to the wider community.

Executive Committee members

The core membership of the Reef Guardian Council Executive Committee is:

- Mayors / Deputy Mayors / Chief Executive Officers / Councillors / General Managers – two representatives from each Reef Guardian Council being nominated by councils. It is expected that at least one nominated representative, or their proxy attend each meeting.
- General Manager, Strategic Policy and Partnerships Branch, the Reef Authority
- Director, Reef Education and Engagement, the Reef Authority
- Program Manager, Reef Guardian Councils, the Reef Authority
- A representative of Local Government Association of Queensland.

From time to time, the Executive Committee may invite affiliated associations to participate in or inform Committee meetings. Invitees may include but may not be limited to the following examples:

- Australian Government e.g. Department of Climate Change, Energy, the Environment and Water
- First Nations groups and organisations
- Queensland Government e.g. lead agencies for environment, natural resources and biosecurity
- Great Barrier Reef Foundation, Reef Catchment bodies, Natural Resource Management Groups and / or NRM Regions Queensland
- Reef Urban Stormwater Management Group
- River Improvement Trusts
- Institute of Public Works Engineering Australasia.

Executive Committee Chair and Deputy Chair

The committee will elect a Chair and Deputy Chair (from two different councils) for the four-year local government term.

Voting will take place out-of-session with a call for nominations following the local government elections, with two votes allocated to each Reef Guardian Council.

The Chair and Deputy Chair will divide the responsibilities of:

- providing a key liaison point with the Reef Authority
- providing a united voice for local governments in the Reef catchment in advocating for action and external funding that will improve the outlook of the Reef
- chairing committee meetings including ensuring:
 - agenda items align with the Committee's purpose and these terms of reference
 - meetings address each agenda item
 - each member is given the opportunity to contribute
 - discussions are kept to time and within the boundaries of the agenda item business
 - all attendees comply with the terms of reference
 - reviewing final minutes, communiques and reports.

- representing Reef Guardian Councils through external communications, forums and in the media.

At times the committee may wish to formally raise an issue through the Chair and/or Deputy Chair writing to a third party such as a government agency. Draft letters should be provided to committee members for approval at least one week before the proposed distribution date. If no response is received within one week, the letter is deemed to be approved.

Any member representing the committee at another forum must first be endorsed to do so by the committee. Comments made on behalf of the committee must be the view of the committee as a whole, not an individual's view.

Executive Committee meetings

The Executive Committee will meet as required, but at least twice per year with one meeting being in person. Opportunities to meet via MS Teams between annual meetings will be considered when needs arise.

Joint meetings with the Working Group are supported when needs arise or opportunity allows, including in conjunction with the annual Executive Committee meeting.

The Reef Authority will cover reasonable costs associated with travel for committee meetings (airfare, taxi, and accommodation), provided that prior written approval of the Reef Authority is obtained before incurring such costs, and copies of invoices are provided to the Reef Authority.

Meeting agendas will be prepared by the Reef Authority, in consultation with the Chair and Deputy Chair and the committee, and circulated to members at least one week prior to the meeting.

Key participants may be invited to participate in meetings to support specific priorities and functions of the Executive Committee. They must be nominated and supported by the committee.

Proxies may be permitted where approved through the Reef Authority Reef Guardian Council program team (and are to be of a similar seniority to the member).

Decisions and negotiations will be through consensus, recognising the legitimate interests and diverse views of the members.

Resulting actions, responsible persons and due dates will be recorded and distributed within four weeks of the meeting.

The committee meeting minutes or records of decisions will be provided to the Reef Guardian Council Working Group through the secretariat.

Executive Committee subgroups

The committee may establish subgroups to support various committee roles, functions or activities as needed.

In establishing a group, the committee will identify the group's desired outcomes, reporting responsibilities and membership.

Additional participants may be invited to provide further input to the committee through participation in these groups.

Subgroups will meet at intervals as agreed by the committee.

Subgroups will report to the committee by providing meeting minutes or records of decisions via the secretariat.

4.5. Working Group

The Reef Guardian Council Working Group provides a forum for technical and operational staff from the councils and the Reef Authority to share their expertise, build capacity and discuss matters to be raised at the Executive Committee meetings. Council staff nominated to join the Working Group are generally the officers who are responsible for action planning within their council.

The roles of the Working Group and its members are to:

- champion the values of the program within council, including across all branches and teams
- facilitate the uptake of best practice in their own council in relation to climate change, coastal development, land-based runoff, direct use and the protection of heritage values of the Reef
- share best practices and innovations between Reef Guardian Councils
- champion Reef stewardship in the wider community
- seek alignment between local government and Reef Authority priorities to maximise environmental outcomes for the Reef
- provide information and advice to the Executive Committee
- seek opportunities for councils to build their capacity and collaborate to find solutions to relevant Reef threats.

Working Group members

The core membership of the Reef Guardian Council Working Group is:

- Two nominated officers from each of the Reef Guardian Councils
- Reef Authority Reef Guardian Council program team.

Councils nominate two representatives for the Working Group, with an expectation that at least one nominated representative, or their proxy, attend at least two meetings per year.

From time to time, the Working Group may invite affiliated associations to participate in or inform Committee meetings. Invitees may include but may not be limited to the following examples:

- Australian Government e.g. Department of Climate Change, Energy, the Environment and Water
- First Nations groups and organisations
- Queensland Government e.g. lead agencies for environment, natural resources and biosecurity
- Great Barrier Reef Foundation Reef Catchment bodies, Natural Resource Management Groups and / or NRM Regions Queensland
- Reef Urban Stormwater Management Group
- River Improvement Trusts
- Institute of Public Works Engineering Australasia.

Working Group meetings

The Working Group will meet up to four times per year, with a mix of in person and virtual meetings (where necessary), and regional hub and Reef wide working group meetings.

Joint meetings with the Reef Guardian Council Executive Committee are supported when needs arise or opportunity allows, including in conjunction with the annual Executive Committee meeting.

The Reef Authority will cover reasonable costs associated with travel for Working Group meetings (airfare, taxi, and accommodation) provided that prior written approval of the Reef Authority is obtained before incurring such costs, and where applicable copies of invoices are provided to the Reef Authority.

Meeting agendas will be prepared by the Reef Authority, in consultation with members, and circulated to members at least one week prior to the meeting.

Other participants may be invited to participate in meetings to support specific priorities and functions of the Working Group. Their attendance must be nominated and supported by the Working Group.

The Reef Authority's Reef Guardian Council Program Manager will chair the meetings.

Decisions and negotiations will be through consensus, recognising the legitimate interests and diverse views of the members.

Resulting actions, responsible persons and due dates will be recorded.

The Working Group will report to the Reef Guardian Council Executive Committee by providing meeting summaries, meeting minutes or records of decisions.

Working Group subgroups

The Working Group may establish subgroups to support various roles, functions or activities, as needed.

In establishing a group, the Working Group will identify the subgroup's desired outcomes, reporting responsibilities and membership.

Additional participants may be invited to provide further input to the Working Group through participation in these groups.

Subgroups will meet at intervals as agreed by the Working Group.

The subgroups will report to the Working Group by providing meeting minutes or records of decisions via the secretariat.

4.6. Indigenous local government and communities

Within the Great Barrier Reef Catchment there are a number of indigenous local governments, and a number of remote local governments that include and support First Nations communities.

Indigenous local governments have specific additional functions to other local governments because of the need to manage land trusts and particular changes when they were established as indigenous councils (Dedekorkut Howes 2017). Functions can include providing a breadth of services to the community beyond the responsibilities of other councils e.g. community care, centrelink and other services, childcare, housing, and the management of Deed Of Grant In Trust (DOGIT) activities. Often the rates base for these councils is negligible or considerably less than that of other councils in the Catchment, as are the staffing and resources.

To better enable indigenous local governments to participate in the Reef Guardian Council program, and to support those remote council's that include First Nations communities, additional support for involvement in the program will include (but is not limited to):

- assisting in the development of the Reef Guardian Councils action plans and annual

reporting

- support capacity building opportunities for council staff to encourage innovation and the uptake of best practices to address the key threats to the Reef
- helping enable the delivery of Virtual Reef Adventures to First Nations communities through relevant organisations e.g. Prescribed Body Corporate groups, Land and Sea Country Ranger Groups, Reef Guardian Schools, or other relevant organisations
- the Reef Authority providing updates and/or attending relevant forums to share information e.g. Torres Cape Indigenous Councils Alliance meetings, Local Government Managers Australia Indigenous Council CEOs conference, Aboriginal Shire Council Technical Working Group meetings (facilitated through the Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships)
- sharing Reef Authority messaging through the Remote Area Network's Black Star radio program to remote communities.

4.7. Role of Local Government Association of Queensland

The Local Government Association of Queensland (LGAQ), in their role as member of the Reef Guardian Council Executive Committee:

- assist the Reef Guardian Councils to identify and undertake annual actions that improve the health of the Great Barrier Reef
- work collaboratively with the Reef Guardian Councils and the Reef Authority, to improve outcomes and harness the power of the collective for Reef stewardship actions
- nominate a representative to the Executive Committee (preferably of a similar level to the council representatives) and attend at least one meeting a year
- share case studies that publicise the positive actions that the Reef Guardian Councils are taking to protect the Great Barrier Reef, as well as promoting the broader program
- seek to have Reef Guardians Councils represented, by the Chair or Deputy Chair of the Executive Committee, on the Reef 2050 Advisory Committee
- progress the delivery of Reef Guardian Councils' resolutions that are resolved at the LGAQ Annual Conference.
- provide opportunity for the Reef Authority and Reef Guardian Councils to present at LGAQ facilitated events, meeting and forums, including but not limited to:
 - The LGAQ Coastal Leaders Forum
 - The LGAQ NRM Forums
 - Relevant LGAQ Advisory/Reference Group meetings.
- invite Reef Authority access to LGAQ communication platforms that promote communication/information sharing amongst Queensland councils.
- collaborate with the Reef Authority and Reef Guardian Councils to seek funding for Reef protection initiatives
- invite Reef Authority access to LGAQ communication platforms that promote communication/information sharing amongst Queensland councils
- provide quarterly reports on relevant conferences, projects, initiatives, information, progress on Reef related LGAQ Annual Conference resolutions etc. that can be used for sharing with the Reef Guardian Council network, including at meetings.

5. Communications

5.1. Reef Guardian Council brand

Being a Reef Guardian Council distinguishes councils that are committed to improved Reef health by adopting sustainable behaviors, best practices and encouraging stewardship actions relevant to the protection of the Reef. It symbolises a collective platform from which councils advocate for Reef protection. The aim of the brand is to instill trust within the broader community.

The Reef Authority and Reef Guardian Councils must use their best endeavours to uphold the values and achieve the intended purpose of the program to ensure the program is not bought into disrepute.

Councils participating in the program are encouraged to use the trademarked graphic Reef Guardian Councils element (the Trademark), developed by the Reef Authority, to promote their involvement through materials, websites, and other channels. The licence agreement that provides for the use of the Trademark by Reef Guardian Councils is attached to the memorandum of understanding that is entered into with each Reef Guardian Council.

Each proposed use of the Trademark must be consistent with the licence agreement.

Should the Trademark change in the future, Councils may be requested to enter into a new licence agreement.

5.2. Media and social media

Council generated news releases

Press, radio, television and social media are channels to raise the profile of the program itself and the local actions being taken to address Reef threats, encourage Reef stewardship in catchment communities, and provide comment on relevant issues.

When Reef Guardian Councils are promoting local initiatives and events which benefit the Reef, they are encouraged to link them to the Reef Guardian Council program.

Councils are encouraged to supply draft media releases to the Reef Authority for comment and co-promotion at least two days in advance (media@gbrmpa.gov.au). The media release should be consistent with the program vision, goals and purpose, and if possible include the following wording:

[Name of council] is part of the Great Barrier Reef Marine Park Authority's Reef Guardian Council program, which involves X councils along the Queensland coast working to support a healthy and resilient Reef through local government and community actions.

The Reef Authority's communication team should be advised in advance of any social media content (digital@gbrmpa.gov.au). The Reef Authority's social media accounts can also be tagged in the posts to allow for sharing.

Draft media releases from the Executive Committee should be provided to members for approval at least one week before the proposed distribution date. If no response is received within one week, the release can be taken to be approved.

Spokespeople

The Executive Committee Chair, Deputy Chair, and Program Manager, are the designated spokespeople for program media opportunities. This does not prevent members from expressing their views or representing their organisation's views independently of the program, nor individual Reef Guardian Councils raising the profile of their actions to address Reef threats.

Comments should not be made to the media regarding the program – especially regarding management or policy matters – without the unanimous support of the Executive Committee.

Reef Guardian Council communications network

The Reef Authority recognises the powerful connection to the over the 1,000,000 constituents in the Reef catchment, and the wider national and international community the Reef Guardian Councils have through their engagement and communications activities.

To raise the profile of the program itself and the local actions being taken to address Reef threats, encourage Reef stewardship in catchment communities, and share Reef messaging, the following actions will be undertaken by the Reef Authority and Reef Guardian Councils:

- The Reef Guardian Councils will nominate communications officer(s) as contacts for promotion of the program and council actions
- The Reef Authority will include the Reef Guardian Council communications contacts in relevant communications contacts lists such as Summer Reef health communications network, media contacts list
- The Reef Authority will invite the Reef Guardian Council communications contacts to relevant updates and meetings and include them in relevant media releases and communications opportunities.

Authority generated news releases

On occasion, the Reef Authority staff will assist in drafting and disseminating media releases where it primarily relates the Reef Authority's work with the Councils. For example, new councils joining the program, key outcomes or whole-of-Reef related stories. These will be provided to the relevant council(s) for comment.

6. Reporting

A quarterly update of Reef Guardian Council actions will be provided by each council as a tool to promote the positive actions they are taking to improve the health of the Reef, and to share knowledge and ideas. Quarterly reports will be provided in April, July, September and January.

The Executive Committee members will provide a short update of key highlights from their respective council at at least one Executive Committee meeting per year.

Each council will submit a short annual update on the progress of initiatives identified in their action plans in September each year. The Reef Authority will compile thematic reports to showcase the actions Reef Guardian Councils are taking to help the Reef. Each Reef Guardian Council will contribute information to the report.

Where appropriate information gathered through reporting e.g. thematic reports will be provided to the Reef 2050 Reef Advisory Committee for their consideration.

7. Measuring success

The success of the Program for both the Reef Authority and councils will be measured based on the successful implementation of the following key actions:

- Reef Guardian Councils undertake actions that address key threats to the Reef and protect heritage values (refer section 4 of these ToRs).
- The Reef Authority supports at least one Reef Guardian Council engagement opportunity per council per year.
- A major professional development / networking opportunity is offered by the Reef Authority to Reef Guardian Council officers to encourage innovation and the uptake of best practices per year.
- Quarterly reports are provided, and the Executive Committee members provide a short update of key highlights from their respective council at at least one Executive Committee meeting per year.
- Each council submit a short update on the progress of initiatives identified in their action plans in September each year.
- Thematic reports are produced to celebrate council actions.
- The Reef Authority will support and encourage the promotion of Reef Guardian Councils actions across the Reef Authority's communication channels.

8. Variation or termination of engagement

Refer to section 11 of the Memorandum of Understanding.

9. Review

The terms of reference will be reviewed following the release of the five-yearly Outlook Report and before the beginning of each local government term.



REEF GUARDIAN COUNCIL PROGRAM

A local government alliance to
address the key threats to the
Great Barrier Reef

The Reef Guardian Council program is a partnership between local government and the Reef Authority which recognises that local and regional approaches are central to protecting and managing the Reef and the communities it supports.

It is the Reef Authority's flagship stewardship program engaging local government in the protection of the Great Barrier Reef.

Contribute to the bigger picture

Local governments are key management partners as many of the threats to the Reef and heritage values arise outside of the Marine Park boundaries and the Reef Authority's jurisdiction.

Councils are directly involved in a myriad of both statutory and non-statutory activities that minimise

impacts, improve values and support the resilience of the Reef, contributing to the Reef 2050 Long-Term Sustainability Plan and the objectives of the *Great Barrier Reef Marine Park Act 1975*.

The Reef Guardian Council program recognises this and celebrates and supports the important role of local government in the protection and management of the Reef catchment region.



Reef Guardian Council members

© Commonwealth of Australia (Reef Authority)

Protecting the Reef starts by protecting your patch

Councils undertake a wide range of environmental initiatives that help address the key threats to the Reef. This might include acting to:

- **Limit the impacts of climate change** – contributing to global efforts to reduce greenhouse gas emissions, building capacity to adapt to climate change, and providing community education
- **Reduce impacts from land-based activities** – through waste management, erosion control, planning and development assessment, stormwater and wastewater management, reducing light pollution near sensitive ecosystems, and implementing programs to reduce marine debris entering the Reef
- **Protect, rehabilitate and restore habitats** – vegetation and pest management, restoring and rehabilitating coastal habitats, identifying, prioritising, removing or remediating artificial barriers to water flow and increasing connectivity through fish passages in catchment and estuarine areas
- **Reduce impacts from water-based activities** – encouraging and supporting stewardship actions and behaviours to reduce the impact of water-based activities including recreational fishing, raising awareness of the biodiversity and heritage values of the Reef
- **Conserve historic and cultural heritage** – protecting and conserving sites with historic and/or cultural heritage values, raising awareness of historic and/or cultural heritage values
- **Support voluntary stewardship** – providing education, capacity building and developing partnerships to share knowledge and promote stewardship behaviours.

As an example the [Climate Change Initiatives Snapshot](#) showcases the collective actions being taken and the thematic reporting the program provides to promote council actions and advocate for support.



Douglas Shire Council water treatment plant
© Douglas Shire Council



Cassowary Coast Regional Council rubbish collection
© Cassowary Coast Regional Council



Livingstone Shire Council Yeppoon Lagoon
© Livingstone Shire Council



Hinchinbrook Shire Council fish ladders
© Commonwealth of Australia (Reef Authority)

What are the benefits of being a Reef Guardian Council?

- It's free! And there are very little out of pocket costs for participating in workshops etc. In fact there is some financial support for this
- Access to a network of like-minded councils, and key partners to harness the power of the collective and share knowledge. Check out the current participants [here](#)
- Capacity building opportunities provided for council staff to encourage innovation and the uptake of best practices to address the key threats to the Reef
- Support to produce and deliver on an action plan that addresses the key threats to the Reef
- Opportunities to contribute to the network via various face to face and online meetings, workshops and field trips
- Support to engage with your catchment community to encourage Reef stewardship
- Promotion of council's environmental initiatives addressing the key threats to the Reef
- Advocacy for further action through the Reef Guardian Council platform.



Turtle at Lady Elliot Island
© Commonwealth of Australia (Reef Authority)



Reef Guardian Council annual meeting
© Commonwealth of Australia (Reef Authority)



© Commonwealth of Australia (Reef Authority)

What is involved?

Councils sign a Memorandum of Understanding to participate in the program, which is governed by terms-of-reference.

Each Reef Guardian Council develops an Action Plan outlining the activities they commit to undertake to help protect the Reef, implements the (voluntary) plan and reports on achievements.

The program includes an Executive Committee providing high level strategic involvement, and a Working Group providing an important forum for technical and operational staff to network, build capacity by sharing best practices, and collaborate to find solutions.

The program is also building connections between the Reef Authority and council's communications teams to better enable sharing of Reef protection and sustainability messaging, and promotion of council actions.

Capacity building and networking opportunities such as lunchtime learning sessions, field trips, support to attend training and meetings, are offered throughout the term.

A quarterly newsletter is also produced to showcase Reef Guardian Council initiatives, share information and promote activities on the [Reef Authority website](#).

The Reef Authority also provides the opportunity for Reef Guardian Council's to connect with and share the wonder of the Reef with their catchment community through twice yearly Virtual Reef Adventures offered through regional libraries in the school holidays. This also gives councils a chance to promote the actions they're taking in their local government area and engage the audience on various household behaviour change actions.

Want to know more?

Or to discuss the program please contact the Reef Guardian Council team:

gbrmpa.gov.au/our-work/programs-and-projects/reef-guardian-councils

reef.councils@gbrmpa.gov.au

(07) 4848 7878

MEETING DETAILS

Planning, Environment and Community Services
Standing Committee Meeting
Wednesday 17 July 2024

AUTHOR

Mark Davey

AUTHOR POSITION

Program Manager – Capital Delivery

5.4 PLANNING, ENVIRONMENT AND COMMUNITY SERVICES FY2023/24 CAPITAL PROJECTS PROGRESS REPORT AS AT 30 JUNE 2024

EXECUTIVE SUMMARY

This report is to provide an update to Council on the progress in the delivery of the Planning, Environment and Community Services 2023-2024 Capital Works Program.

OFFICER'S RECOMMENDATION

That Council:

- 1. Receives and notes the monthly Planning, Environment and Community Services 2023-2024 Capital Progress Summary Report as at 30 June 2024.***

BACKGROUND

Progressive updates of the financial and physical position of projects in the 2023-2024 PECS Capital Works program have been identified as a requirement to ensure that Council is aware of the progress of and risk to the delivery of the program.

IMPLICATIONS

The attached PECS 2023-2024 Capital Projects Progress Summary (Attachment 1) identifies the financial and physical position of all projects. Commentary is provided to briefly explain the position of projects. Where the risk is considered low or of insignificant impact to council or the community no additional commentary is provided. Where risks are significant separate commentary is provided in the Identified Issues section of this report.

IDENTIFIED ISSUES

Moranbah Community Centre.

There are delays being realised in this project due to two compounding factors:

- A large amount of latent (unknown) conditions have been discovered during the demolition and early construction phases. The majority of these are yet to be formally costed and finalised but we are working actively with the project superintendent to process.
- Contract management matters requiring resolution on advice of the project superintendent.

Further information regarding identified issues is listed in the confidential attachment.

CONSULTATION

Director Planning, Environment and Community Services

Planning, Environment and Community Services Leadership Team

BASIS FOR RECOMMENDATION

To improve business within the Planning, Environment and Community Services Directorate by providing more appropriate and relevant reporting, transparency, and a clear monitoring tool for Council. This report will help identify and communicate any project delays or possible project failures.

ACTION ACCOUNTABILITY

The Program Manager – Capital Delivery in conjunction with the PECS leadership team and under the guidance of Director PECS hold responsibility for the scoping, procurement and the completion of the projects identified within the 2023-2024 Capital Program.

KEY MESSAGES

Council's continued investment, oversight, and engagement in the delivery of the Planning, Environment and Community Services Capital Works Program will ensure Isaac region communities continue to enjoy access to high quality facilities and services that improve community liveability, wellbeing, and visitor satisfaction.

Report prepared by: MARK DAVEY Program Manager – Capital Delivery Date: 1 July 2024	Report authorised by: DAN WAGNER Director Planning, Environment and Community Services Date: 1 July 2024
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ATTACHMENTS

- CONFIDENTIAL Attachment 1 - PECS 2023_2024 Capital Projects Progress Summary as at 30 June 2024
- CONFIDENTIAL Attachment 2 – Moranbah Community Centre Project Update

REFERENCE DOCUMENT

- Nil

PAGES 227 - 241 HAVE INTENTIONALLY BEEN REMOVED DUE TO CONFIDENTIAL REASONS

MEETING DETAILS

Planning, Environment and Community Services
Standing Committee Meeting
Wednesday 17 July 2024

AUTHOR

Dan Wagner

AUTHOR POSITION

Director Planning, Environment and Community Services

6.1

PLANNING, ENVIRONMENT AND COMMUNITY SERVICES INFORMATION BULLETIN – JULY 2024

EXECUTIVE SUMMARY

The Planning, Environment and Community Services Directorate Information Bulletin for July 2024 is provided for Committee review.

OFFICER'S RECOMMENDATION

That the Committee recommends that Council:

1. *Notes the Planning, Environment and Community Services Directorate Information Bulletin for July 2024.*

BACKGROUND

The attached Information Bulletin for July 2024 provides an operational update for Committee review on the Planning, Environment and Community Services Directorate.

IMPLICATIONS

Any specific implications or risks will be outlined in the Information Bulletin.

CONSULTATION

Planning, Environment and Community Services Directorate, Managers and Staff.

BASIS FOR RECOMMENDATION

This is an information only report.

ACTION ACCOUNTABILITY

Information only report.

KEY MESSAGES

Operational update to Elected Members.

Report prepared by: DAN WAGNER Director Planning, Environment and Community Services Date: 1 July 2024	Report authorised by: DARREN FETTELL Acting Chief Executive Officer Date: 1 July 2024
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CONFIDENTIAL ATTACHMENTS

- CONFIDENTIAL Attachment 1 – Planning, Environment and Community Services Information Bulletin – July 2024

REFERENCE DOCUMENT

- Nil

PAGES 244 - 279 HAVE INTENTIONALLY BEEN REMOVED DUE TO CONFIDENTIAL REASONS