Mt Perry – A Strategic Community Framework

Mt Perry Development & North Burnett Regional Council
DRAFT CONSULTATION NOTES (September 2017)

How is the Plan done?

EARTHCHECK

1. **Meet with key stakeholders and undertake a site visit (Yesterday & Today)**

2. **Community Workshop (Today) and Notes (Friday)**

3. Draft Report (December 8th)

4. Return to present to Community (December 18th)

5. Final Report to Community (February 2018)

What can Mt Perry Do?

EARTHCHECK

1. Define the problem
2. Look for opportunities
3. Know what you've got that sets you apart?
4. Be clear who you are designing the solution for
5. Next Steps

What do you want to be known for?

GOLD

TIMBER

BUNDABERG

MINING

GIN GIN

MT PERRY

A REAL COUNTRY COMMUNITY, NOT JUST A TOWN

What do you want to be known for?

Vibrant town that's doing stuff

Future beyond mining

Future beyond mining

Events (races/rodeo)

MT PERRY

A tidy, real, country town

Affordability

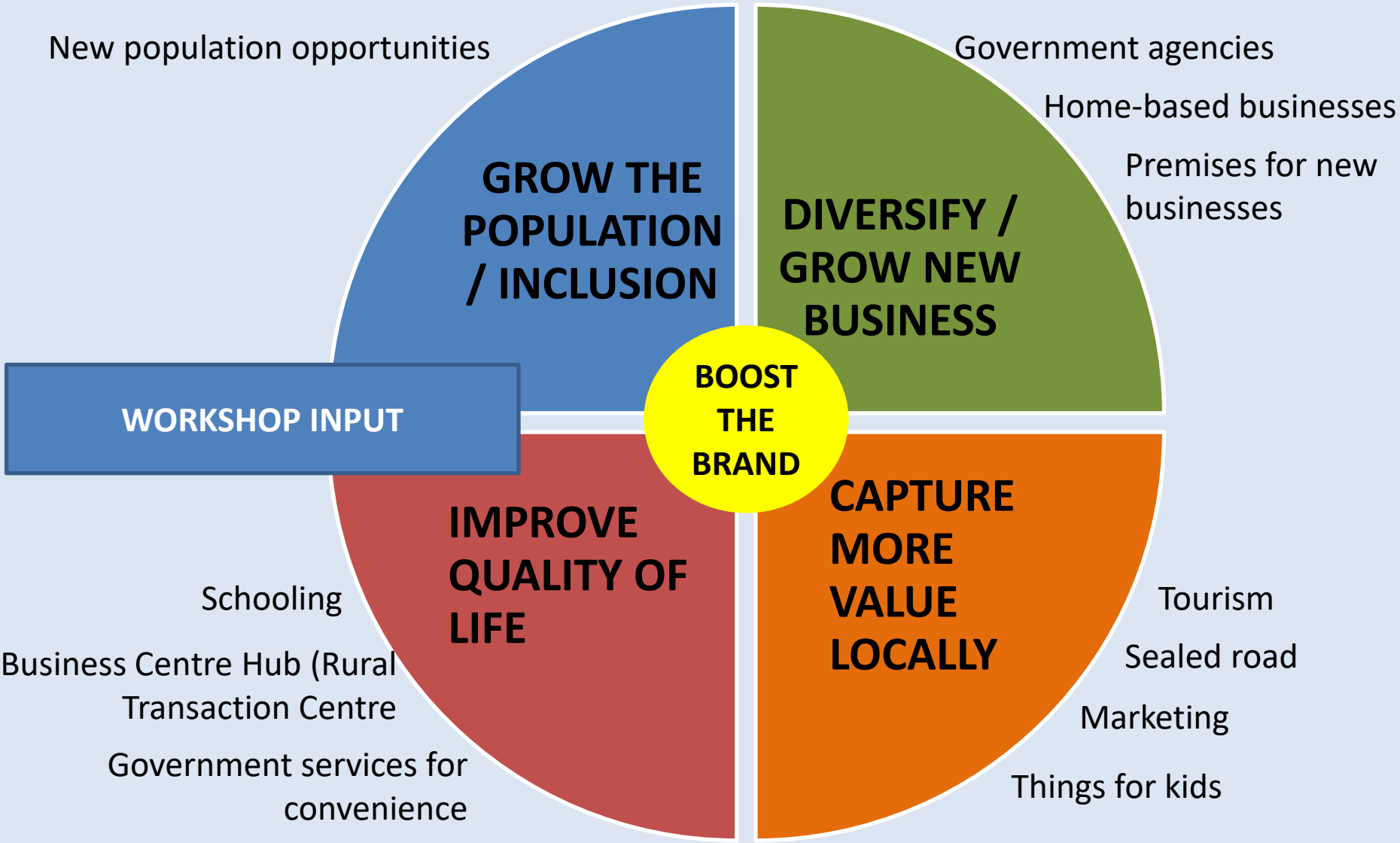
Timber and mining history

Fishing and dams

WORKSHOP INPUT

What do you want to achieve?

EARTHCHECK



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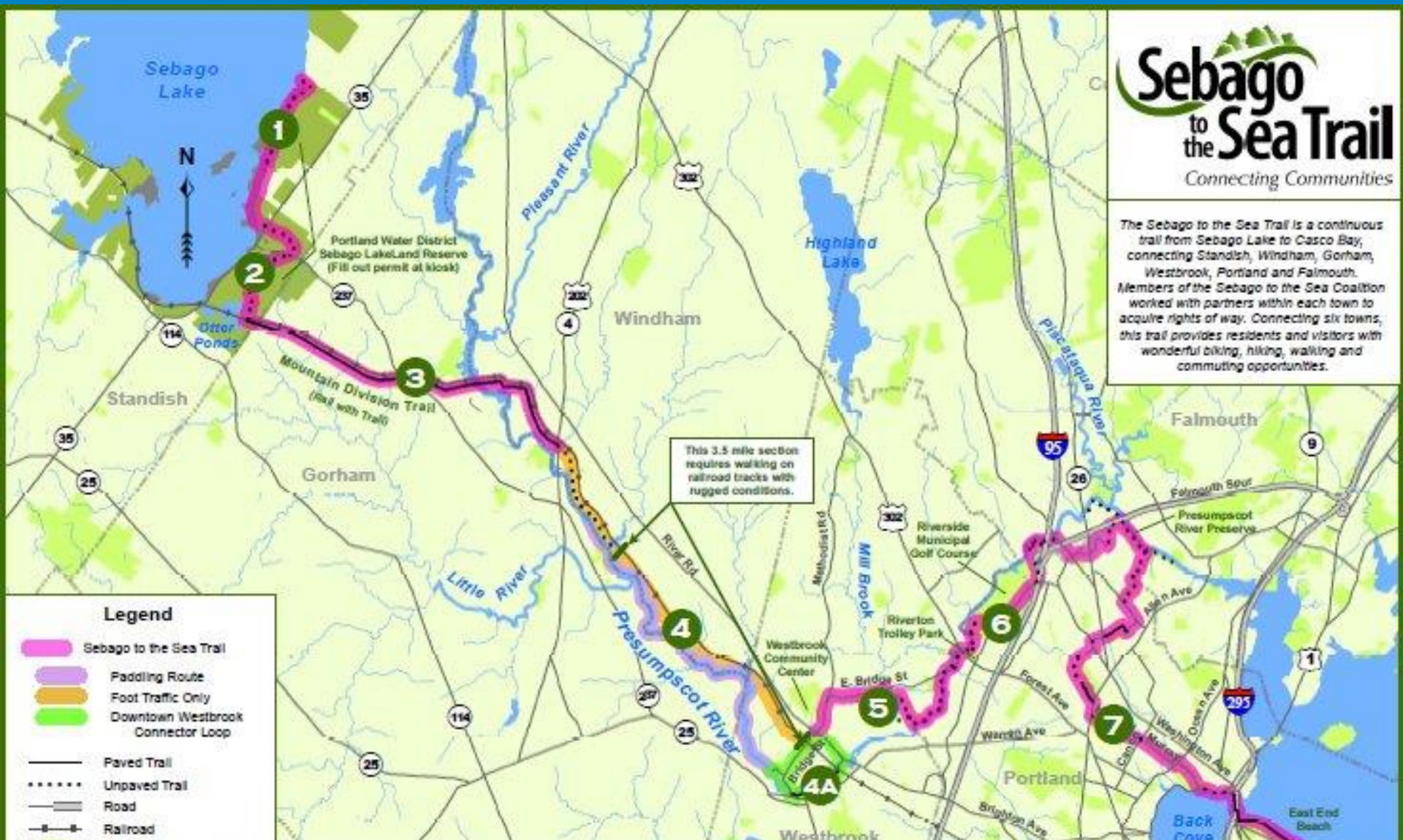
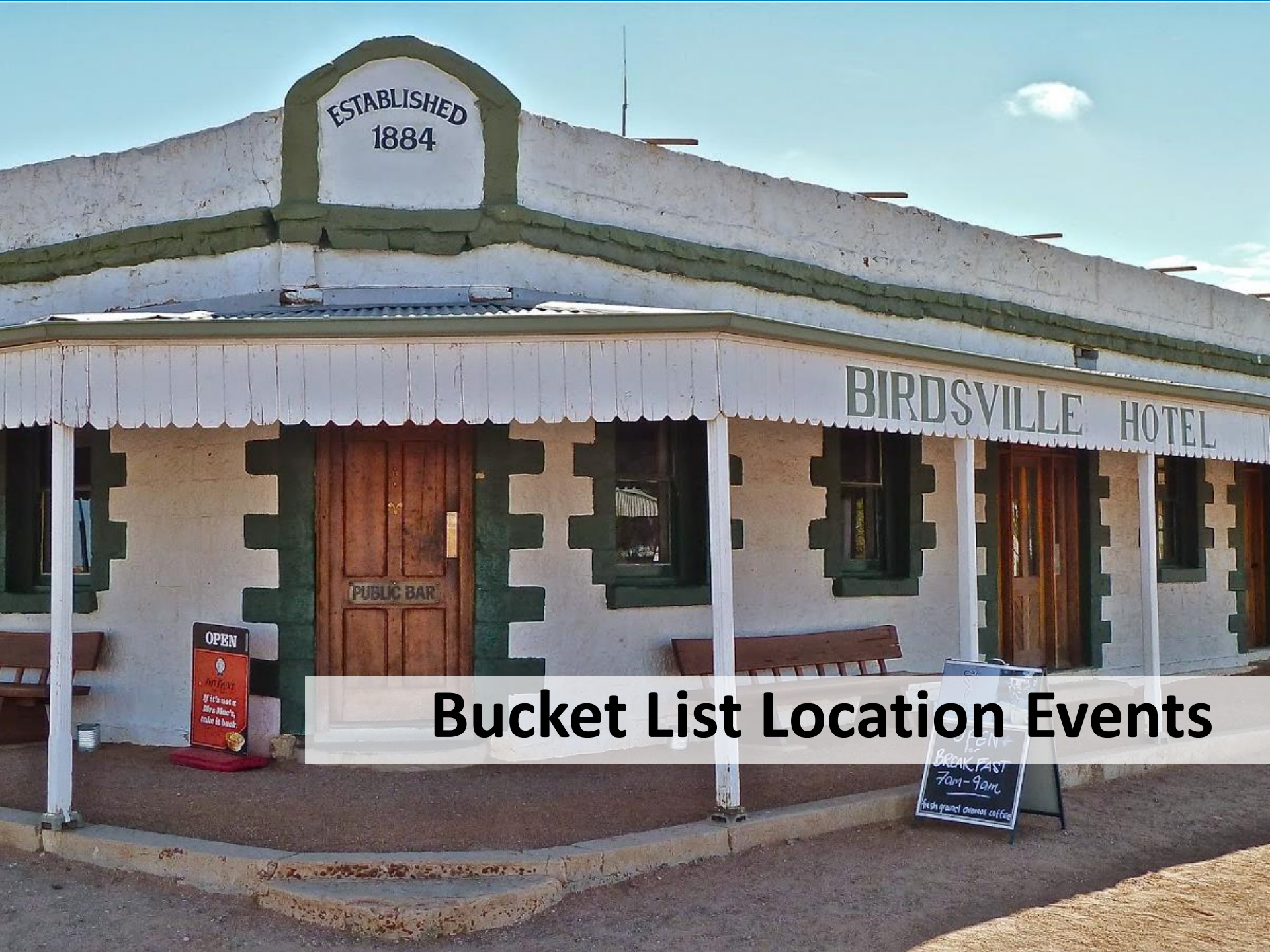
Aquatic Centre Swimming Pool (located in the Caravan Park)

Grow tourism

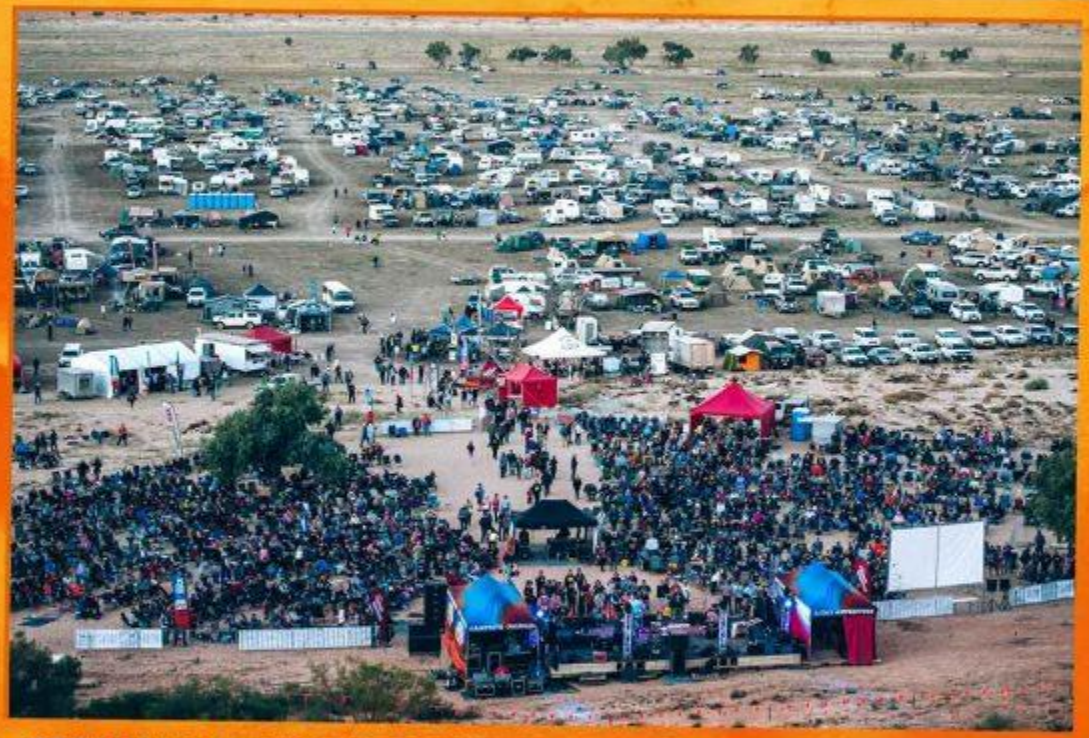


Grow tourism



Bucket List Location Events

7 DIFFERENT ROUTES TO THE BIG RED BASH



BECAUSE GETTING THERE AND BACK IS PART OF THE ADVENTURE.

BY DANIEL EVERETT & BY *UNSEALED 4X4*

Food Experiences

Non-traditional product

Iconic photo moments

What are the opportunities?

EARTHCHECK

- Develop new town **walks &bushwalks**
- Develop the **Swimming pool**: Need to consider maintenance costs, Volunteer lifeguards, Council involvement, Pay-for-access model
- **Childcare centre** – test feasibility?
- Road and bridge improvements to **Mingo Crossing** - 10 Year capital investment plan with priority sections
- A designated free or **low cost camping** area (24/48 hours free, Public dump point on main road, Camp hosts)
- New **Information centre** in the museum or a shared facility with an art gallery/café
- Improved signage
- **Main street rezoning** into business or light industrial
- **Focal point for the town** and town / park beautification with sitting areas and maintained green space
- Use of the unused industrially zoned land
- Gold panning
- Technology and digital communication & Interactive website

WORKSHOP INPUT

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Case Study: Burra Heritage Passport

With one key, visitors have access to **9 historical sites** in Burra, such as the

- Monster Mine Area
- Redruth Gaol
- the underground Unicorn Brewery Cellars
- As well as free entry to the museum

The key is available 7 days a week from the Burra and Goyda Visitor Centre and is $30 for adult visitors

http://www.visitburra.com/burra-heritage-passport/

Case Study: Timelooper

Timelooper is a mobile app that lets you travel back in time using your smartphone and virtual reality technologies. **Scenes are recreated** with green screen technologies and provide an **immersive experience** with both sight and sound.

Based on accurate recreations of historic events across the globe, **users can see both the sites as they are today while reliving memorable moments.**

https://www.timelooper.com/

Case Study: Charters Towers

Charters Towers "Ghosts of Gold" has 4 venues across town which show **quirky tales about ghostly characters**, centred around **true stories** about legends from the **gold rush**.

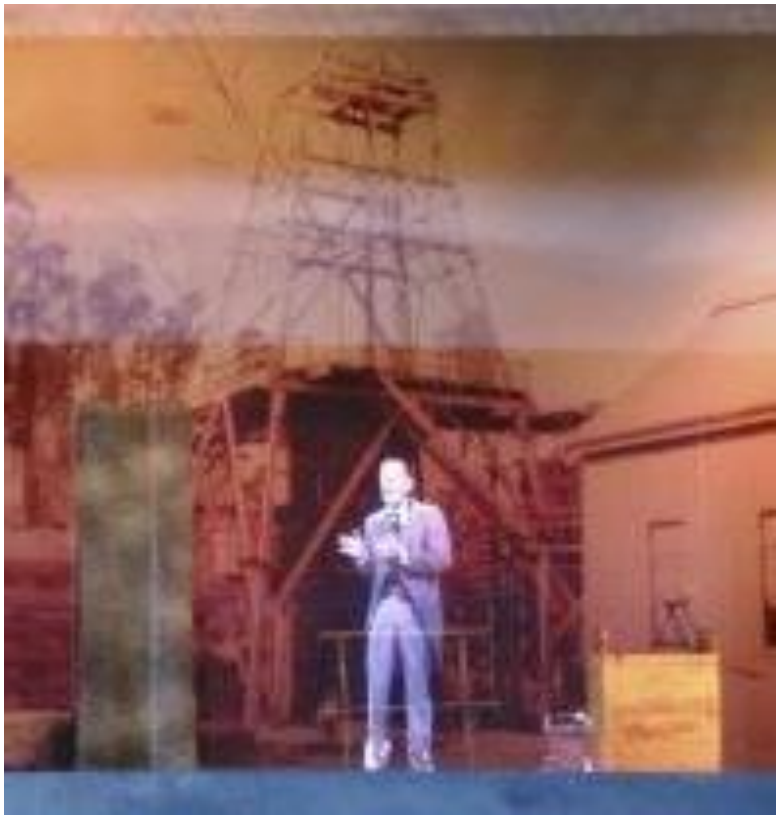
Each venue has a **theme**:

Grandeur: One Square Mile and the Visitors Information Centre (repainted the main street)

Greed: Stock Exchange (created an attraction with holograms – see over)

Gold: Towers Hill (night show)

Ghosts: The Venus Battery (guided and self guided tours using technology)

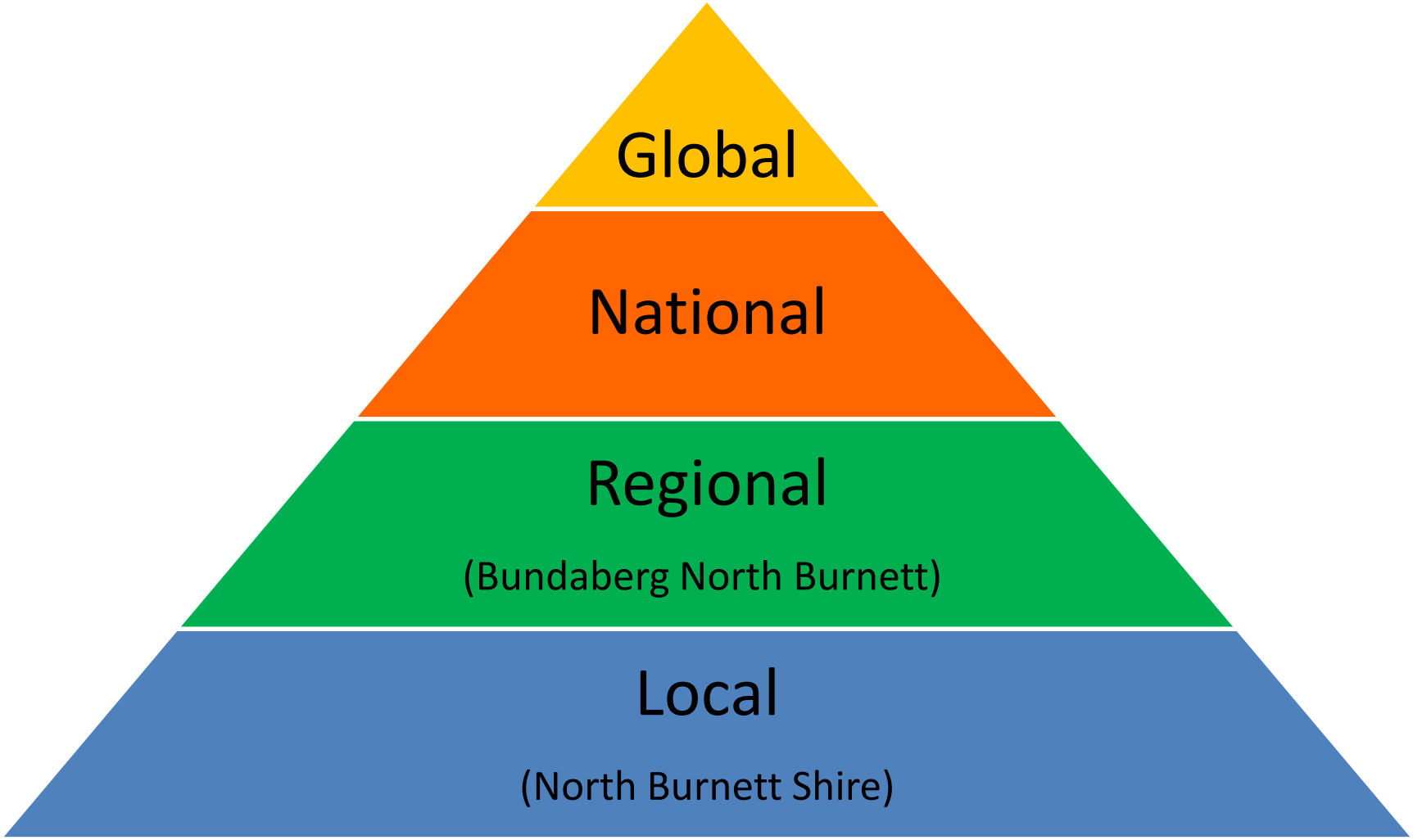


Each of these venues are both **historically significant** and **showcase the town** to visitors

http://www.charterstowers.qld.gov.au/ghosts-of-gold

HOMEWORK: What have you got that has a reach / significance that is?

EARTHCHECK



What can Mt Perry Do?

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4. Be clear who you are designing the solution for
5. Work out who is going to help

North Burnett Visitor Trends

EARTHCHECK

Visitation has **declined** slightly over the past 3 years (↓2%), driven by domestic overnight visitors

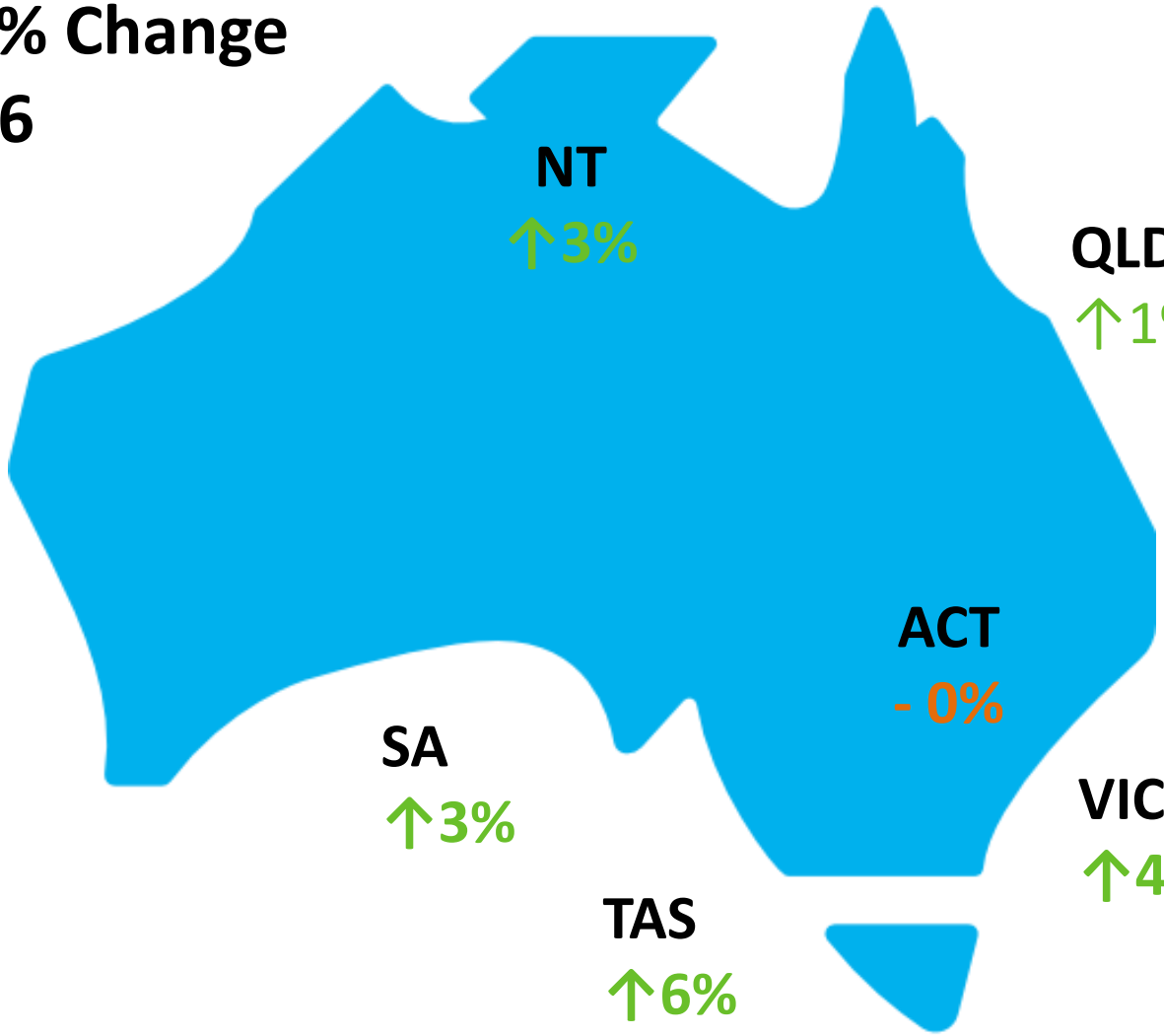
420,000 visitor nights

15% of Bundaberg North Burnett visitation

$40 million in visitor expenditure*

2016 National Touring Drive Market

Avg. p.a. % Change 2010-2016



NT
↑3%

QLD
↑1%

WA
↑9%

ACT
- 0%

NSW
↑1%

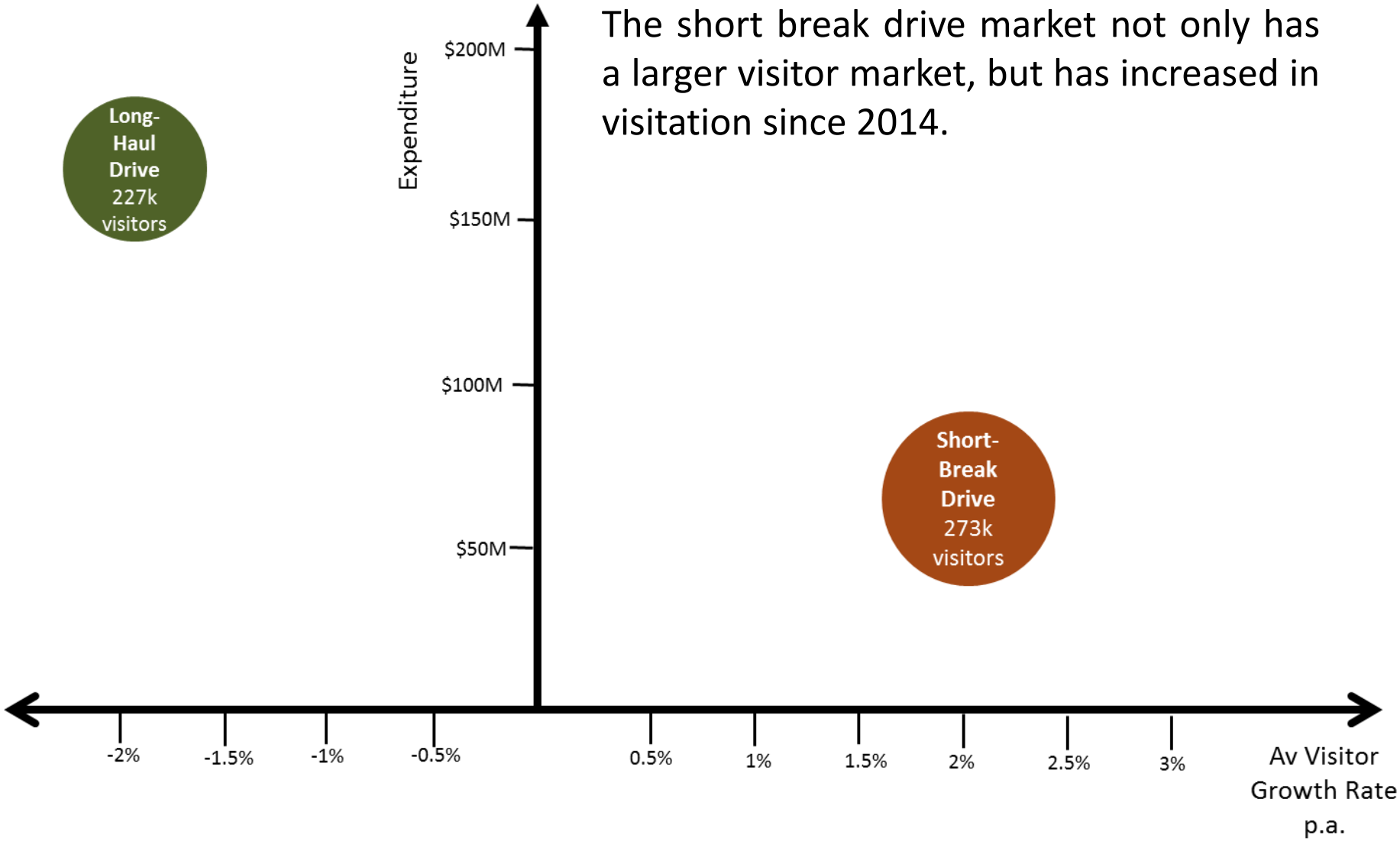
SA
↑3%

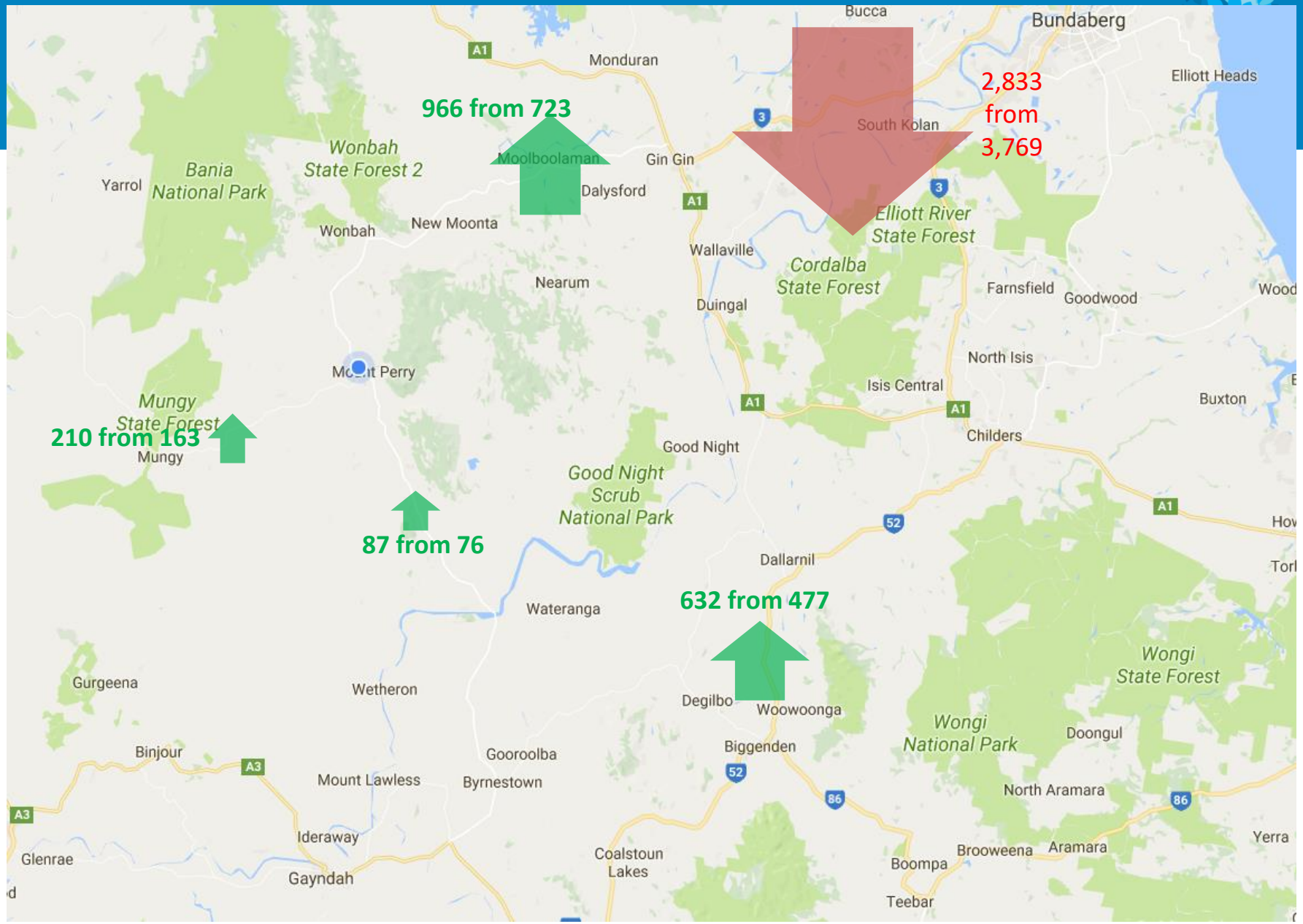
VIC
↑4%

TAS
↑6%

Short vs Long-Haul Drive Market

The short break drive market not only has a larger visitor market, but has increased in visitation since 2014.




966 from 723
2,833 from 3,769
210 from 163
87 from 76
632 from 477
Bucca
Bundaberg
Monduran
Elliott Heads
South Kolan
Wonbah State Forest 2
Moolboolaman
Gin Gin
Bania National Park
Yarrol
Dalysford
Elliott River State Forest
Wonbah
New Moonta
Wallaville
Cordalba State Forest
Nearum
Farnsfield
Goodwood
Duingal
North Isis
Mount Perry
Isis Central
Buxton
Mungy State Forest
Mungy
Childers
Good Night
Good Night Scrub National Park
Dallarnil
Wateranga
Wongi State Forest
Gurgeena
Wetheron
Degilbo
Woowoonga
Wongi National Park
Doongul
Binjour
Biggenden
Gooroolba
Mount Lawless
Byrnestown
North Aramara
Iderway
Coalstoun Lakes
Boompa
Brooweena
Aramara
Yerra
Glenrae
Gayndah
Teebar

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THANK YOU

Mark Olsen
GM EarthCheck Consulting