# ISAAC TOURISM TRAILS STRATEGY

ISAAC REGION
HELPING TO ENERGISE THE WORLD

The Mackay Isaac Region
Queensland Nature. Reserved.

# TABLE OF CONTENTS

# TABLE OF CONTENTS (CONT.)

# TABLE OF CONTENTS (CONT.)

# TABLE OF CONTENTS (CONT.)

# 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.

## 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:

**PHASE 1**
**PROJECT MOBILISATION**

| |
|---|
| Mobilisation Meeting with client to confirm project scope, deliverables and timeline |
| Project mobilisation to agree on scope of work, objectives and background materials |
| Preparation of a Project Plan, including a Stakeholder Engagement Plan |

*MILESTONE 1: Completion of Project Plan*

**PHASE 2**
**DESKTOP / ASSESSMENT / AUDIT PHASE**

| |
|---|
| Isaac Region Visitation and Economy Assessment |
| Tourism Experiences Assessment and Audit |
| Regional Events Assessment and Audit |
| Isaac Tourism Trails Assessment |

*MILESTONE 2: Completion and Delivery of Phase 2*

**PHASE 3**
**STAKEHOLDER ENGAGEMENT**

| |
|---|
| Preparation of Discussion Paper as the basis of consultation |
| Program of one on one meetings with key stakeholders |
| Community and Industry focused online surveys |
| Internal Stakeholder Workshops |

*MILESTONE 3: Completion and Delivery of Phase 3*

**PHASE 4**
**STRATEGIC PLANNING PHASE**

RV and Camping Analysis Strategic Plan

Recreational Prospecting and Fossicking Strategic Plan

Visitor Information Assessment and Implementation Plan

Marketing Strategy

*MILESTONE 4: Completion and Delivery of Phase 4*

**PHASE 5**
**STRATEGIC DESTINATION SUMMARY**

This document will capture all of the above information, in an easy to understand and digest format. The Summary will be formulated in a way that will allow individual plans (i.e – The RV and Camping Analysis Strategic Plan) to be easily 'pulled out' and used as a stand alone document if required.

*MILESTONE 5: Completion and Delivery of Phase 5*

**PHASE 6**
**ISAAC TOURISM TRAILS IMPLEMENTATION ACTION PLAN**

This document will feature an Implementation Action Plan covering a range of areas, and aligned to each of the 5 tourism trails detailed in the project brief. Key sections covered in the action plan for each of the proposed trails will include:

- **Governance:** Recommendations on governance models that should be considered in order to ensure ongoing trail development, promotion and maintenance.
- **Marketing:** A detailed marketing plan for each of the trails.
- **Product/Experience/Event Development:** Recommendations and a plan to address some of the product/experience development opportunities and challenges.
- **Infrastructure:** Recommendations and Action Plan on key infrastructure requirements that are needed to ensure tourism trails are maximised to their full potential.
- **Legislative Requirement:** Identification of key legislative barriers and opportunities, and recommendations/action plan on relevant legislation and approval requirements.

*MILESTONE 6: Completion and delivery of Phase 6 – Completion of Project*

# 2 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.

## 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.
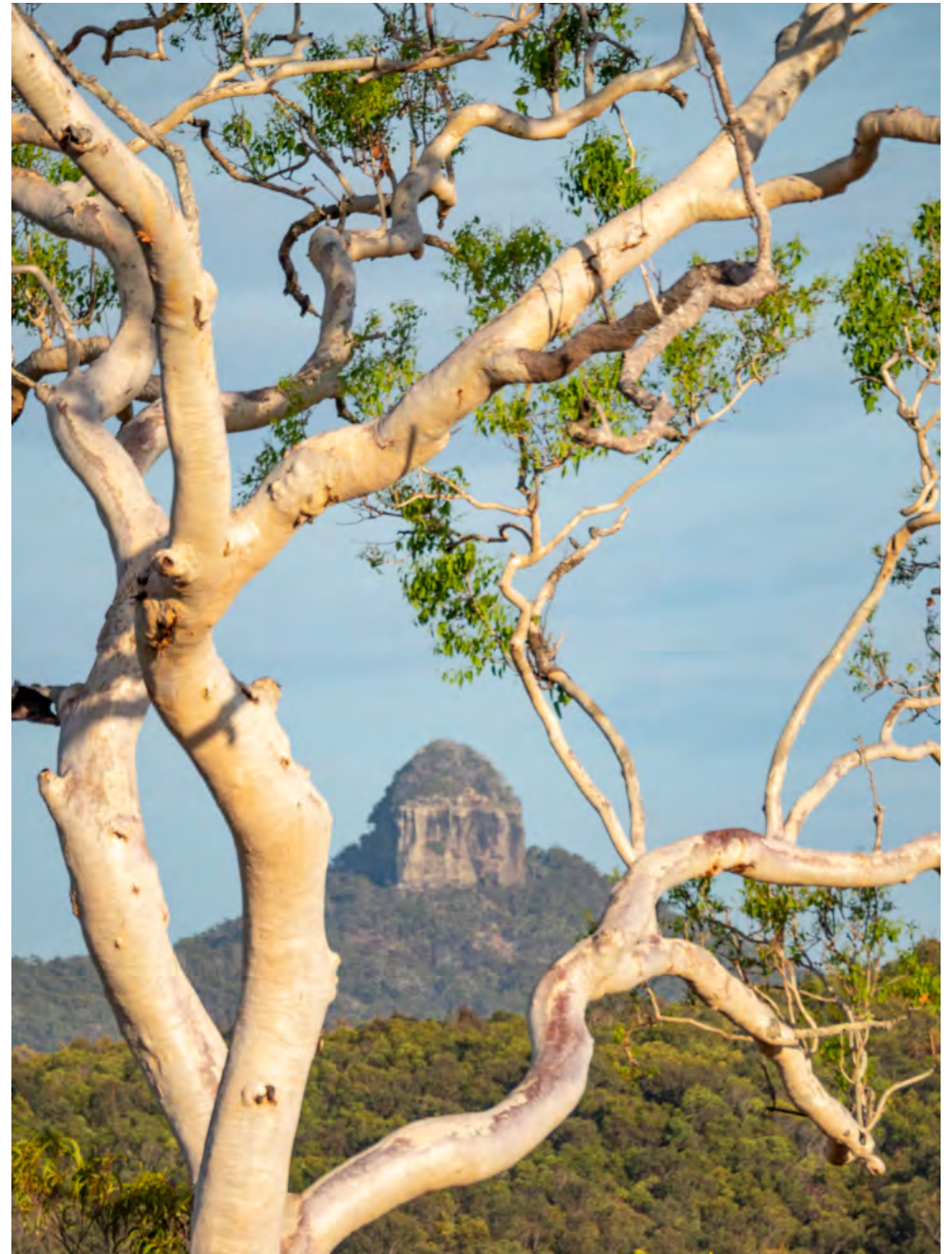
## ISAAC 2035 – COUNCIL'S COMMUNITY STRATEGIC PLAN

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.

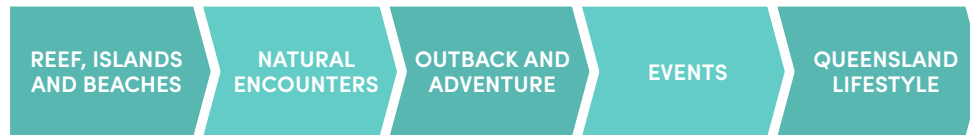Council has created a plan to allow our communities to follow the journey towards Isaac 2035.

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.

| REEF, ISLANDS AND BEACHES | NATURAL ENCOUNTERS | OUTBACK AND ADVENTURE | EVENTS | QUEENSLAND LIFESTYLE |
|---|---|---|---|---|

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.
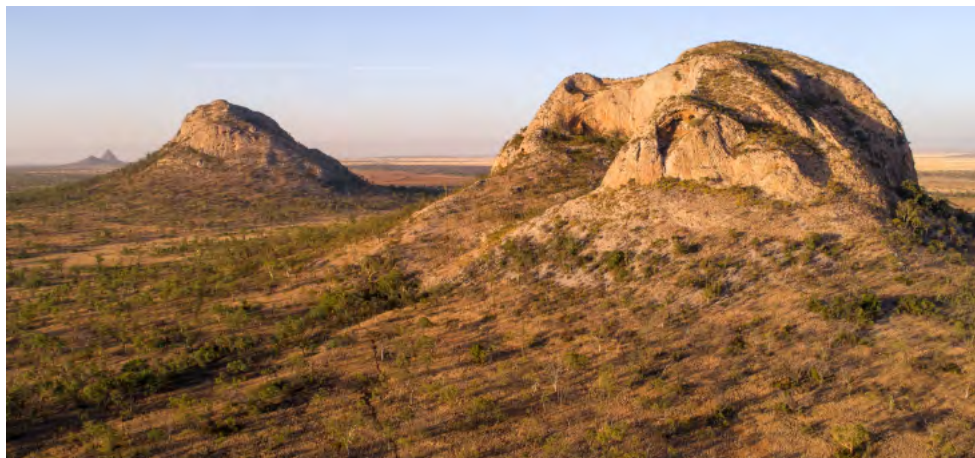


### MACKAY ISAAC DESTINATION TOURISM PLAN REVIEW 2022-2027

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;

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.

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

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** | • Defining our identity and telling our stories as a point of differentiation will be the glue to elevate the Isaac brand.<br>• Undertaking marketing activities that have the ability to guide our entire visitor experience offering, *under a rebranded banner.*<br>• Maximising awareness with the target markets we want to attract through consistent, focused and well resourced marketing. |
| **Enhancing our visitor experience** | • Using our unique assets and identity to create better and more engaging experiences *for visitors through an action plan of small, low resourcing initiatives through to major, high resourcing infrastructure.*<br>• Ability to attract more visitors, more often, staying longer and spending more, *using Average Length of Stay and per night spend as key metrics.*<br>• Creating a strong sense of place and improving amenity *as part of the Council's community and place making planning.* |
| **Building our tourism offering** | • Closing gaps in tourism infrastructure needs *using already highlighted gaps as the guide.*<br>• Investigating and facilitating tourism opportunities *through entrepreneurial co investment. This may mean:*<br>• *Developing product concepts into investment packages for presenting to potential operators and investors locally, regionally and potentially nationally (taking a strong proactive approach).*<br>• *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)*<br>• Diversifying our tourism offering *which will occur through the trails project catalytic impact.* |
| **Supporting our businesses** | • Providing smoother pathways for tourism initiatives, *using the planning scheme and policy initiatives, for example in camping, as the salient means.*<br>• Building greater tourism business capability *through ongoing education, industry development, gradual introduction of tourism trade support and skills building.* |
| **Maximising our relationships** | • Maximising our relationships with industry partners to leverage outcomes for our region *and ensure that Mackay Isaac Tourism continues its focus on Isaac's development as the greater region of latent potential.*<br>• Advocating tourism priorities for our region *with Mackay Isaac Tourism, Tourism Events Queensland and through political representatives.*<br>• *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.* |

## 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%).

## 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.

## 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.
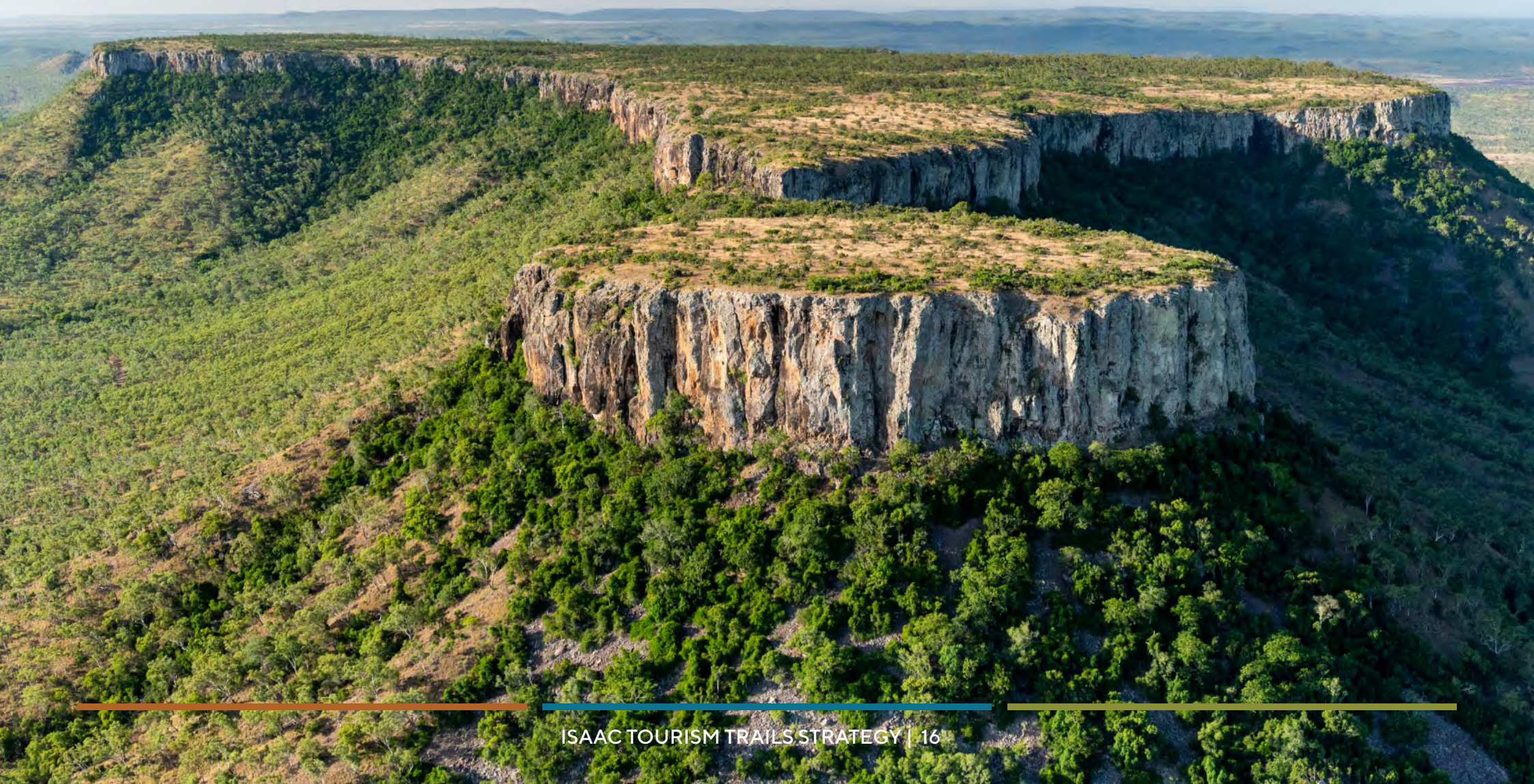
# 3 THE ISAAC REGION ECONOMY AND VISITOR MARKET

## A.  About the Isaac Region

The Isaac Region is home to an estimated

**resident population of**
**22,426**
(ABS, year ending June 2021)

and is situated

**1,000km**
**North-west of Brisbane**

**900km**

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

**covering close to**
**58,000**
Square kilometres in size

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

**100km**
**of undeveloped coastline**

and a significant agricultural sector.
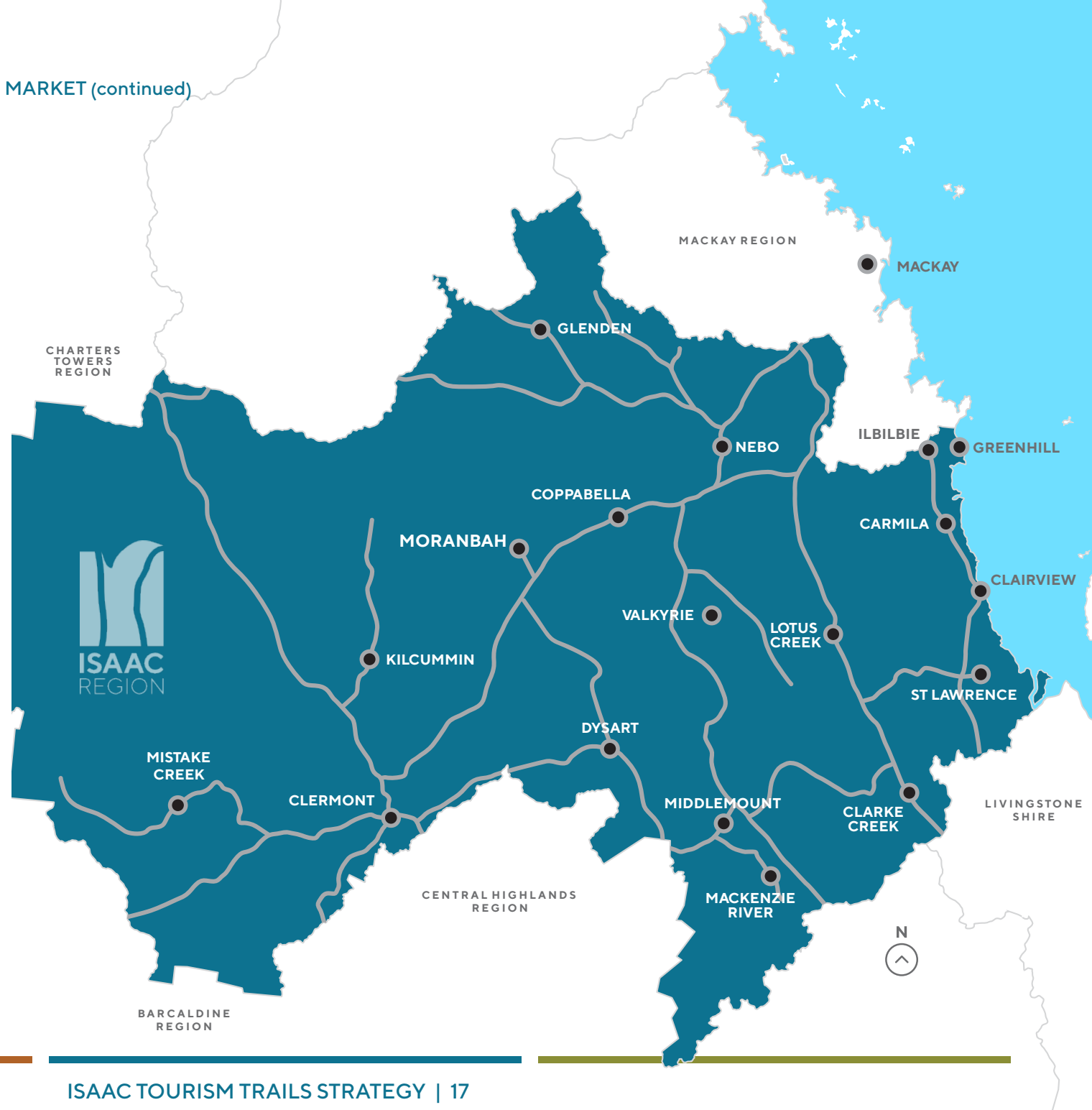
## 3. THE ISAAC REGION ECONOMY AND VISITOR MARKET (continued)

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**

| Year | Population |
|------|-----------|
| 2016 | 21,543 |
| 2017 | 21,489 |
| 2018 | 21,539 |
| 2019 | 21,798 |
| 2020 | 22,180 |
| 2021 | 22,426 |
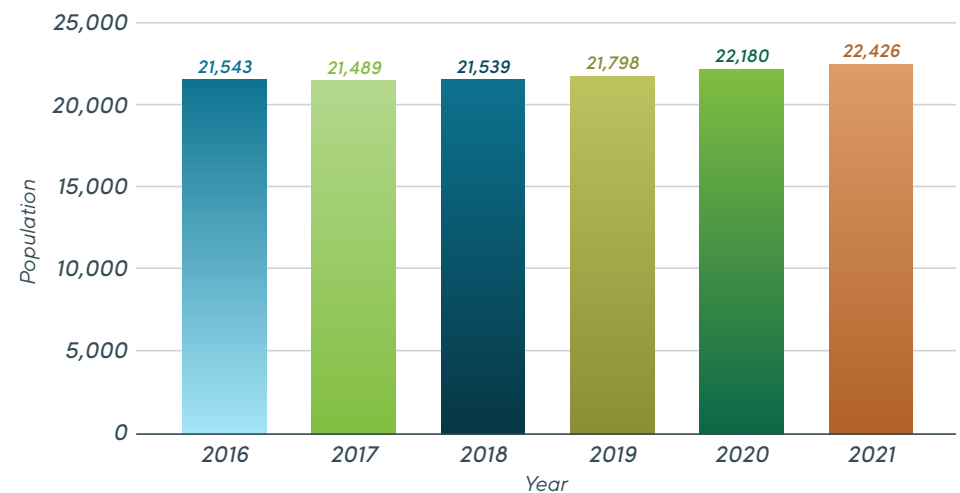
## B.  The Isaac Economy

### 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.

**The Isaac Region supports**

**21,462 jobs**

**Of those workers,**

**13,080**

**are employed directly in the mining sector**

**Mining generates an estimated annual output of**

**$20.89 billion**

**88% of the region's total economic output.**

**Tourism generates a total of**

**$123 million**

**Which accounts for 0.5% of total regional output.**

### Economic Output – Isaac Region

**manufacturing**
**$544.09 million**

**ownership of dwellings**
**$314.33 million**

**tourism**
**$122.61 million**

**mining**
**$20.89 billion**

**public administration & safety**
**$119.56 million**

**electricity, gas & water**
**$141.52 million**

**construction**
**$399.06 million**

**administration & support services**
**$141.31 million**

**other**
**$611.03 million**

**agriculture, forestry & fishing**
**$370.66 million**

**transport, postal & warehousing**
**$213.20 million**

*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.

**ISAAC REGION:**
**54%** of all workers earn more than **$2,000** per week

**VS**

**MACKAY REGION:**
**11.5%** of all workers earn more than **$2,000** per week

Isaac Region's median total household income is **considerably higher** than the total median household income for Queensland

Median total household income for Isaac region is **$2,420** per week vs only **$1,675** for Queensland
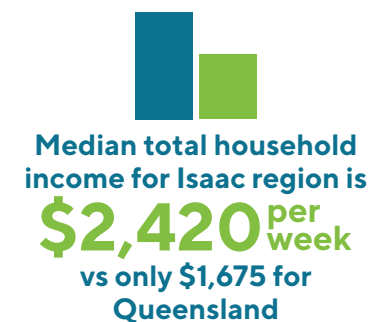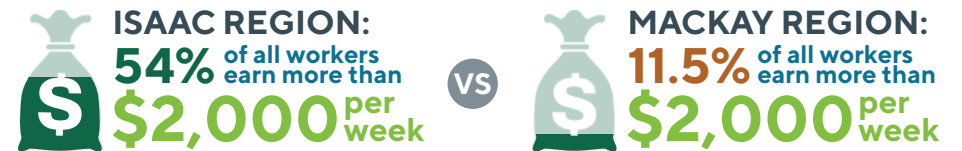
**Mining + Resource sectors** drive higher average wages in the region

## 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.
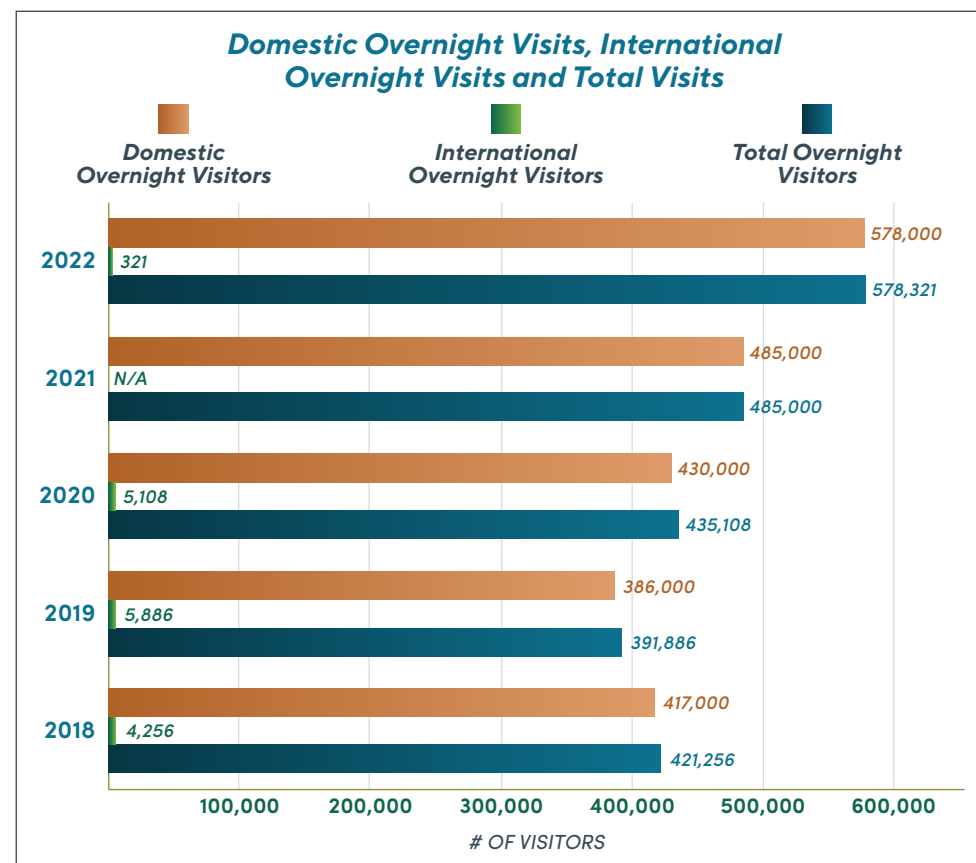


**Domestic Overnight Visits, International Overnight Visits and Total Visits**

Domestic Overnight Visitors | International Overnight Visitors | Total Overnight Visitors

2022: 578,000 | 321 | 578,321
2021: 485,000 | N/A | 485,000
2020: 430,000 | 5,108 | 435,108
2019: 386,000 | 5,886 | 391,886
2018: 417,000 | 4,256 | 421,256

# OF VISITORS

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

## 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.

*2020 – 2021:*
*$163 million*
*(2 year average)*
*(Year ending December 2020 – Year ending December 2021)*

*2017 – 2020:*
*$134 million*
*(4 year average)*
*(Year ending December 2017 – Year ending December 2020)*

**Domestic Overnight Expenditure**

*2020 – 2021:*
*N/A*
*(2 year average)*
*(Year ending December 2020 – Year ending December 2021)*

*2017 – 2020:*
*$1 million*
*(4 year average)*
*(Year ending December 2017 – Year ending December 2020)*

**International Overnight Expenditure**

*2017 – 2020:*
*$135 million*
*(4 year average)*
*(Year ending December 2017 – Year ending December 2020)*

*2020 – 2021:*
*$163 million*
*(2 year average)*
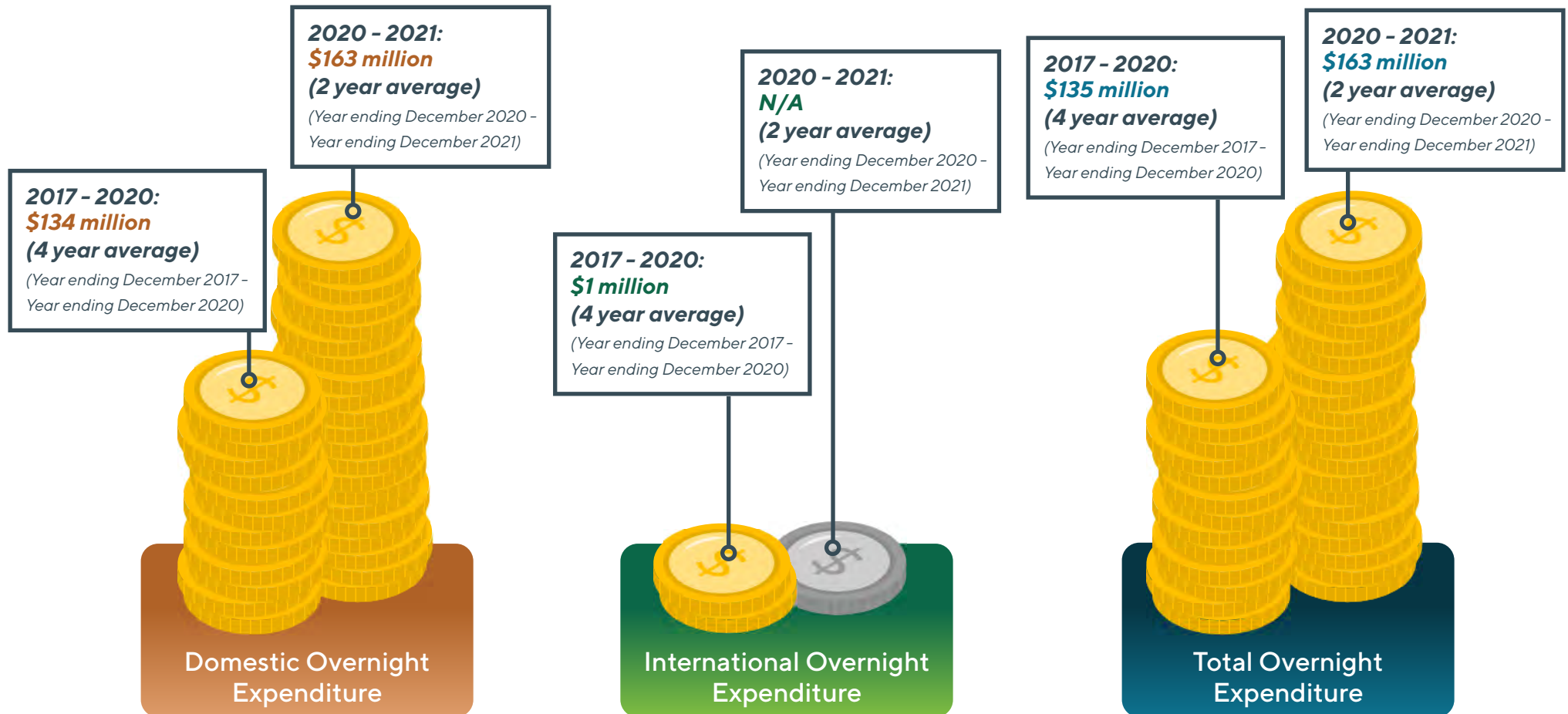*(Year ending December 2020 – Year ending December 2021)*

**Total Overnight Expenditure**

*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_



NORTHERN TERRITORY
**1,000**

QUEENSLAND
**544,000**

WESTERN AUSTRALIA
**3,000**

NEW SOUTH WALES
**20,000**

TOTAL OVERNIGHT VISITORS:
**578,000**

SOUTH AUSTRALIA
**5,000**

VICTORIA
**5,000**
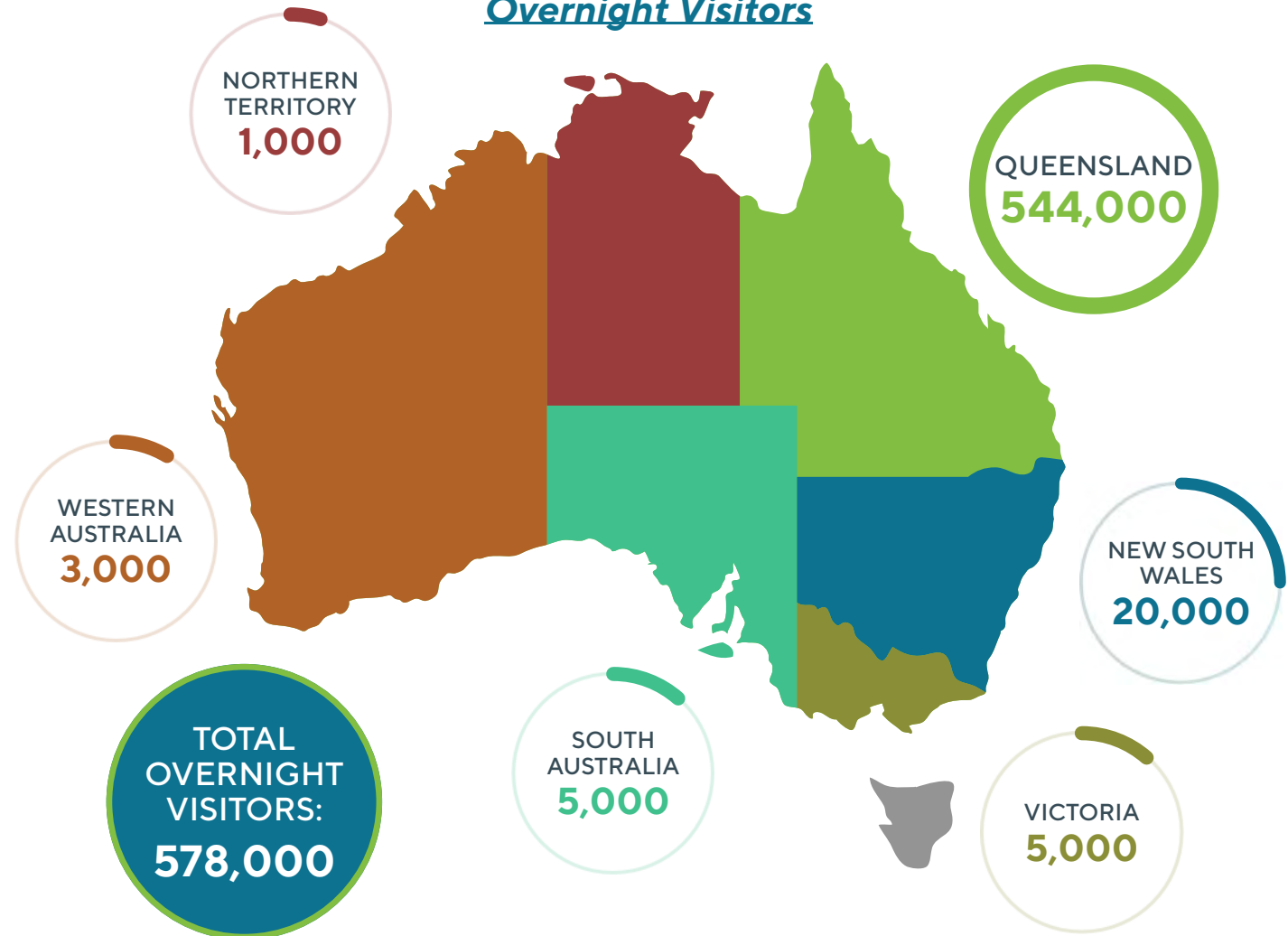
## Intrastate Market Breakdown – Queensland: _Overnight Visitors_

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

TROPICAL NORTH QUEENSLAND
**9,000**

TOWNSVILLE
**35,000**

WHITSUNDAYS
**16,000**

MACKAY
**280,000**

OUTBACK QUEENSLAND
**6,000**

CAPRICORN
**24,000**

GLADSTONE
**11,000**

BUNDABERG
**11,000**

FRASER COAST
**8,000**

SUNSHINE COAST
**46,000**

SOUTHERN QUEENSLAND COUNTRY
**7,000**

BRISBANE
**83,000**

GOLD COAST
**8,000**

TOTAL OVERNIGHT VISITORS:
**544,000**
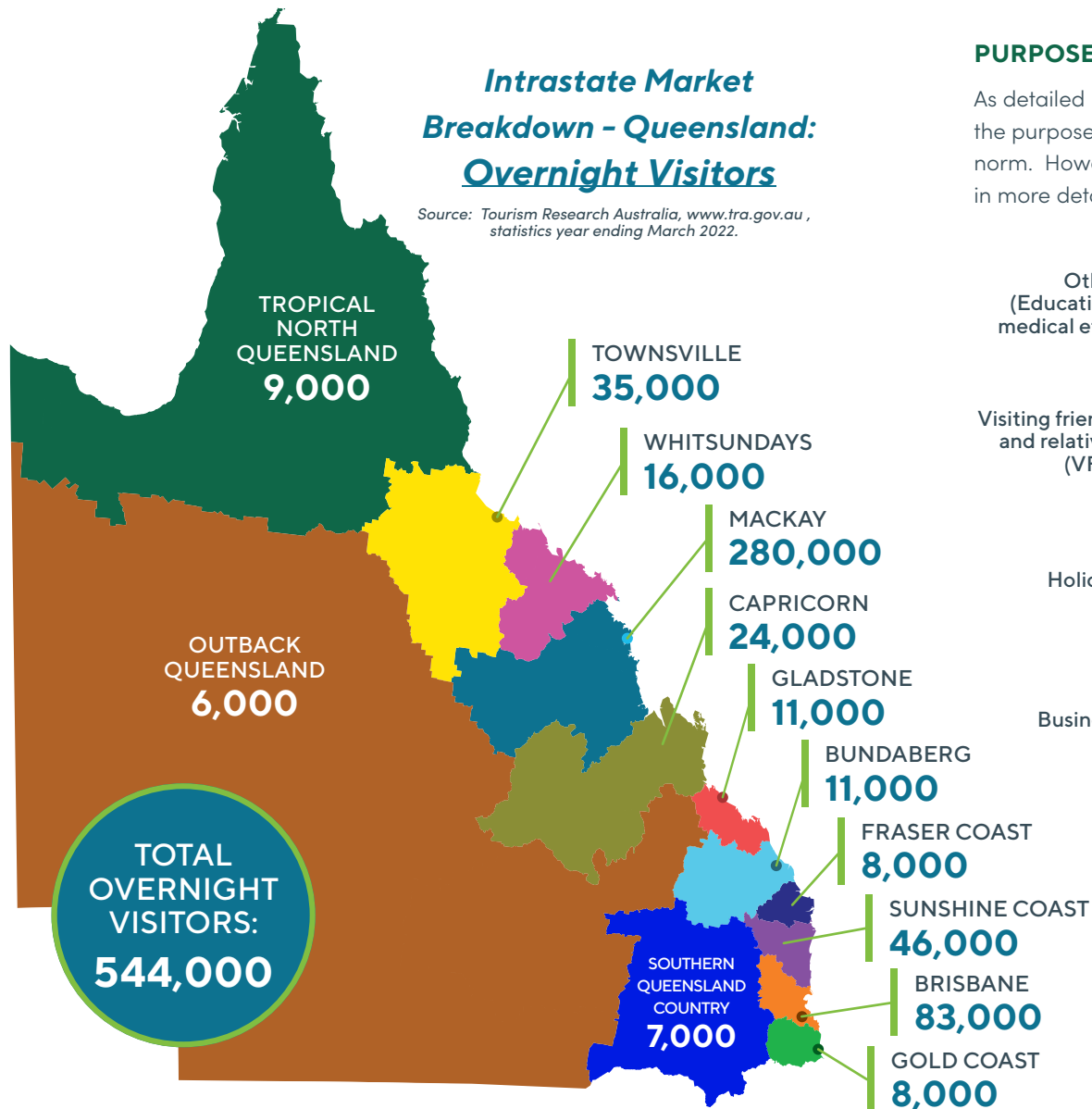
## PURPOSE OF TRAVEL

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:



Purpose of Travel chart. # of visitors.

Other (Education, medical etc.): 17,000 (2022); 7,000 (2021); 3,000 (2020); 0 (2019); 5,000 (2018)

Visiting friends and relatives (VFR): 27,000 (2022); 19,000 (2021); 23,000 (2020); 30,000 (2019); 19,000 (2018)

Holiday: 84,000 (2022); 42,000 (2021); 55,000 (2020); 54,000 (2019); 50,000 (2018)

Business: 447,000 (2022); 413,000 (2021); 341,000 (2020); 300,000 (2019); 340,000 (2018)

**Purpose of Travel**
2022    2019
2021    2018
2020

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

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%**.

### 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.

### Activities Undertaken – Year ending March 2022



**ACTIVE OUTDOOR/ SPORTS**
(Fishing, playing sports, golf, cycling, other activities)
**26% | 136k**

**OUTDOOR/NATURE**
(Visit National Parks/State Parks, bushwalking)
**16% | 82k**

**LOCAL ATTRACTIONS/ TOURISM ACTIVITIES**
(guided tours/excursions, charter boat/cruise, visit industrial tourist attractions)
**6% | 34k**

**ARTS/HERITAGE**
(visit museums or art galleries, experience Aboriginal culture, attend festivals and events, visit historic monuments)
**6% | 33k**

**SOCIAL ACTIVITIES**
(Dining out, shopping, visiting pubs and clubs)
**44% | 229k**

**OTHER ACTIVITIES**
**2% | 11k**
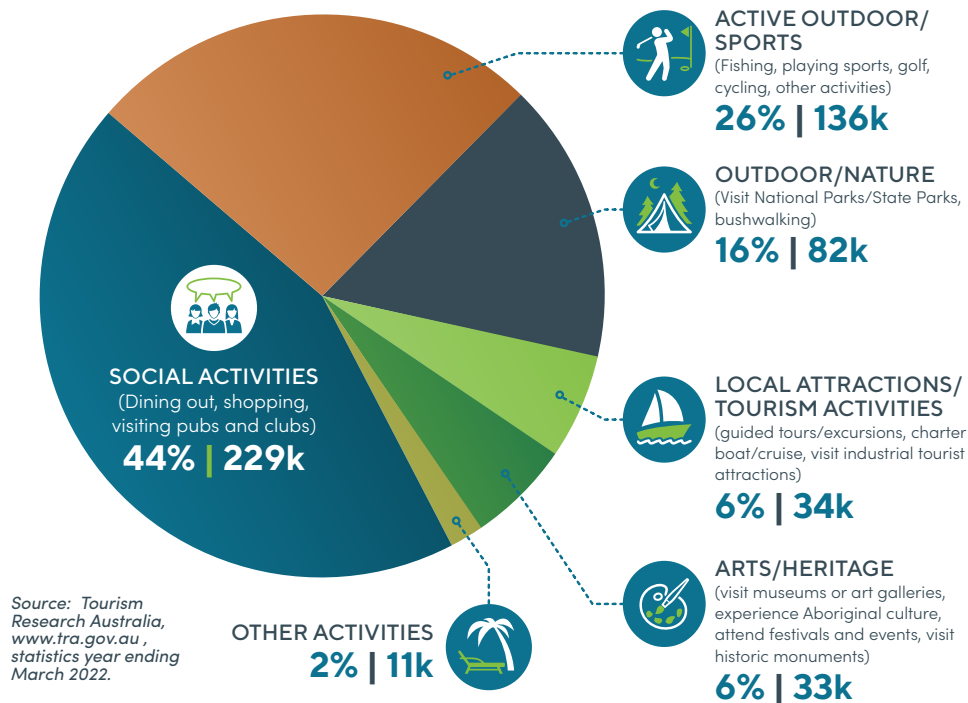
Source: Tourism Research Australia, www.tra.gov.au , statistics year ending March 2022.
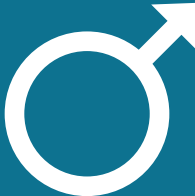
## VISITOR DEMOGRAPHICS

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:

**30%** of all visitors were over the age of **55**

### AGE GROUP

Interestingly, the most prominent age group amongst visitors to the Isaac Region for the year ending March 2022 was the 55 and over age group, with just over **30% of all visitors to the region being over the age of 55 yrs**. There may be some business related travel within this segment, however, it is more likely that this travel is being driven predominantly by the Grey Nomad segment, undertaking holiday and VFR related travel to the Isaac.

The over 55 age group was then followed by the 35 – 39 age group (16%), and then by both the 40 – 44 (12%) and 25 – 29 age groups (12%).

**80%** of all visitors in the year ending March '22 were **male**

### GENDER

The majority of visitors to the destination are male – with 80% of all visitors in the year ending March 2022 being male.

**38%** of all visitors earned a household income of **$200K+**

### 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%).

**82%** of visitors **work full time**

### 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.

**72%** of all visitors in the year ending March '22 were **married or in a relationship**

### MARITAL STATUS

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

**32%** of visitors were **parents with children under the age of 14**

### 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*

## 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:

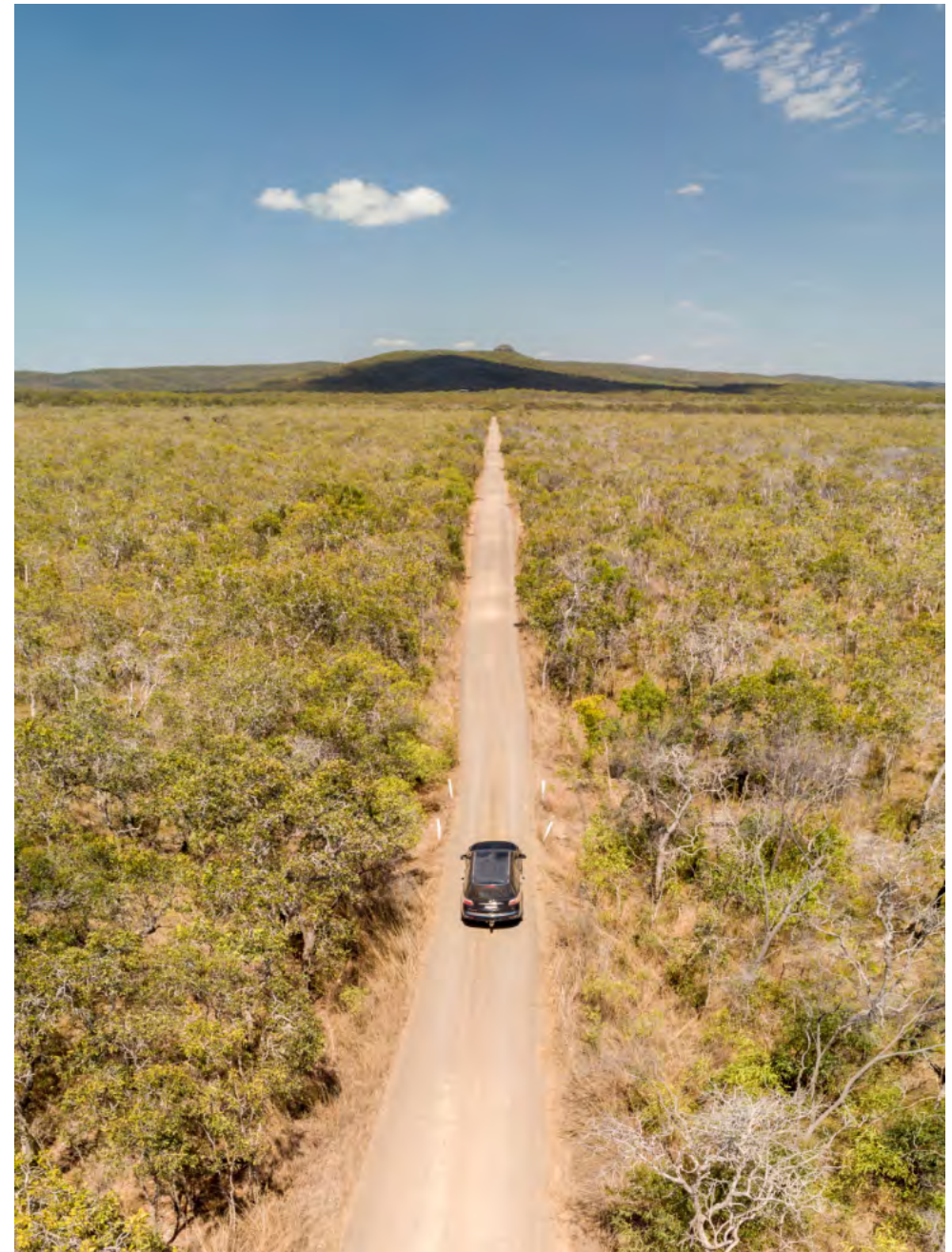| TARGET MARKET | DESCRIPTION |
|---|---|
| Bleisure Market | Business travel is by far the Isaac Region's biggest source market, and as Covid -19 restrictions have seen the 'blurring' of work life boundaries, business travel combined with leisure (bleisure) is growing in popularity Australia wide. |
| | 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. |
| | 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. |
| 4 Hour Drive Market | 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. |
| Visiting Friends and Relatives (VFR) | 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. |
| Couples: soft adventure, sports and touring | 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. |
| | '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. |
| Prospectors (hobbyists and professionals) | 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. |
| | 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. |

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% o**f 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*

## 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.



### Isaac Region Domestic Tourism Scenario – Visitor Nights



|  | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
|---|---|---|---|---|---|---|---|
| ACTUAL | 2,054,000 | 2,514,000 | 2,733,000 | | | | |
| PESSIMISTIC | | | 2,733,000 | 2,761,553 | 2,794,138 | 2,829,905 | 2,864,147 |
| PROBABLE | | | 2,733,000 | 3,235,872 | 3,420,316 | 3,591,332 | 3,645,202 |
| OPTIMISTIC | | | 2,733,000 | 3,298,953 | 3,652,848 | 3,794,860 | 4,018,025 |
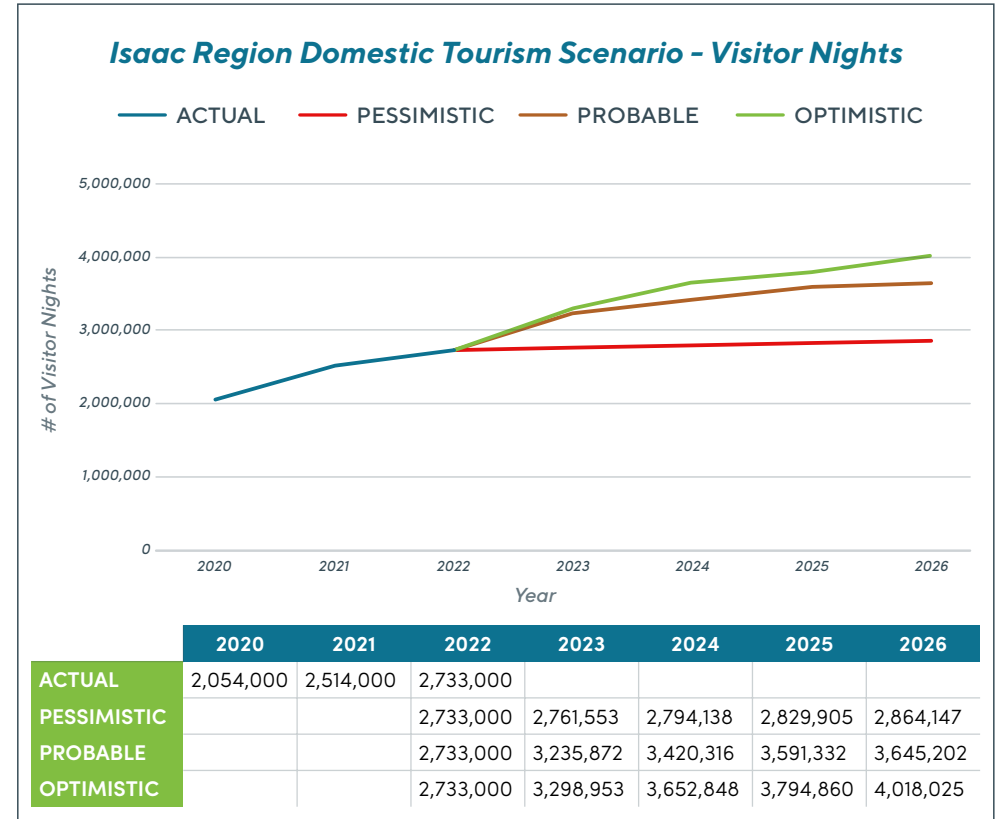
Generally, the Isaac Region has a significantly higher proportion of business related visitors than at the state level (78% vs 19%), which has resulted in no overnight visitation impact over the Covid – 19 Pandemic period.  In fact, as can be seen above and in previous data – overnight visitation and 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.

# 4 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.**

## 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).
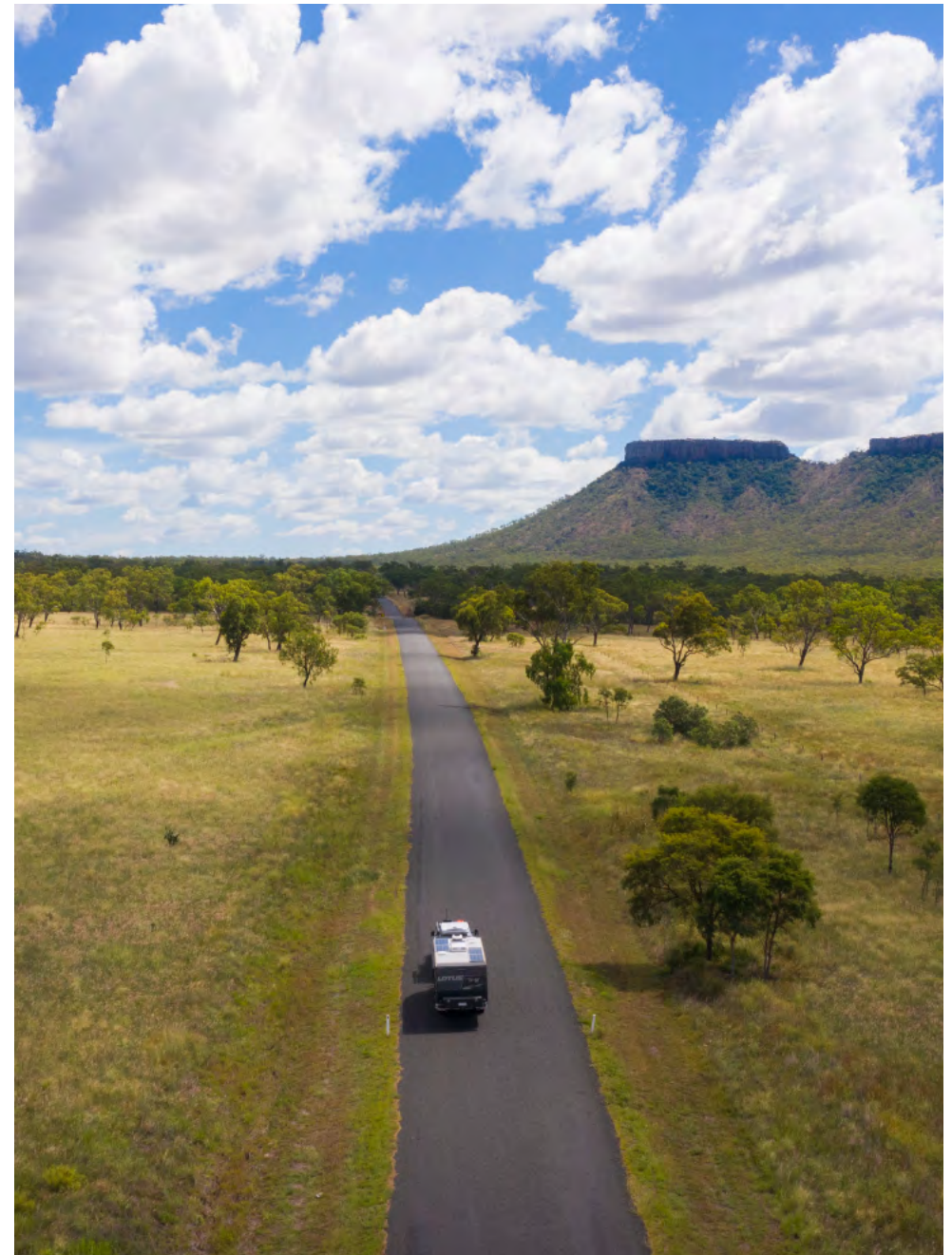
## KEY FINDINGS

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.

### Breakdown of Experiences by Type

- Parks and Gardens 5.4%
- Art Experiences 5.4%
- Attractions 25%
- Natural Attractions 17.9%
- Museums and Culture 21.4%
- Land Based Tours 8.9%
- Scenic Flights 1.8%
- Hire/Self Guided Tours 14.3%

### Breakdown of Experiences – Free vs Paid

*Number of Events*

FREE ≈ 39
PAID ≈ 18
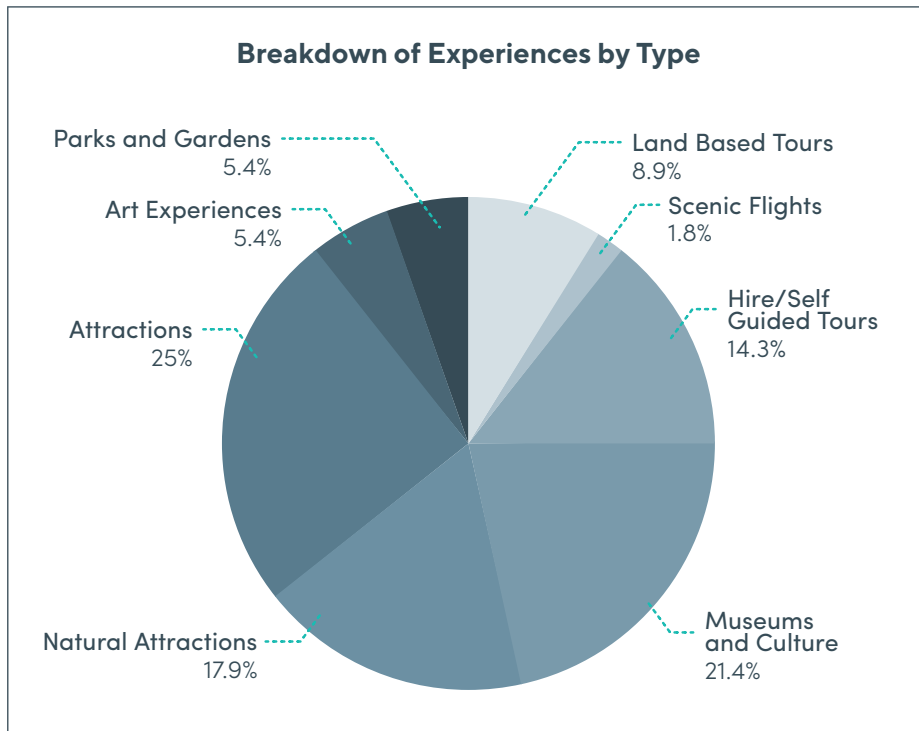
## B.  Accommodation Audit and Key Findings

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.

*Breakdown of Accommodation Options*
**NUMBER OF PROPERTIES**

Holiday
2.8%

Serviced Apartments
13.9%

Caravan/Holiday Parks
13.9%

Camping Areas
5.6%

Motels
41.7%

Pub Accommodation
22.2%

*Breakdown of Accommodation Options*
**NUMBER OF ROOMS**

Caravan/Holiday Parks
5.2%

Pub Accommodation
8.4%

Serviced Apartments
16.7%

Motels
69.6%
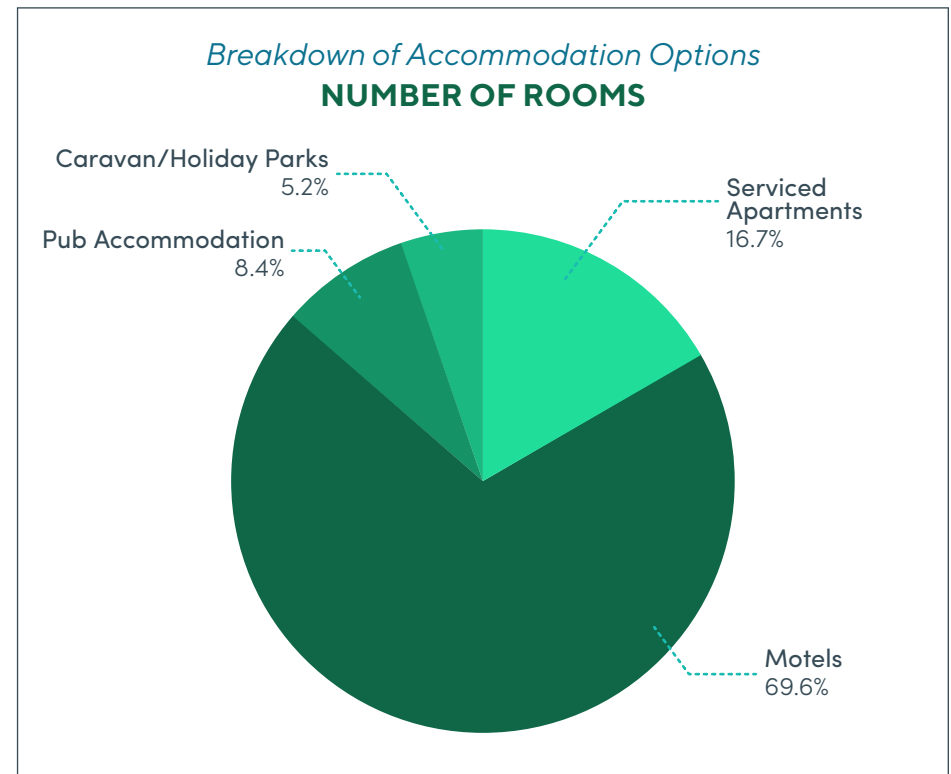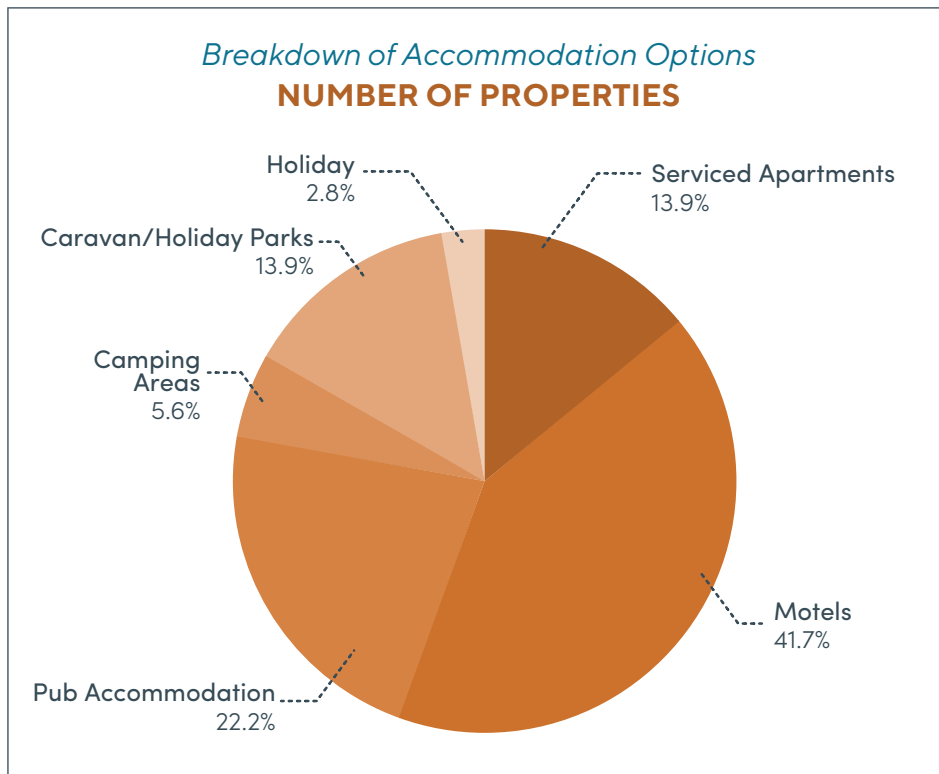
## C. Events Audit and Key Findings

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 Middlemount, 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.



*Breakdown of Events by Type*
**ISAAC REGION**

Charity 4.8%
Nature 4.8%
Lifestyle and Culture 19%
Music 4.8%
Sport 66.7%
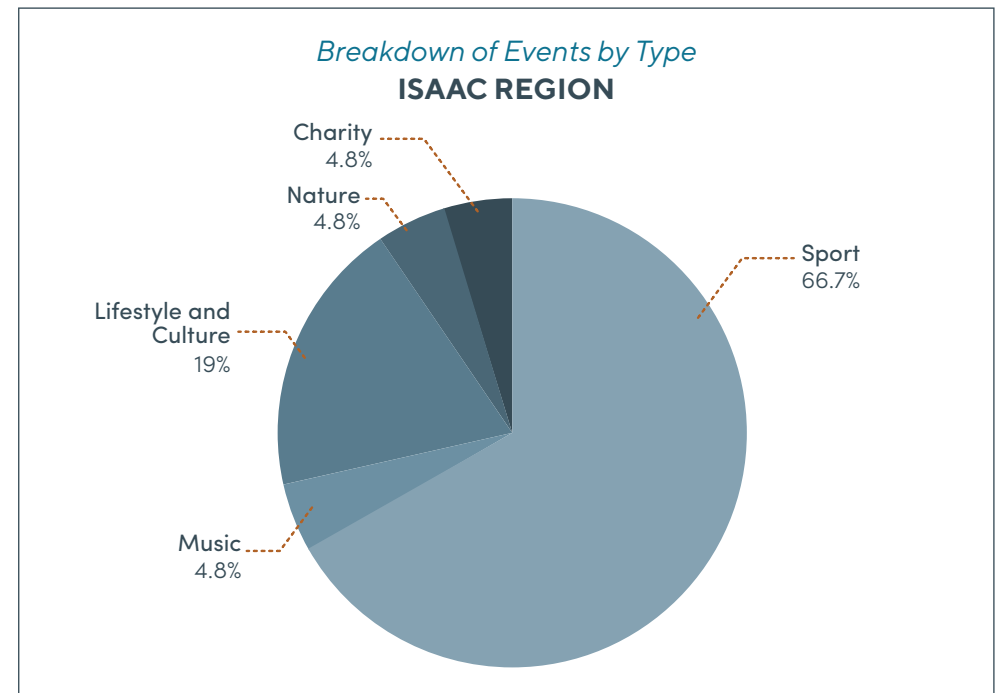
## 5 STRATEGIC ANALYSIS

### 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.*

## B. SWOT Analysis

| STRENGTHS | WEAKNESSES |
|---|---|
| • 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'.<br><br>• Unique natural assets that have the potential to provide strong/unique points of difference for the Isaac region as a tourism destination.<br><br>• A unique tourism offering, providing both a convenient outback and coastal tourism experience.<br><br>• Good working relationship with Mackay Isaac Tourism, with an existing funding agreement in place.<br><br>• Some existing tourism products and local ideas.<br><br>• A number of Council owned assets have high levels of tourism potential.<br><br>• A growing events calendar that is closely aligned with the key themes and tourism offerings of the destination.<br><br>• A large agricultural sector with privately owned land adjacent to National Park Areas.<br><br>• Good access to and from the destination by road and air. | • Lack of specialist knowledge and experience (within Council) to effectively manage tourism experience development and promotion.<br><br>• A lack of personnel and financial resourcing allocated to tourism experience development and destination marketing within Council.<br><br>• A lack of tourism specific marketing assets (website, social media channels etc) within Council.<br><br>• A lack of a tourism marketing/visitor information services strategy.<br><br>• A lack of paid (bookable) tourism experiences on offer in the Isaac Region.<br><br>• A lack of diversity in the range of accommodation products on offer in the region.<br><br>• Poor destination awareness as a leisure destination, particularly of the Isaac Region.<br><br>• Poor levels of access for tourists at key natural tourism attractions such as the Peak Range National Park.<br><br>• A lack of clearly defined opportunities in National Park areas for interested local tourism operators.<br><br>• Few Indigenous tourism experiences currently exist.<br><br>• Lack of tourism trade (supply chain) knowledge.<br><br>• Need to build both products/experiences, alongside broad sector business nous.<br><br>• Current low level of funding allocated to tourism development and marketing by Council. |

| OPPORTUNITIES | THREATS |
|---|---|
| • Access to state and federal funding. | • Pandemic returning to lockdowns and further frustration of international markets. |
| • Significant opportunities to broaden and promote the tourism offering. | • Domestic markets are still in recovery. |
| • Significant potential to drive growth in overnight visitor expenditure amongst the leisure sector. | • Direct competition from many high quality tourism destinations and experiences in Queensland. |
| • Potential to capture the large and existing business travel market. | • Possible RTO model restructure in Queensland may impact partnership with MIT. |
| • Tourism infrastructure and co-investment partnerships. | • Lack of dedicated tourism sector development funding allocated by Council. |
| • 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. | |

## 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.



3.  **Which of the following best describes who is with you on your trip? Tick ALL that apply**

| | | |
|---|---|---|
| ● | Your partner/spouse | 72 |
| ● | Your child/children | 12 |
| ● | Your parents or your partner's p... | 2 |
| ● | Other members of your family | 9 |
| ● | Friend(s) | 30 |
| ● | An organised group | 7 |
| ● | I am on my own | 18 |
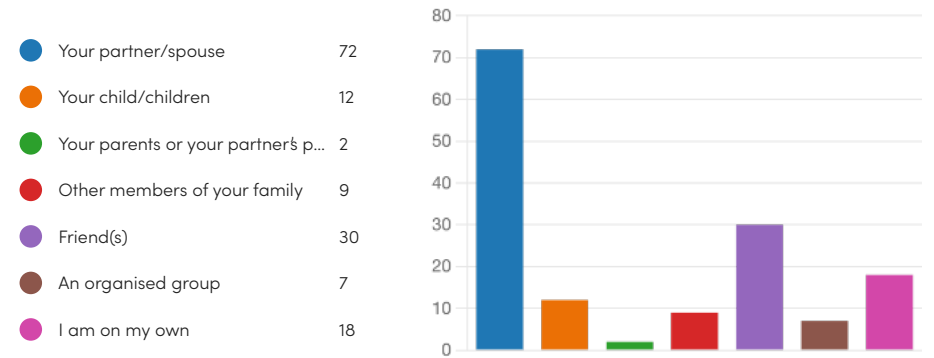
The main activities undertaken were Fossicking and Prospecting as seen below.

[1] DR Tourism surveys late 2022

6. **Which of the following activities and experiences appeal to you if they could be undertaken while visiting the region? Rate ALL 1 to 5**

■ 1 very unappealing　■ 2 mostly unappealing　■ 3 neutral　■ 4 mostly appealing　■ 5 very appealing



Sightseeing and looking around

Reef or island tour

Tour in a vehicle with an Indigenous guide for an adventure activity

Visit National Parks

Museums, art galleries, history and heritage sites

Staying overnight in a luxury eco-cabin / tent with private facilities

Sports, fishing, crabbing, off road driving

Indigenous cultural centre or gallery

Fossicking or prospecting

Shopping, restaurants, pubs, clubs

An Indigenous cultural show or performance

Staying overnight in budget cabins or a Safari Tent

Stay with an Indigenous host in Indigenous run accommodation

Wildlife encounters

Events, festivals, rodeos and markets

Climb a peak

Photography

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.

7. **The following are potential future tourism trails in the region. How much does each appeal to you? Rate ALL 1 to 5**

■ 1 very unappealing　■ 2 mostly unappealing　■ 3 neutral　■ 4 appealing　■ 5 very appealing



**Peak Ranges and Convenient Outback Experience Trail:** The Peak Range is a chain of prominent, bronz...
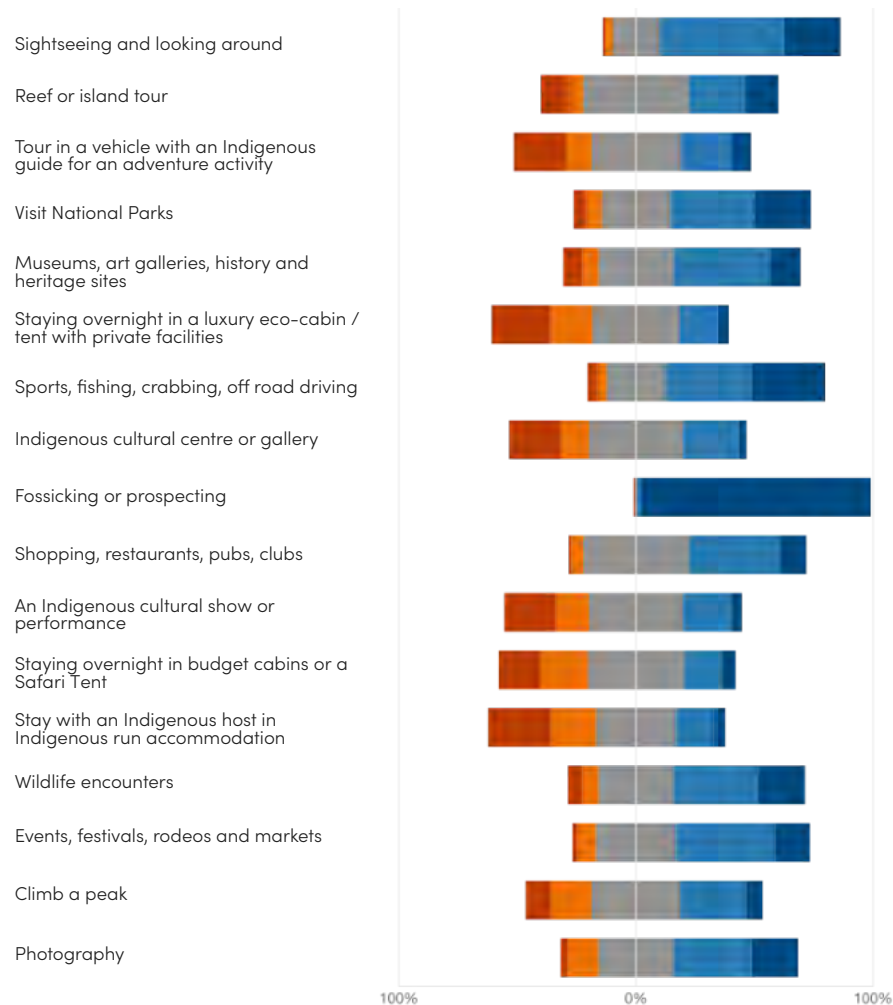
**Gold Fever Prospecting and Modern Mining Experience Trail:** Explore the gold mining heritage,...

**Green Coastal Experience Trail:** Taking in St Lawrence - Flaggy rock - Clairview beach - Carmila -...

**Green, Bronze and Gold Experience Trail:** An east-west journey leaving either the Bruce Highway...

**Indigenous Cultural Experience Trail:** Explore the culture and heritage of our diverse First Nations...

## 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:

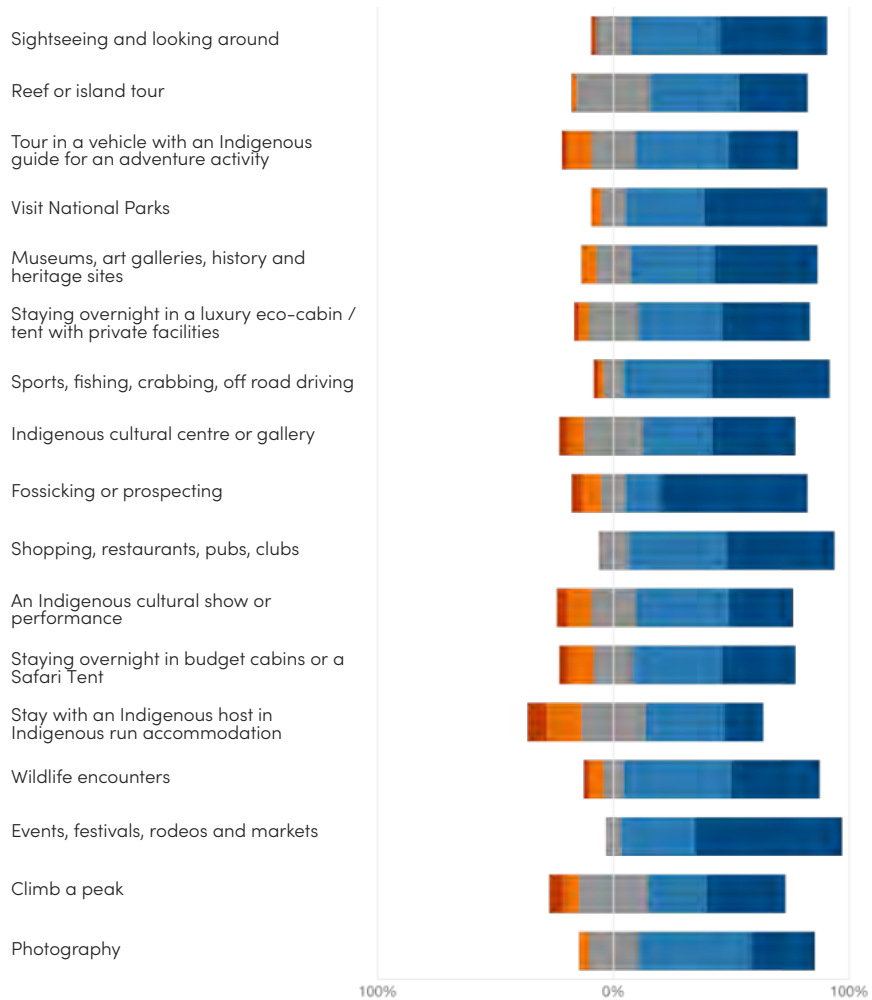**3.** **Which of the following activities and experiences if they were available in the Isaac region appeal to you as a local? Rate ALL 1 to 5**

■ 1 very unappealing ■ 2 mostly unappealing ■ 3 neutral ■ 4 mostly appealing ■ 5 very appealing

Sightseeing and looking around

Reef or island tour

Tour in a vehicle with an Indigenous guide for an adventure activity

Visit National Parks

Museums, art galleries, history and heritage sites

Staying overnight in a luxury eco-cabin / tent with private facilities

Sports, fishing, crabbing, off road driving

Indigenous cultural centre or gallery

Fossicking or prospecting

Shopping, restaurants, pubs, clubs

An Indigenous cultural show or performance

Staying overnight in budget cabins or a Safari Tent

Stay with an Indigenous host in Indigenous run accommodation

Wildlife encounters

Events, festivals, rodeos and markets

Climb a peak

Photography

100%          0%          100%

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.

**6.** **The following is example 2 of 5 for potential future tourism trails in the region (which may not yet exist as defined tourist trails). How much would or does each appeal to you as a local? Rate ALL 1 to 5**

■ 1 very unappealing ■ 2 mostly unappealing ■ 3 neutral ■ 4 appealing ■ 5 very appealing

**Gold Fever Prospecting and Modern Mining Trail:**
Explore the gold mining heritage, perhaps a day tour...

100%          0%          100%

## 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.*

## 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

**6**

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.

*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.

## 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 Wolfang Peak for a half day or full day of walking/hiking. Wolfang 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

ii. TRAIL MAP

### LEGEND

— Experience Trail Route

● Cities, Towns or Destinations on Trail

▲ Attractions

Events

⛺ RV & Campgrounds

— Main Roads

— Roads

State Forest & National Parks
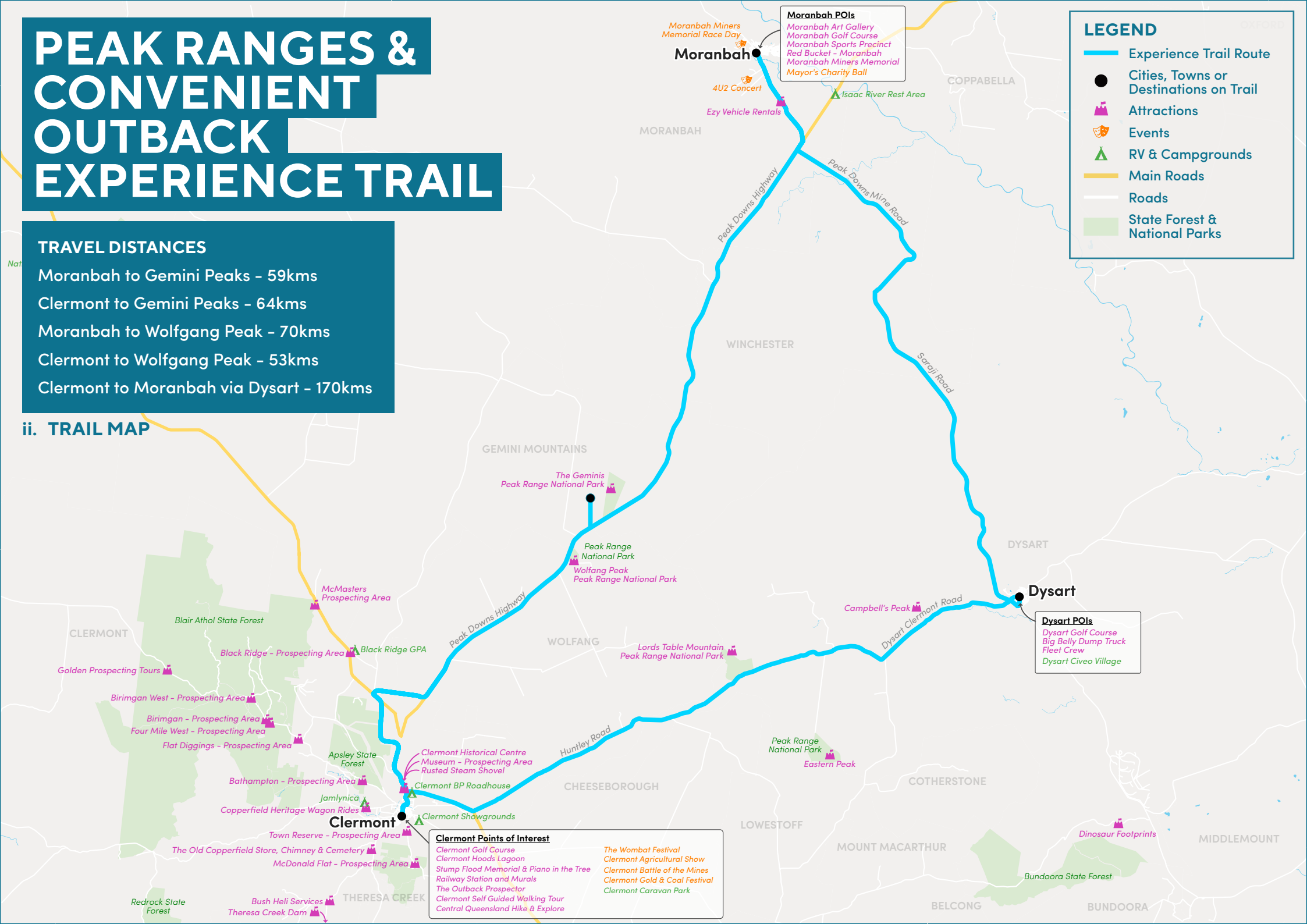
**Moranbah POIs**
Moranbah Art Gallery
Moranbah Golf Course
Moranbah Sports Precinct
Red Bucket – Moranbah
Moranbah Miners Memorial
Mayor's Charity Ball

Moranbah Miners Memorial Race Day

4U2 Concert

Isaac River Rest Area

Ezy Vehicle Rentals

**Moranbah**

Peak Downs Highway

Peak Downs Mine Road

COPPABELLA

MORANBAH

WINCHESTER

Saraji Road

DYSART

**Dysart**

**Dysart POIs**
Dysart Golf Course
Big Belly Dump Truck
Fleet Crew
Dysart Civeo Village

GEMINI MOUNTAINS

The Geminis
Peak Range National Park

Peak Range National Park

Wolfang Peak
Peak Range National Park

Campbell's Peak

Dysart Clermont Road

McMasters Prospecting Area

Blair Athol State Forest

Black Ridge – Prospecting Area

Black Ridge GPA

CLERMONT

Golden Prospecting Tours

Birimgan West – Prospecting Area

Birimgan – Prospecting Area
Four Mile West – Prospecting Area

Flat Diggings – Prospecting Area

Apsley State Forest

Bathampton – Prospecting Area

Jamlynica

Copperfield Heritage Wagon Rides

Town Reserve – Prospecting Area

The Old Copperfield Store, Chimney & Cemetery

McDonald Flat – Prospecting Area

Clermont Historical Centre
Museum – Prospecting Area
Rusted Steam Shovel

Clermont BP Roadhouse

Clermont Showgrounds

**Clermont**

Peak Downs Highway

WOLFANG

Lords Table Mountain
Peak Range National Park

Huntley Road

Huntley Road

CHEESEBOROUGH

Peak Range National Park

Eastern Peak

COTHERSTONE

LOWESTOFF

MOUNT MACARTHUR

Dinosaur Footprints

Bundoora State Forest

MIDDLEMOUNT

BELCONG

BUNDOORA

Redrock State Forest

Bush Heli Services

Theresa Creek Dam

THERESA CREEK

**Clermont Points of Interest**
Clermont Golf Course
Clermont Hoods Lagoon
Stump Flood Memorial & Piano in the Tree
Railway Station and Murals
The Outback Prospector
Clermont Self Guided Walking Tour
Central Queensland Hike & Explore

The Wombat Festival
Clermont Agricultural Show
Clermont Battle of the Mines
Clermont Gold & Coal Festival
Clermont Caravan Park

## 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**<br>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**<br>Interpretative signage at key National Park assets, including Gemini Peaks, Lords Table Mountain and Wolfang Peak. | M | QPWS | IRC |
| **Commercial Hiking Tours in National Park Areas**<br>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**<br>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**<br>Investigate glamping/eco cabin accommodation offerings on free hold/privately owned land adjacent to key National Park areas. Target 1–2 breakthrough or catalytic projects that become exemplars for others. | O | IRC | Industry |

## 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
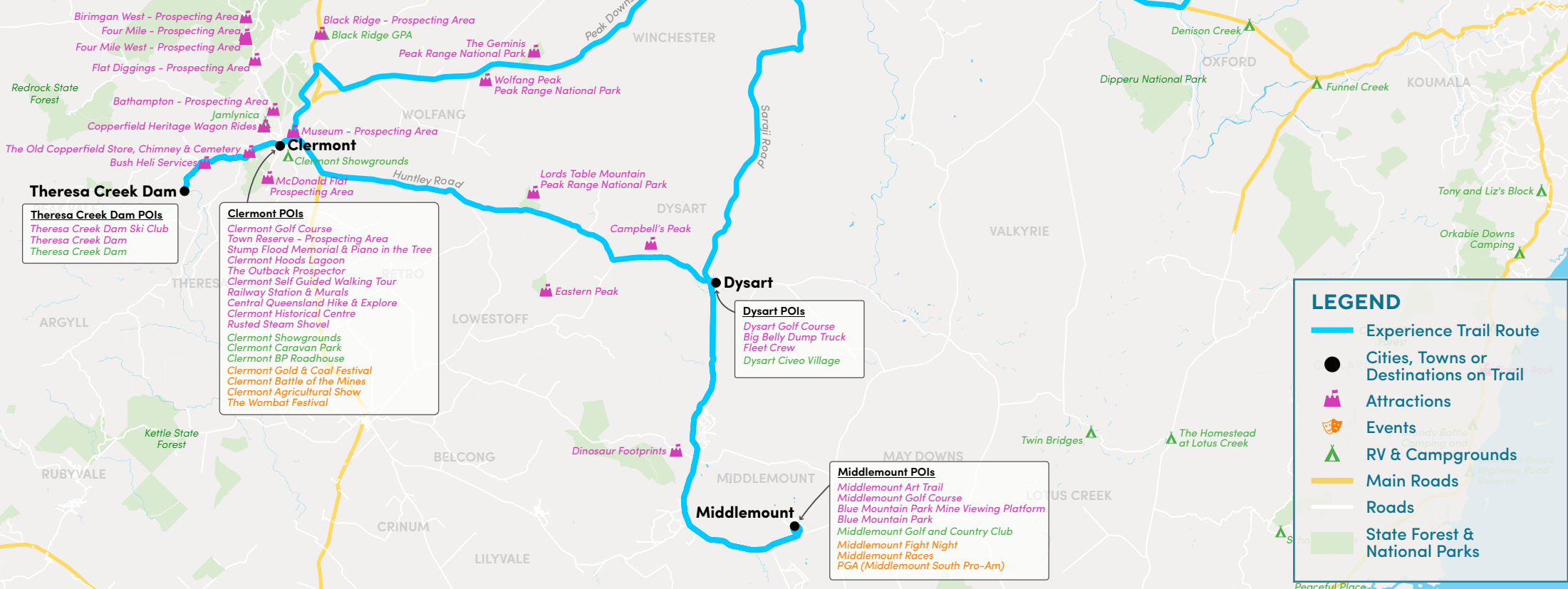
**Moranbah POIs**
Moranbah Art Gallery
Moranbah Golf Course
Moranbah Sports Precinct
Red Bucket – Moranbah
Mayor's Charity Ball

Moranbah Miners Memorial Race Day
4U2 Concert
Ezy Vehicle Rentals
Isaac River Rest Area
QRI Railway Carriage

**Nebo POIs**
Nebo Museum
Nebo Showgrounds
Stay a While Caravan Park
Nebo Rodeo

Golden Prospecting Tours
Birimgan West – Prospecting Area
Four Mile – Prospecting Area
Four Mile West – Prospecting Area
Flat Diggings – Prospecting Area
Bathampton – Prospecting Area
Jamlynica
Copperfield Heritage Wagon Rides
The Old Copperfield Store, Chimney & Cemetery
Bush Heli Services

Black Ridge – Prospecting Area
Black Ridge GPA
The Geminis
Peak Range National Park
Wolfang Peak
Peak Range National Park
Museum – Prospecting Area
Clermont Showgrounds
McDonald Flat Prospecting Area

Lords Table Mountain
Peak Range National Park
Campbell's Peak
Eastern Peak
Dinosaur Footprints

**Theresa Creek Dam POIs**
Theresa Creek Dam Ski Club
Theresa Creek Dam
Theresa Creek Dam

**Clermont POIs**
Clermont Golf Course
Town Reserve – Prospecting Area
Stump Flood Memorial & Piano in the Tree
Clermont Hoods Lagoon
The Outback Prospector
Clermont Self Guided Walking Tour
Railway Station & Murals
Central Queensland Hike & Explore
Clermont Historical Centre
Rusted Steam Shovel
Clermont Showgrounds
Clermont Caravan Park
Clermont BP Roadhouse
Clermont Gold & Coal Festival
Clermont Battle of the Mines
Clermont Agricultural Show
The Wombat Festival

**Dysart POIs**
Dysart Golf Course
Big Belly Dump Truck
Fleet Crew
Dysart Civeo Village

**Middlemount POIs**
Middlemount Art Trail
Middlemount Golf Course
Blue Mountain Park Mine Viewing Platform
Blue Mountain Park
Middlemount Golf and Country Club
Middlemount Fight Night
Middlemount Races
PGA (Middlemount South Pro-Am)

## LEGEND

— Experience Trail Route
● Cities, Towns or Destinations on Trail
▲ Attractions
Events
▲ RV & Campgrounds
— Main Roads
— Roads
State Forest & National Parks

## 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** <br> 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** <br> 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** <br> 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** <br> 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** <br> 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 |

| | | | |
|---|---|---|---|
| **Mine Site Viewing Platforms**<br>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**<br>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**<br>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**<br>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**<br>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**<br>Kayaks and stand up paddle boards available to hire at Theresa Creek Dam. | M | IRC | Industry |
| **Isaac Fossicking and Prospecting Strategy**<br>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



**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

### LEGEND

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

## 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**<br>Fishing charter opportunities, ex Clairview and Cape Palmerston. | S | IRC | Industry |
| **Dugong Interpretive Centre**<br>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**<br>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)**<br>Leveraging dugongs. Glass/see through bottom kayaks. | M | IRC | Industry |
| **Carmila Beach Campsite Accommodation**<br>Council owned accommodation offered at Carmila Beach Campsite. Similar model to Tweed Shire Council owned assets at tweedholidayparks.com.au | S | IRC | Industry |

| | | | |
|---|---|---|---|
| **Middle Percy Island 'Castaway' Experience**<br>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**<br>Small scale, low impact camping offering within the St Lawrence Wetlands – could be managed by Council. | O | IRC | Industry |
| **St Lawrence Events Calendar**<br>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**<br>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**<br>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**<br>Ecostyle glamping/cabin accommodation in St Lawrence. | O | IRC | Industry |
| **Barracrab Glamping/Eco Cabin Accommodation**<br>Ecostyle glamping/cabin accommodation at privately owned land adjacent to Barracrab CP. | S | Industry | IRC |
| **Cape Palmerston 4WD Tour**<br>Small group 4wd day tour – incorporate Cape Palmerston National Park and Notch Point. | S | Industry | IRC |

| | | | |
|---|---|---|---|
| **Recreational Fishing Infrastructure**<br>Fish filleting tables, signage (local species caught, where they are caught, etc). | S | IRC | QLD Gov |
| **Farm Tour Experiences**<br>Partner with operators such as the Homestead at Lotus Creek to develop farm tour experiences. | M | Industry | IRC |
| **Avoid Island**<br>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 |

## 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 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 Middlemount 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**

**Nebo POIs**
Nebo Museum
Stay a While Caravan Park
Nebo Showgrounds
Nebo Rodeo
ACA National Campdraft Finals
Nebo Bushman's Carnival Campdraft
CQ Charity Campdraft

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

**Dysart POIs**
Dysart Golf Course
Big Belly Dump Truck
Fleet Crew
Dysart Civeo Village

**Clermont POIs**
Clermont Golf Course
Town Reserve - Prospecting Area
Stump Flood Memorial & Piano in the Tree
Clermont Hoods Lagoon
The Outback Prospector
Clermont Self Guided Walking Tour
Railway Station & Murals
Central Queensland Hike & Explore
Clermont Showgrounds
Clermont Caravan Park
Clermont BP Roadhouse
Clermont Gold & Coal Festival
Clermont Battle of the Mines
Clermont Agricultural Show
The Wombat Festival

**Middlemount POIs**
Middlemount Art Trail
Middlemount Golf Course
Blue Mountain Park Mine Viewing Platform
Blue Mountain Park
Middlemount Golf and Country Club
Middlemount Fight Night
Middlemount Races
PGA (Middlemount South Pro-Am)
Middlemount Golf and Country Club Charity Golf Day

## LEGEND

—— Experience Trail Route
● Cities, Towns or Destinations on Trail
⛰ Attractions
🎭 Events
⛺ RV & Campgrounds
—— Main Roads
—— Roads
State Forest & National Parks

### Map labels

Nebo
Nebo Museum
Stay a While Caravan Park
Blue Mountain Campdraft
Denison Creek
Funnel Creek
Cape Palmerston National Park Windmill Bay
Cape Palmerston Holiday Park
Tony and Liz's Block
Middle Percy Island
Orkabie Downs Camping
Notch Point Campground
Dipperu National Park (Scientific)
Carmila Beachfront Camp
Flaggy Rock
Collaroy State Forest
Broad Sound Islands National Park
Brandy Bottle Camping & Recreation
Clairview Beach
QRI Railway Carriage
Moranbah Miners Memorial Race Day
Moranbah Golf Course
Mayor's Charity Ball
Red Bucket – Moranbah
4U2 Concert
Ezy Vehicle Rentals
Isaac River Rest Area
Marlborough - Sarina Road
Twin Bridges
The Homestead at Lotus Creek
Schnieders Inn
St Lawrence
Waverly Creek Rest Area
The Geminis Peak Range National Park
Wolfang Peak Peak Range National Park
Dysart
Campbell's Peak
Clark Creek Campdraft
Blair Athol State Forest
McMasters Prospecting Area
Black Ridge GPA
Golden Prospecting Tours
Black Ridge Prospecting Area
Lords Table Mountain Peak Range National Park
Birimgan West Prospecting Area
Four Mile West Prospecting Area
Four Mile Prospecting Area
Flat Diggings Prospecting Area
Bathampton - Prospecting Area
Jamlynica
Copperfield Heritage Wagon Rides
Clermont Historical Centre & Museum Prospecting Area & Rusted Steam Shovel
Eastern Peak
Clermont
The Old Copperfield Store, Chimney & Cemetery
McDonald Flat - Prospecting Area
Bush Heli Services
Theresa Creek Dam
Dinosaur Footprints
Middlemount
Junee State Forest
May Downs Road
Huntley Road
Peak Downs Highway

### Map region/place names

KEMMIS
STRATHFIELD
NEBO
OXFORD
KOUMALA
COPPABELLA
WINCHESTER
VALKYRIE
COLLAROY
LOTUS CREEK
KILCUMMIN
WOLFANG
MAY DOWNS
CLERMONT
RETRO
BUNDOORA
BELCONG
MACKENZIE RIVER
THERESA CREEK
BRUCE HIGHWAY

## 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**<br>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**<br>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**<br>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 |

# 7 INDIGENOUS CULTURAL TOURISM

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. |

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:**<br>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:**<br>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.

| QTIC LARRAKIA DECLARATION ALIGNED PRINCIPLES | RECOMMENDATIONS | STAKEHOLDER | TIMING |
|---|---|---|---|
| **Authentic Product Development:** *(Continued...)* <br> 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:** <br> 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:** <br> 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:** <br> 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:** <br> 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 |

# **8** 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.

## 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.

# 9 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.
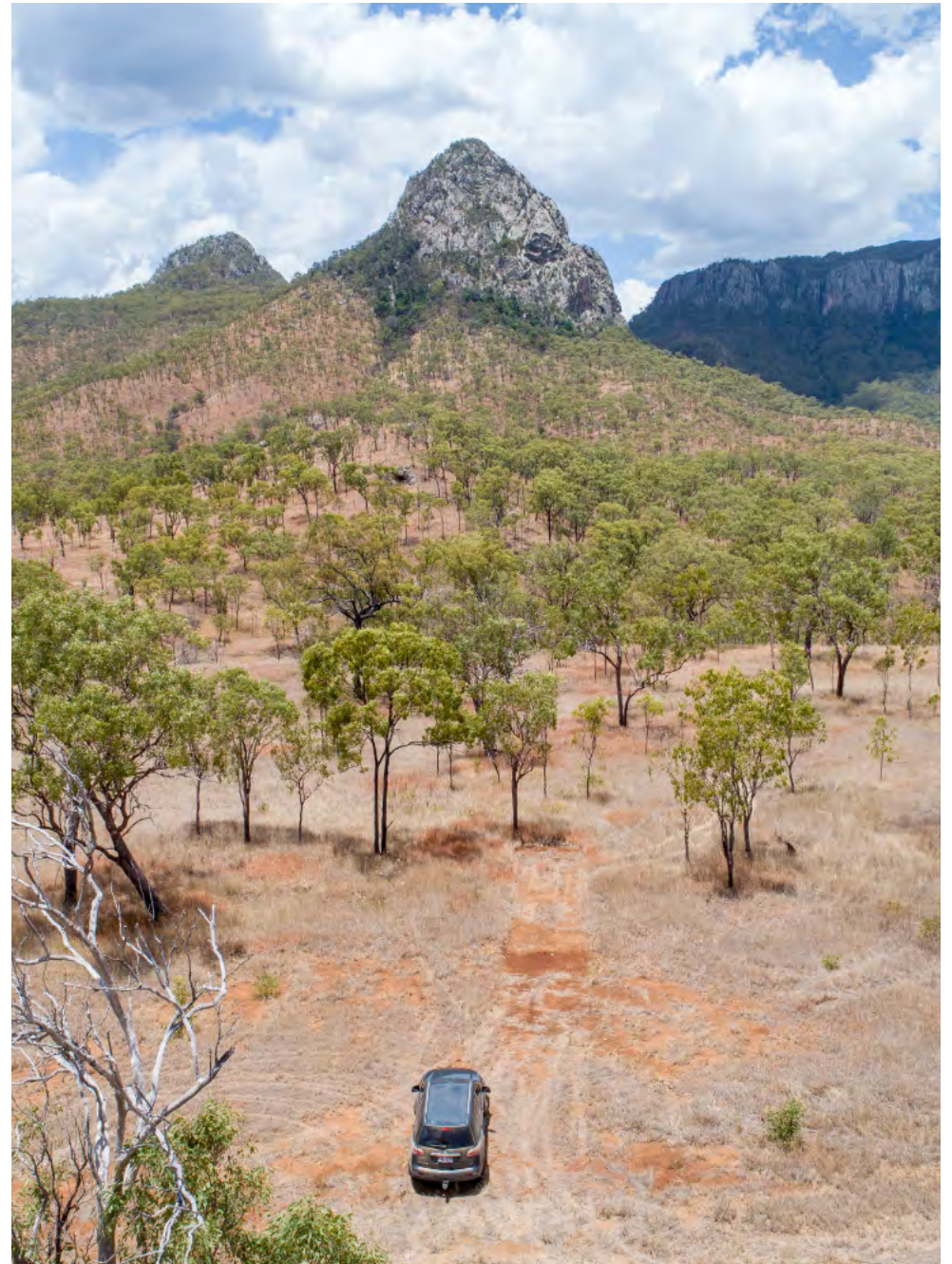
## STRATEGY 1
# DIGITAL MARKETING

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.<br>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 |

| 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 |

# 10 RISK MANAGEMENT AND MONITORING

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 |

| 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:

1.  Do an annual review of the Plan; and

2.  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

# 11 APPENDICES

## 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 – Wolfang 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 |

| NAME | CATEGORY | FREE / PAID | LOCATION |
|---|---|---|---|
| Blue Mountain Park Mine Viewing Platform | Parks and Gardens | Free | Nolan Drive, Middlemount |
| Middlemount Golf Course | Attractions | Paid | 1 Centenary Drive N, Middlemount |
| Middlemount Art Trail | Art Experiences | Free | Middlemount |
| 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 Northumberlands) | 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 |

| 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 |

## 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 |
| Orkabie 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 |

| 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, Gleden |
| 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 |

| 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 |

## 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 | Mornabah | 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 |

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