Cloncurry Shire Council **Tourism Strategy**

Cloncurry Shire Council

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1.0 Introduction

1.1 Overview

The Cloncurry Shire Council invited Tourism Tribe to quote on a Tourism Strategy, to:

"Provide support to develop tourism opportunities for the Cloncurry Shire.

Council is sourcing expertise to identify the current situation of the tourism industry in Cloncurry Shire and engaging with stakeholders from the local community including local not for profit organisations (including events), local business, industry and Council.

The end result will be a proactive document that is community friendly, has the ability to be used by Council or the community to drive Tourism opportunities through a clear vision and deliverables with time frames" (Cloncurry Shire Council Quotation/Fee Proposal Brief).

1.2 Methodology

Tourism Tribe has undertaken the following approach to complete the Cloncurry Tourism Strategy, as per Council's fee proposal brief:

- Situational Analysis: including existing markets, key competitive strengths, tourism product audit
- Consultation: with local, regional and state tourism stakeholders
- Strategy Development
- Action Plan: a plan that is clear, concise and provides ability for delivery by Council and community partnerships
- Implementation: assistance to initiating the implementation of the plan
- Evaluation tools and templates: providing expertise and effective methods to successfully evaluate and report on outcomes from the plan.

2.0 Situation Analysis

2.1 Cloncurry Shire

The Cloncurry Shire is a local government area covering 48,113.3km's in the North-West of Queensland's outback, situated 120 km east of Mt Isa, 700 km west of Townsville and 400 km south of the Gulf of Carpentaria. The town of Cloncurry sits at the centre of Queensland's major transport routes, the Landsborough highway (Matilda highway) and Flinders/Barkly Highway (Overlanders Way). The area positions itself as the 'Friendly heart of the great NorthWest', winning Queensland's Friendliest Town five years ago in 2013.

Sitting 200 metres above sea level, Cloncurry was the home to the Mitakoodi and the Kalkadoons indigenous people. Cloncurry is the main town with 3,032 people, Dajarra is a small indigenous community 170 km southwest from Cloncurry and there are also the hamlets of Burke and Wills (three ways), Kajabbi, Duchess and Quamby.

'The Curry' as the area is known by locals, has shaped Australia's history. In 1928 as the birthplace of the Royal Flying Doctor Service and in 1922 the first QANTAS landed in Cloncurry. During World War II, Cloncurry was the site of a major US Air Base, and there are still relics today. The town celebrated its 150th birthday in 2017.

The town is part of the ill-fated Burke and Wills expedition, with the river named after Burke's cousin, Lady Elizabeth Cloncurry of County Galway in Ireland. Cloncurry also owes its humble beginnings to three noted pioneers of the 1860's Ernest Henry, Roger Sheaffe and Alexander Kennedy. Ernest Henry, acknowledged as the founder of the town, discovered copper and named his find the Great Australia Mine.

Nestled along the Cloncurry River, the area is home to abundant wildlife and is renowned for extensive birdlife and fishing. As a region in the semi-arid tropics, Cloncurry experiences long hot summers and short cool winters, with monsoonal weather in summer from December to March leading the region to be prone to major flooding.

Cloncurry's main industries are pastoral (grazing), transport services, mining (copper and gold) and tourism. The population of Cloncurry has steadily decreased, from 3,898 in 1996 to 2,719 in 2016 and then rose again to the present 3,032.

(Adapted from outbackqueensland.com, cloncurry.qld.gov.au, wikipedia.org)

2.2 Access & inclusions in touring routes/drives

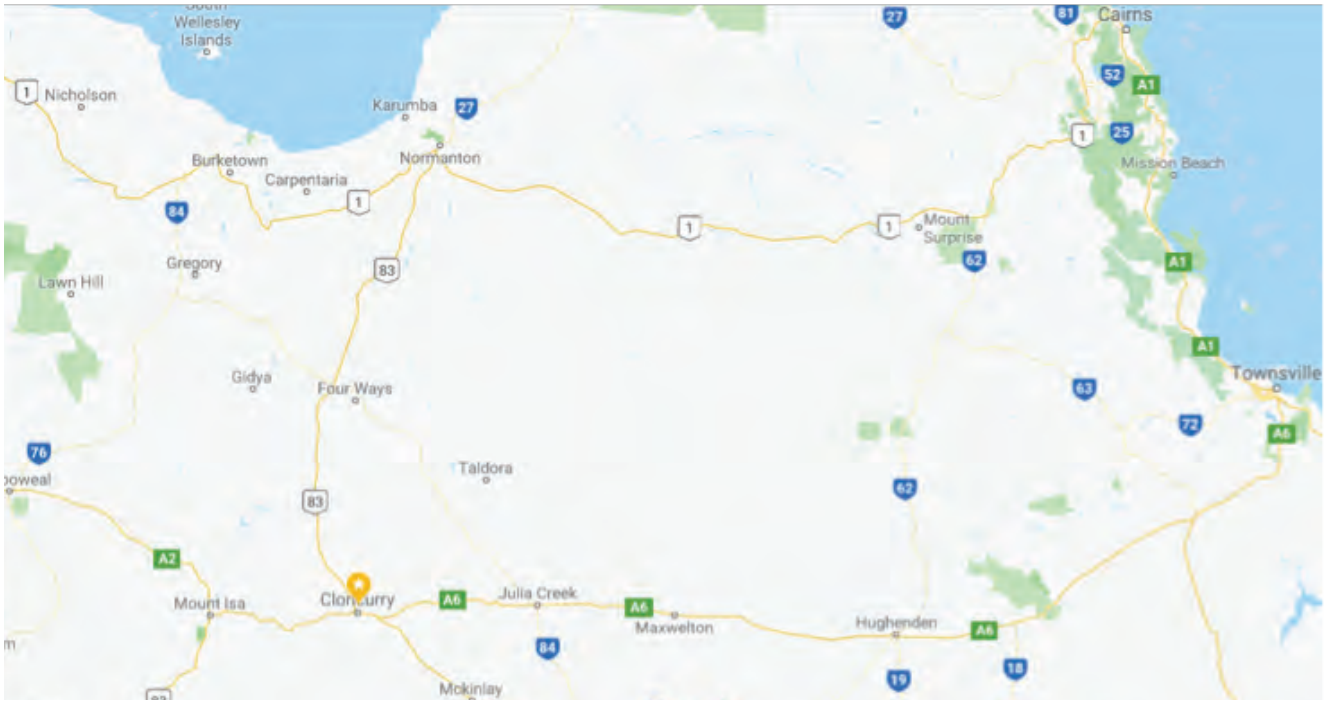
Well-connected as a rural area, Cloncurry is serviced by Queensland Rail twice a week, with services between Townsville and Mt Isa. The area has its own airport, which caters to Fly In Fly Out (FIFO) workers, along with regular passenger services and has five QantasLink and three Virgin Australia flights per week, flying to Brisbane, Townsville and Mt Isa.

- Virgin Australia operates a Brisbane to Cloncurry Service on Mondays, Wednesdays and Fridays, with Wednesday being the only direct service.
- Qantaslink flies from Cloncurry to Townsville via Mount Isa on Wednesday, Thursday and Friday.
- Qantaslink flies from Cloncurry direct to Townsville on Monday and Tuesday.
- Qantaslink flies from Townsville to Cloncurry via Mount Isa on Wednesday, Thursday and Friday.
- Qantaslink flies from Townsville direct to Cloncurry on Monday and Tuesday.
- Alliance operates a FIFO charter service for local mines.

The cost of flying in and out of regional areas, including Cloncurry, has been in the media of late, as residents and business travellers lobby for fairer pricing. Reports talk about recognising that the airlines are being opportunistic and exploiting the the demand for FIFO and business travellers.

Mt Isa Airport is also only 128.4 km away and has a number of regional airlines, hire cars and a bus link and shuttle bus to Cloncurry. Bus Queensland also has bus services to and from Cloncurry twice a day, seven days a week.

Cloncurry features on the major touring routes Matilda Way and Overlanders Way and is positioned on the major drive routes north to the Gulf, south, east to the coast and west to the Northern Territory. There are also new touring routes including Drive North West that feature Cloncurry. Cloncurry is included in both the North West Loop and the Discovery Drive as part of the Drive North West initiative.



2.3 Tourism Visitation to Cloncurry Shire

2.3.1 Local Government Area Profiles

Tourism Research Australia (TRA), a division of Austrade, has published Local Government Area Profiles since 2007 for over 200 Local Government Areas, which are useful as a starting point for industry and government in analysing tourism visitation to a region.

However, "profiles are only prepared for Local Government Areas with adequate International Visitor Survey (IVS) and National Visitor Survey (NVS) samples to present robust results" (TRA, 2018). Unfortunately, due to the lack of sample size, there is no profile available for the Cloncurry Shire, and this is similar for other smaller Outback Queensland shires.

However, we can extrapolate the tourism visitor trends to the Cloncurry Shire from looking at the visitation to Outback Queensland as a region and also looking at local data that is collected at the Cloncurry Visitor Information Centre.

2.3.2 Tourism Visitation to Outback Queensland

Outback Queensland Regional Snapshot

There are three sources of information used to create a picture of tourism visitation to Outback Queensland. The first, is the Outback Queensland Regional Snapshot, which is prepared by Tourism and Events Queensland's (TEQ) research department and "provides an overview of visitors to Outback Queensland, with high-level trip details including where visitors came from, why they came and what they spent" (TEQ, 2018). The data is drawn from the National and International Visitor Surveys (NVS and IVS), undertaken by Tourism Research Australia.

The most recent Outback Regional Snapshot gives a three year average of tourism visitation to the year ending September 2017.

When analysing tourism statistics, it is best to look at a combination of visitor numbers, length of stay (how many nights a visitor stayed in the region) and expenditure and whether these are trending upwards or downwards over a number of years.

Three Year Average - Year Ending September 2017

	Visitors	Holiday	VFR	Business	Expenditure ($m)
Domestic Overnight	**859,000**	**243,000**	**155,000**	**382,000**	**$554.7m**
Trend % change[2]	▲ 9.5%	▲ 0.7%	▲ 3.3%	▲ 18.4%	▲ 9.2%
International Overnight	**27,000**	**19,000**	**n/p**	**n/p**	**$18.3m**
Trend % change	▼ -2.9%	▲ 2.4%	n/p	n/p	▲ 1.5%
TOTAL	**886,000**	**262,000**	**n/p**	**n/p**	**$573.0m**
Trend % change	▲ 9.1%	▲ 0.8%	n/p	n/p	▲ 8.9%

Source: Outback Regional Snapshot Three Year Average - Year Ending September 2017

Overall, visitation to Outback Queensland is trending upwards, with 9.5% growth (compared to the state's 5% growth) over the last three years, with a record 859,000 visitors in the year ended September 2017.

The figures to the Outback tell us that domestic visitation far outstrips the international market, with 97% of visitors being domestic. Of these, the majority of visitors are from intrastate (within Queensland) with 696,000 visitors in the year ended September 2017 and a positive growth of 10.6%. Interstate visitors grew by 5.8% to 163,000.

Business travel to the outback was a major source of growth, which may be due to the resources sector experiencing some recovery. The sector grew 18.4% to 382,000 for the three year period. "Passenger numbers at mining-focussed airports, such as Mt Isa, have begun to stabilise after several years of decline" (TEQ, 2018).

The 3% of visitors to the Outback from international markets are mostly western, with Europe (including the UK) being the largest market. While international visitation has dropped by 2.9% over the last three years, the holiday component of that market actually grew by 2.4%. Overall expenditure also increased by 1.5% and overnight expenditure increased by 4.5%. Length of stay was affected by the decline in overall visitors and therefore nights declined by 4.2%.

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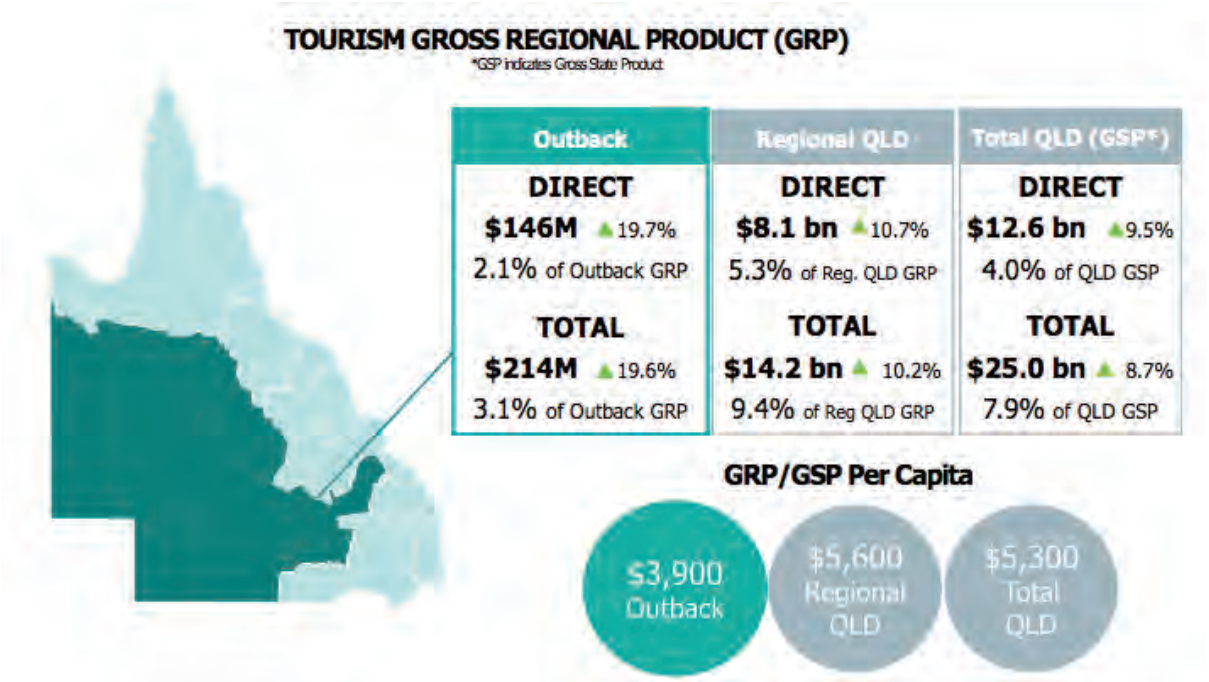
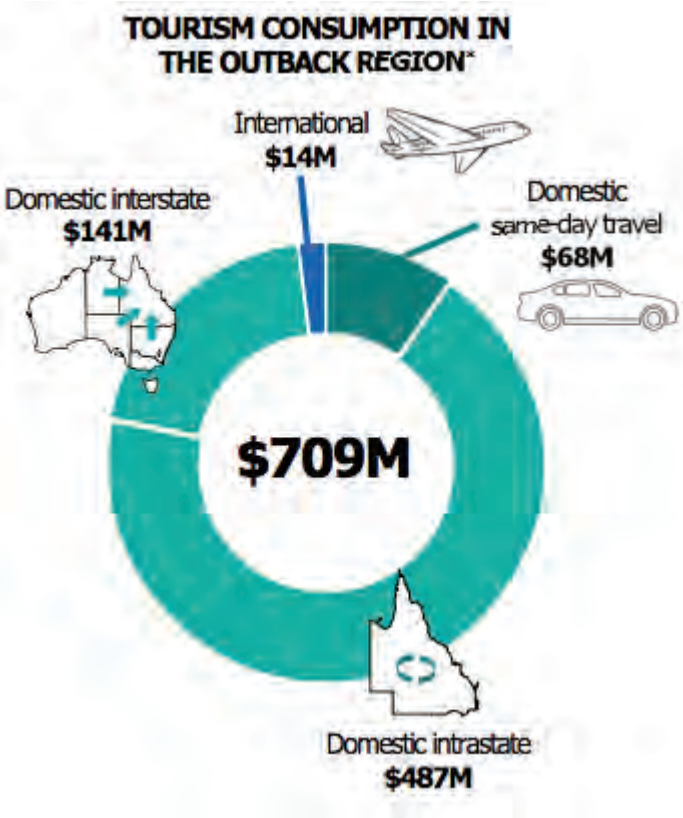
2.3.3 Economic impact of tourism in the Outback

The second piece of information available from TEQ that helps to paint the picture of tourism in Cloncurry and Outback Queensland is the Regional Tourism Satellite Account for the Outback. "The TSA's evaluate tourism industry activity and performance within a national accounting framework. The regional TSA's measure both the direct and indirect impacts of tourism on the economy and include metrics such as gross regional product and employment" (TEQ, 2018).

This piece of data tells us that the tourism industry supported 2,000 jobs (5.9% of Outback employment) and contributed $214 million (3.1% of Outback GDP) in 2015-16. Of those 2,000 jobs, 1,500 were in direct tourism jobs, such as accommodation (22%), food services (19%), retail trade (15%), travel agency and tour operators (15%) and the remaining 30% was in other industries.



Tourism consumption, "the total value of tourism goods/services consumed by residents/international visitors in Australia" totalled $709 million, with the largest consumption by the domestic intrastate market of $487 million, consistent with the Regional Snapshot in terms of the Outback split of visitors.



2.3.4 Local Cloncurry tourism data

Local information provided by the Council provides a snapshot of four years from 2014-2017, with a breakdown of total visitor numbers for the year to the Visitor Information Centre, Cloncurry Unearthed Museum and John Flynn Place Museum.

Based on this information, visitor numbers have steadily increased by approximately 1,000 visitors each year, with the peak in 2016 and then a decline in 2017. Only about a quarter of all visitors go to the Cloncurry Unearthed Museum and one third to the John Flynn Place Museum.

Year	Visitor Information Centre	Cloncurry Unearthed Museum	John Flynn Place
2014	14,463	3,477	4,695
2015	15,410	3,472	4,751
2016	16,586	5,611	5,097
2017	16,260	4,122	5,075

2.3.5 Outback community views on tourism

The third piece of data from TEQ is the *Fact Sheet - Outback Social Indicators 2017*, which looks at how the local community perceives tourism in their region. This is useful when planning for tourism and tourism development at the regional level, to see if tourism is something that residents support and welcome in their community.

When surveyed about their attitude towards living in their local area, the 69,000 Outback locals 'enjoy living here' and 29% 'really like' living in the region.

In terms of attitudes towards tourism in the local area, 64% of residents in the Outback 'really like' tourists, which is much higher than in the rest of Queensland (46%). It is interesting to note that while this is extremely positive, it is down from 73% when the survey was last conducted five years ago, in 2013.

71% of the community would like to attract more tourists (36% in Queensland), and are 'happy' with tourism development in their community and 'would like to see it continue to grow'. In terms of personal interaction with tourists, three in ten residents said they met and talked to tourists around town.

In terms of attitudes towards tourism in the local area, 64% of residents in the Outback 'really like' tourists, which is much higher than in the rest of Queensland (46%).

"I like to talk to them when I get a chance, and ask them where they have been and where they are going."
Outback resident, 2017

"I love seeing tourists coming to our town, we really need to have more attractions to encourage more holidaying tourists in our region."
Outback resident, 2017

"If tourism helps keep our local shops open then that benefits my family."
Outback resident, 2017

Overall, it seems the Outback community feels positively towards tourism in their region, particularly when compared to how other areas in Queensland feel. They are more likely to say it has a positive impact on the community (76% Outback vs 43% QLD) and on their personal quality of life (24% Outback vs 18% QLD). It seems they recognise the impacts to the community as a whole, more than to the individual.

The residents in the Outback say there is greater cultural diversity (89%), economic benefits (95%), an increased regional profile (92%), and increased local pride (83%) as a result of tourism in their area.

Social Indicators 2017
Outback

69,000 residents[1]

818,000 overnight visitors[2] (792k domestic / 26k international)

$214m total tourism contribution to gross regional product (3.1% of Outback's GRP)[3]

About this study:

Our study monitors local community views on tourism. Queensland residents are surveyed with a focus on understanding their sentiment towards tourism, their local area, and the impacts of tourism on their local area.

For our 2017 study, we surveyed 3,346 Queensland residents with fieldwork conducted between 8 June 2017 and 12 July 2017. In the Outback tourism region, 207 residents were surveyed.

This is our third Social Indicators study, with previous studies run in 2010 and 2013. We have compared results for 2017 to the results from 2013.

This study examines the social impacts of tourism on the local community, as perceived by its residents. The research is intended to inform the decision making of state and local authorities, as well as tourism bodies.

The Outback region covers a vast area and has a relatively small population. The region's 69,000 residents welcomed 818,000 overnight visitors in the year ending June 2017, with tourism contributing 3.1 per cent of the region's gross regional product. Our Social Indicators study aims to monitor these residents' views on tourism.

In the study, the first words that come to residents' minds when thinking about the region often related to it being rural and remote, and many think of the friendly community. The mining industry was also top of mind for many residents.

quiet community town country rural outback remote hot mining small friendly dry beautiful isolated place people good queensland great stable family home

Notes:
1. Australian Bureau of Statistics, 2016 Census, Place of Usual Residence by SA2 aligned to tourism region
2. Tourism Research Australia, International & Domestic Visitor Surveys for the year ending June 2017
3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2015/16

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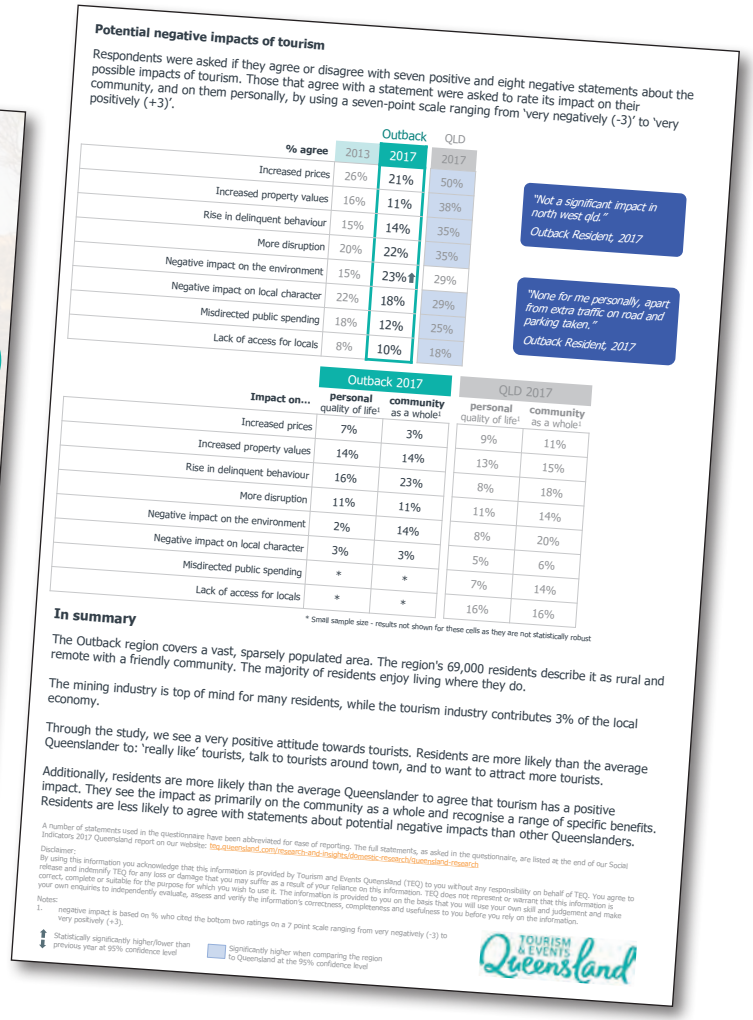
It seems the only thing that concerns Outback residents is the impact on the environment, with agreement with this statement increasing from 15% to 23% in the last four years.

When the local Cloncurry community was consulted on the future of tourism for the Shire, views were optimistic and supportive of developing a plan and implementation strategy.



Potential negative impacts of tourism

Respondents were asked if they agree or disagree with seven positive and eight negative statements about the possible impacts of tourism. Those that agree with a statement were asked to rate its impact on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

% agree	2013	Outback 2017	QLD 2017
Increased prices	26%	21%	50%
Increased property values	16%	11%	38%
Rise in delinquent behaviour	15%	14%	35%
More disruption	20%	22%	35%
Negative impact on the environment	15%	23%⬆	29%
Negative impact on local character	22%	18%	29%
Misdirected public spending	18%	12%	25%
Lack of access for locals	8%	10%	18%

"Not a significant impact in north west qld."
Outback Resident, 2017

"None for me personally, apart from extra traffic on road and parking taken."
Outback Resident, 2017

Impact on...	Outback 2017 personal quality of life[1]	Outback 2017 community as a whole[1]	QLD 2017 personal quality of life[1]	QLD 2017 community as a whole[1]
Increased prices	7%	3%	9%	11%
Increased property values	14%	14%	13%	15%
Rise in delinquent behaviour	16%	23%	8%	18%
More disruption	11%	11%	11%	14%
Negative impact on the environment	2%	14%	8%	20%
Negative impact on local character	3%	3%	5%	6%
Misdirected public spending	*	*	7%	14%
Lack of access for locals	*	*	16%	16%

* Small sample size - results not shown for these cells as they are not statistically robust

In summary

The Outback region covers a vast, sparsely populated area. The region's 69,000 residents describe it as rural and remote with a friendly community. The majority of residents enjoy living where they do.

The mining industry is top of mind for many residents, while the tourism industry contributes 3% of the local economy.

Through the study, we see a very positive attitude towards tourists. Residents are more likely than the average Queenslander to: 'really like' tourists, talk to tourists around town, and to want to attract more tourists.

Additionally, residents are more likely than the average Queenslander to agree that tourism has a positive impact. They see the impact as primarily on the community as a whole and recognise a range of specific benefits. Residents are less likely to agree with statements about potential negative impacts than other Queenslanders.

A number of statements used in the questionnaire have been abbreviated for ease of reporting. The full statements, as asked in the questionnaire, are listed at the end of our Social Indicators 2017 Queensland report on our website: blog.queensland.com/research-and-insights/domestic-research/queensland-research

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Notes:
1. negative impact is based on % who cited the bottom two ratings on a 7 point scale ranging from very negatively (-3) to very positively (+3).

⬆ Statistically significantly higher/lower than previous year at 95% confidence level

Significantly higher when comparing the region to Queensland at the 95% confidence level

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2.4 Regional comparison

It is useful to compare visitor information from the Cloncurry Shire with that of surrounding Outback regions, to get a sense of the proportion of visitors to the Outback that visit Cloncurry.

One way this can be done is by comparing data collected and audited annually by Visit Queensland, a summary of Visitor Information Centre "walk-ups", phone and website visitors. It is relevant to note that while this gives an indication of the number of visitor enquiries, it may not paint an exact representation of the visitors in market.

Based on this information, supplied by the Outback Queensland Tourism Authority (OQTA) from Visit Queensland, the Cloncurry Unearthed Visitor Information Centre & Museum saw 17,018 walk-ups, 80 phone and 30 web visitors. This puts Cloncurry in 6th position for walk-ups, the lowest for phone and the second lowest for web.

Cloncurry's website visitation should ideally be much higher than this, but is not surprising as there is no destination website.

16/17 Visitor Information Centre Activity

VIC Name	Walk-ups	Phone	Web
At the Creek - Julia Creek Visitor Information Centre	12,651	580	581
Barcaldine Tourist Information Centre	14,747	455	25
Bedourie Outback Visitor Information Centre	5,860	120	89
Blackall Visitor Information Centre			
Charleville Visitor Information Centre	17,339	147	95
Cloncurry Unearthed Visitor Information Centre & Museum	17,018	80	30
Cunnamulla Fella Centre	18,618	2,569	117
Flinders Discovery Centre	16,902	320	55
Injune Information Centre	13,316	1,825	550
Kronosaurus Korner Information Centre	12,330	293	156
Longreach Visitor Information Centre	38,688	10,068	500
Min Min Encounter & Boulia Information Centre	7,600	8,000	5,000
Outback at Isa	26,000	7,220	3,610
Quilpie Visitor Information Centre, Museum and Gallery	11,581	642	129
Roma Visitor Information Centre	16,941	782	150
Thargomindah Visitor Information Centre	4,735	1,546	2,485
Winton Visitor Information Centre	31,220	1,400	723
Windorah Visitor Information Centre & Library	7,874	819	74

2.5 Existing markets and segments

The target audience for the Outback Queensland region, including Cloncurry, are empty nesters, SINKS/DINKS, young families and older families.

Tourism and Events Queensland research shows that visitors choose a destination based on geographic location, trip occasion and life-stage.

EMPTY NESTERS refers to those aged over 50 with children having grown up and left (hence, the 'nest is empty'). This segment tends to go on holidays less, but stay for longer. They are much more likely than the other segments to choose Queensland.

LINKS/SINKS/DINKS refers to 'Locals with Income and No Kids' 'Single Income No Kids' or 'Dual/Double Income No Kids' so adults with no children, usually aged between 18 and 49. They holiday more often, usually doing weekend trips of one to three nights.

FAMILIES can be young or older families. Young families tends to mean those families with children under five years of age (school age). They are most likely to take more holidays in Australia and visit Queensland. They will stay between four and 14 nights. Older families have no children under five (so all children are older than five) and visit Queensland for between four and 14 nights.

(Source: teq.queensland.com)

Harry & Alice: Empty Nesters

Grey Nomads

- Numerous stopovers and long length of stay in Outback, so long drives.
- Much higher proportion of interstate visitors.
- It's all about the journey and meeting people.
- Low yield due to low use of accommodation and lower use of attractions etc.
- The pace of decline in this market will increase in next 3-5 years.

The Boys, The Girls = Links

Locals with income and no kids

- Essentially intrastate visitors; 400-500km radius.
- It's about the destination and doing something 'different', adding a little excitement.
- Lower yield due to low use of accommodation or lower end accommodation plus lower use of attractions etc.
- Higher yield through consumption of food and beverage.
- Volatile market as requires 'different' experience drawcard and will be impacted over time by decline in numbers of younger people migrating from rural regions nationally.
- Only one stopoever normally and short stays (1-2/3 nights) normally within 3-4 hour drive.

The Hart Family: Older families

Empty Nesters & Older Families

- There are more interstate holiday visitors in this group than intrastate.
- Looking for transformational experiences.
- It's about the adventure and discovery of THE OUTBACK (note, not Queensland).
- Higher household income/disposable income.
- Higher yield as use higher end accommodation; keen on tours and activities that educate, like to eat out and enjoy dining.
- Strong latent potential as missing connection to right information - the Outback doesn't scare them.
- Multiple stopovers with short stays, however, accept the notion of a 10-14 day travel and that they may need to go back again.

These target segments are defined in the *OQTA Outback Destination Plan 2017-2020 and* Tourism and Events Queensland's segmentation based on life stage and trip occasion.

The highest potential markets are (those scoring a '5' in table opposite):

- SINKS/DINKS from intrastate on a weekend getaway or short break
- Older Families from in-market on a weekend getaway, from intrastate on a short break or from interstate on a short break or a real holiday.
- Empty Nesters from intrastate on a weekend getaway, short break or real holiday or from interstate on a short break.

Further segmentation can be undertaken based on domestic 'experience-based' market segments, which, according to the *OQTA Outback Destination Management Plan 2017-2020* are:

1. Outback and Adventure
2. Natural Encounters
3. Queensland Lifestyle
4. Events

(Images source: OQTA Content Marketing Strategy 2017/18)

2.5.1 What is our target audience asking for at the VIC?

The Cloncurry Unearthed Visitor Information Centre and Museum (VIC) staff go through the desktop map, brochure and all there is to see and do in Cloncurry and the Shire including Ballara Heritage Trails and 4x4 trails in the area.

MARKET SEGMENTS

SCORE 4 or 5
These are strategic segments and will form the basis of most marketing activity. These segments have the highest potential for results and yield, and should be the focus of the current strategy.

	SINKS/DINKS			Young Families			Older Families			Empty Nesters		
	In-market	Intrasatet	Interstate	In-market	Intrasatet	Interstate	In-market	Intrasatet	Interstate	In-market	Intrasatet	Interstate
Weekend Getaway 1–3 nights	4	5	1	2	2		5	2	1		5	2
Short Breaks 4–7nights	4	5	4	3	4	3	4	5	5		5	5
Real Holiday 8–14 nights				2	1	1		4	5		5	4
Travel 15+ nights									1		4	1

The top ten questions that are asked at the VIC by visitors are:

1. What is there to see and do in Cloncurry?
2. Local map?
3. Where the caravan parks are, how many and the costs?
4. Any free camping in Cloncurry?
5. Potable water and where?
6. Dump point where?
7. Foodstores where and how many?
8. Road conditions to all over?
9. Fossicking areas in our shire?
10. Local events when, where and costs?

3.0 Competitor Analysis

3.1 Methodology

- Product audit (via site visit)
- Online product audit (TripAdvisor, Google, Outback Queensland website, Wikicamps)

3.2 How well represented is Cloncurry in the online space?

- There is no Cloncurry destination website or social media.
- The digital assets managed by Cloncurry Shire Council include the Council website and a Council Facebook page. The Council website includes a "Discover" section which covers the Visitor Information Centre, history, museums, where to eat and where to stay.

3.2.1 Cloncurry Shire Online Tourism Product Audit and Comparison

Cloncurry seems to hold its own as a tourism destination in the number of accommodation services available and customer satisfaction with accommodation, but needs development in other areas. The number of restaurants seem lower than other regions, despite the high satisfaction with the few that are listed online. Cloncurry needs to do some work with TripAdvisor with the number of Attractions and Things To Do that are listed, as they are not representative of the destination. Tourism operators also need to set up Google My Business listings, so that their businesses (especially restaurants) are actually able to be viewed and reviewed online. *A strategic opportunity is for Cloncurry to develop existing product and create new product experiences and then promote these on the OQTA site. There is also potential for further development of itineraries.*

Cloncurry seems to have a similar amount of accommodation listings as Longreach and Winton, with nine listings on TripAdvisor, and has more than double the accommodation listings of Julia Creek and half that of Mt Isa. The overall customer satisfaction with accommodation seems similar amongst the outback destinations, with a mix of 3.5, 4 and 4.5 stars, but Cloncurry (and Julia Creek) have no accommodation that has received less than a 3.5 rating (whereas Longreach, Winton and Mt Isa have received 2 or 2.5). Cloncurry also has no accommodation that has been rated five stars (and neither has Longreach), while other destinations seem to have achieved this status once (including Julia Creek). Julia Creek has the smallest number of accommodation, but very high satisfaction ratings from customers.

On Google, Cloncurry has a similar number of restaurant listings to Winton, Longreach has almost four times the number of restaurants and Julia Creek only has one listing. Mt Isa has an exceptionally long list of products.

The satisfaction levels with the Cloncurry restaurants are reasonably good, with the lowest rating only being 3.6 and is on par with the other destinations. Longreach seems to have the highest satisfaction with their restaurants across the destinations. When comparing the TripAdvisor listings, it seems that Cloncurry has a lot more listings, so this could mean that businesses need to set up with Google My Business so they can easily be found in a 'local search' and receive reviews. The statements made previously can also be made about the TripAdvisor reviews. The only difference is perhaps dissatisfaction was expressed less strongly than on Google (e.g. in Longreach and Winton).

On the WikiCamps app, "sites" listings were reviewed and included caravan parks, backpacker hostels, and POIs (points of interest). Across the Outback destinations there are a number of listings with no reviews or only one review. This might be reflective of the awareness of the app or of the traveller that uses the app's visitation to those particular products. Cloncurry seems to have only the same number of listings as Julia Creek, with Longreach and Winton having more than double and Mt Isa having significantly more. Julia Creek again seems to be rated the highest. Cloncurry's ratings seem on the lower side on this app, but around the same levels (2-3*s), with the rest receiving a mix of high and low ratings.

The list of attractions on TripAdvisor seems remarkably small for Cloncurry, with only three listings, in comparison to Longreach, Winton and Mt Isa who have significantly more. But then when we look at the list of Things To Do on TripAdvisor, Cloncurry has about the same amount of listings as the other destinations. So perhaps it means that Cloncurry needs to designate more of its things to do as Attractions on TripAdvisor. Cloncurry seems to be rated quite highly in these categories, with the other destinations not far behind. Julia Creek seems to have nothing in these categories apart from their Visitor Information Centre.

In terms of the number of product listings in the "About Tourism" section of TripAdvisor, Cloncurry seems to have a comparative number of accommodation listings, but is extremely low in the "Things To Do" section, with only three listings (compared to others 13, 15 and 19) and only six restaurant listings, comparative with Winton, but Longreach and Mt Isa is far outstripping all the other destinations, with 18 and 30 respectively. Julia Creek only has three listings for restaurants.

It is possible to review and update Cloncurry listings and categories on TripAdvisor immediately, without waiting for any further strategy work to be undertaken.

The experiences/products listed on the OQTA website seemed comparable with Julia Creek, Winton and Mt Isa, but Longreach far outnumbered all the other destinations in this space, with almost double the listings. In terms of major annual events, on this website Cloncurry was comparable with all other destinations, with Julia Creek having half the amount of listings with only two events. Itineraries also looked like an area for development for Cloncurry.

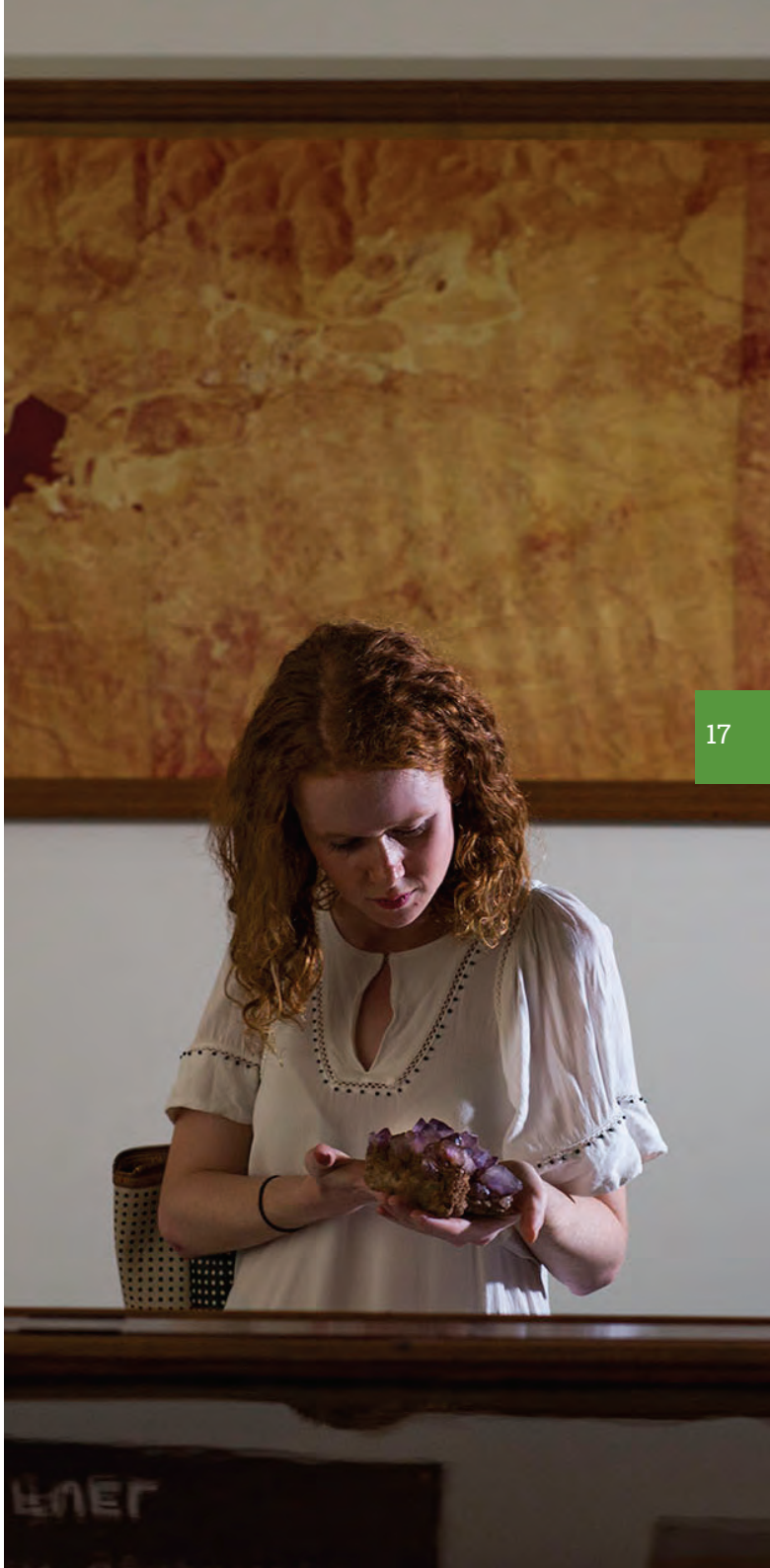
Cloncurry had three itineraries listed, similar to Mt Isa which had two, Winton had double the number with six itineraries and Longreach far exceeded all destinations with nine itineraries.

3.3 Tourism Product Audit

Listed here are tourism products that feature on the outbackqueensland.com.au website (OQTA), queensland.com website (TEQ) and the currychallenge.com.au (Cloncurry Stockman's Challenge and Campdraft) for Cloncurry.

Product Name	Council Asset	Product Category	Product Type
Burke & Wills Memorial	No	Attraction	Historical site
Chinaman Creek Dam	Yes	Attraction	Natural scenery, recreation
Cloncurry Airport	Yes	Attraction	Historical site, commercial airport
Cloncurry Lookout	Yes	Attraction	Natural scenery
Cloncurry SaleYards	Yes	Attraction	Livestock Sale Yards, spelling yards, no sales, truck set down area
Cloncurry Unearthed Visitor Information Centre and Museum	Yes	Attraction	Visitor Information Centre & Museum
Cloncurry War Memorial	Yes	Attraction	Historical site
Cloncurry/Mary Kathleen Memorial Park Complex	Yes	Attraction	Park, BBQ's, outdoor museum
Clem Walton Park/Corella Dam	No	Attraction and Camping	Dam and Park, natural scenery *(at time of strategy)*
Historic cemeteries	Yes	Attraction	Historical site
The Historic Police Station	Yes	Attraction	Historical Site
John Flynn Place Museum and Art Gallery	Yes	Attraction	Art Gallery
Mary Kathleen	No	Attraction	Historic mining town (abandoned)
Central Hotel	No	Accommodation & Food/Drink	Hotel/Pub
Cloncurry Motel	No	Accommodation	Motel
Coyote Inn	No	Accommodation	Motel
Dajarra Campground	Yes	Accommodation	Caravan Park
Discovery Holiday Park Cloncurry	No	Accommodation/ Food	Caravan Park/Motel Accommodation
Gidgee Inn Motel	No	Accommodation & Food/Drink	Motel
Leichhardt Hotel/Motel	No	Accommodation & Food/Drink	Motel
Oasis Caravan Park	No	Accommodation	Caravan Park

Product Name	Council Asset	Product Category	Product Type
Oasis Hotel/Motel	No	Accommodation & Food/Drink	Motel
Post Office Hotel	No	Accommodation & Food/Drink	Hotel
Red Rock Motel	No	Accommodation	Motel
Wagon Wheel Motel	No	Accommodation & Food/Drink	Motel
Wal's Camp	No	Accommodation	Campground
Cloncurry and District Show	No	Event	Community show 15-16 Jun
Cloncurry Stockman's Challenge and Campdraft	No	Event	Campdraft 11-15 Jul
Curry Merry Muster Festival	No	Event	Festival 4-5 Aug
Quamby Rodeo	No	Event	Rodeo 28-29 Jul
Rockhana Gem & Mineral Festival	No	Event	Festival 29 Jun - 1 Jul
BP Roadhouse	No	Food & Drink	Roadhouse
Cloncurry Bakery	No	Food & Drink	Bakery
Cuppa's on Ramsay (to be reopened with different name)	No	Food & Drink	Coffee shop
Grinners Pizza and Pasta	No	Food & Drink	Restaurant
Roadrunner Roadhouse	No	Food & Drink	Roadhouse
Walking tour of Cloncurry	No	Tour	Self-guided tour
Red Door	No	Food & Drink	Coffee Shop
Have U Bean	No	Food & Drink	Coffee Shop (newly opened June 2018)



3.4 Accommodation capacity

The accommodation capacity in Cloncurry sleeps 876 people, made up of hotel and motel accommodation and cabins and rooms. In addition, there is also signficiant capacity available in powered and unpowered sites at tourist parks.

Product Name	Accommodation Category	Capacity and other relevant details to indicate min and max of sleeping capacity	Location
Gidgee Inn	Motel	20 Queen Rooms (20 x Queen Beds) Total 40 people 8 Executive Rooms (8 x King Beds) Total 16 people 1 Accessible Room (1 Queen 1 Single) Total 3 people 11 Twin Share Rooms (11 x 1 Queen 1 Single) Total 33 people TOTAL 92 people	Intersection of Railway & McIlwraith Streets
Central Hotel	Hotel/Motel	9 Rooms (9 x 1 Queen & 1 Single) Total 27 people 11 x Single Hotel Room TOTAL 38 people	Cnr Sheaffe & Scarr Street
Leichhardt	Hotel/Motel	15 Rooms (15 x 1 Queen & 1 Single & one room can be used for guests with disabilities) 1 Room (2 Queen & 1 Single (1 family room that sleeps 5 people) TOTAL 50 people	5 Scarr Street
Coyote	Inn	15 Rooms (3 Rooms x 1 Queen) (3 Rooms x 2 Single) (6 Rooms x 1 Queen 1 Single) (3 Family Rooms 1 queen x 2 Singles) TOTAL 42 people	25 McIlwraith Street
Oasis	Hotel/Motel	12 Rooms (8 x 1 Queen & 1 Single) (1 x Triple Room) (1 x Twin) (1 x Queen) TOTAL 31 people	17 Ramsay Street

Product Name	Accommodation Category	Capacity and other relevant details to indicate min and max of sleeping capacity	Location
Cloncurry	Motel	15 Rooms (3 x 1 Queen) (10 x 1 Double) (1 x 1 Double & 2 Single) (1 x 1 Single) TOTAL 31 people	41 Sheaffe Street
Wagon Wheel	Motel	27 Rooms (6 x 1 Queen & 1 Single) (3 x 1 Double & 2 Single) (4 x 1 Queen) (1 x 1 Double & 4 Single) (2 x 1 Single) (10 x 1 Double) TOTAL 66 people	54 Scarr Street
Red Rock	Motel	11 Rooms (6 x 1 Queen & 1 Single) (3 x 1 Queen & 2 Single) (1 x 1 Queen) (1 x 1 double & Single) TOTAL 37 people	56-58 Scarr Street
Post Office	Hotel/Motel	10 Rooms (3 x 1 Queen & 1 Single) (3 x 1 Queen & 3 Single) (2 x 1 Double) 22 Hotel Rooms (2 x 1 Double & 1 Single) (4 x 1 Queen) (16 Singles) TOTAL 58 people	Cnr Sheaffe & Scarr Street
Cloncurry Oasis	Caravan Park	5 x Deluxe Villas (1 Queen,1 Double & 1 Single) 1 x Deluxe Villas (2 x Queen) 1 x Deluxe Studio (1 Queen, 1 Bunk – dbl/sng) 5 x Basic Cabins (1 Double, 1 Single) 2 x Budget Cabins with ensuite (1 double, 1 Single) 2 x Budget Cabins no ensuite (1 Double, 1 Single) TOTAL 61 people plus 120 Powered Sites 15 Unpowered Sites	56-74 McIlwraith Street

Product Name	Accommodation Category	Capacity and other relevant details to indicate min and max of sleeping capacity	Location
Discovery Holiday Park	Park	200 x Single rooms 20 x Cabins (sleeps 4) TOTAL 280 people plus 16 Powered Sites 6 Unpowered Sites	2 McIlwraith Street
Wal's Camp	Tourist Park	7 Rooms (3 x 1 Double) (4 x 1 Single) TOTAL 10 people plus 20 Powered Sites 25 Unpowered Sites	Phillip Street
Clem Walton	Camping	To come online mid 2018	Barkly Highway
Dajarra Caravan Park	Caravan Park	TBA	Dajarra
Burke & Wills Roadhouse	Motel	20 x 1 King Single with ensuite 2 x Twin (2 Single Beds) 10 x Single 2 x Family Rooms (sleeps 6-8) TOTAL 42 people plus 42 van sites powered & unpowered	Burke Developmental Road, Four Ways
Duchess Pub	Hotel	10 x Single with ensuite 15 x Single Rooms TOTAL 25 people plus 4 van sites powered & unpowered	1 Duke Street, Duchess
Dajarra Pub	Motel	8 x Single	21-25 Matheson Street, Dajarra
Dajarra Roadhouse	Motal	8 x Single with ensuite 5 x Single without ensuite TOTAL 13 people	1 Lethem Street, Dajarra

Note: A future accommodation product that will come online under Council's management is the Clem Walton Park. Capacity is unknown at this stage.

4.0 Consultation Report

4.1 Local, regional and state tourism stakeholders

The following stakeholders were consulted, as part of an in-region visit by Consultant Liz Ward:

- Cloncurry residents and business people
- Mayor of Cloncurry Shire
- Cloncurry Shire Councillors and senior Council staff members

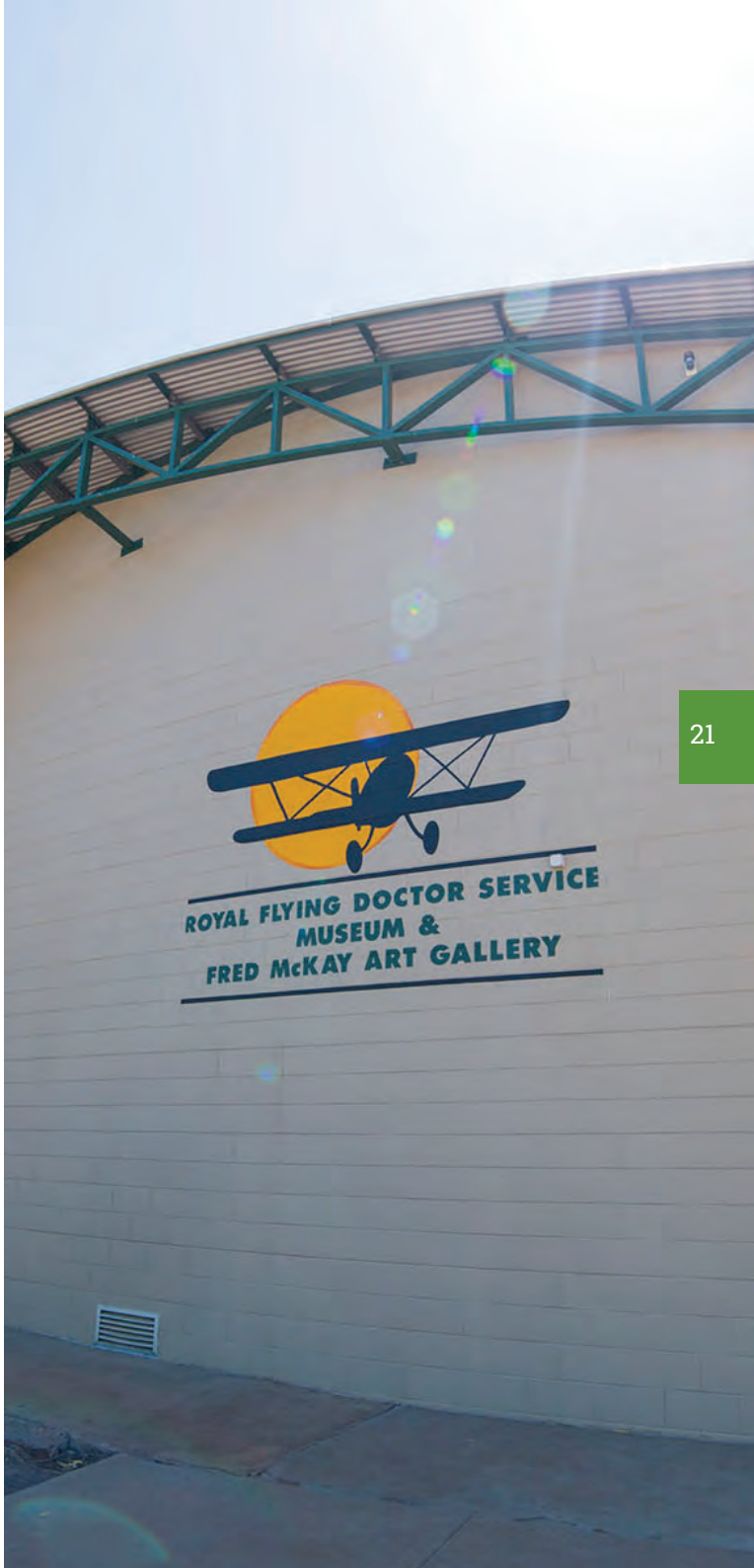
Subsequent conversations and interviews were also held in Brisbane with:

- Tourism and Events Queensland
- Outback Queensland Tourism Authority (OQTA)

Their feedback can be summarised as follows:

- **The locals love living in Cloncurry:** friendly, hardworking, safe, natural beauty, fun, visually spectacular, there's always something to do, good for your spirit, diversity in different cultures and lifestyle, not everyone is a local and that's ok, strong community, wide open spaces, accepting, relaxed and stress free, and a great place to raise kids and give them freedom.
- **The key hook for the region:** is the fact that the Royal Flying Doctor Service originated in Cloncurry and the John Flynn Place.
- **Other tourism product to note:** WWII military history, mining (Mary Kathleen, Kuridala, abandoned mining towns), natural environment and landscapes, conference facility, Qantas birthplace, cemeteries, indigenous culture, fossicking, trucking and cattle history, rodeos, races, country show, history of Burke and Wills routes, Great Australian Mine, good pub food.

- **Key challenges:** lack of identity, major events are clustered in the calendar, costs of flights, no one 'wow' thing, lack of tour experiences, reality of retail prices for tourists that may be enjoying free camping, lack of hands on tourism experiences, not working together as an industry, low business capabilities, needs more shade/trees, not geared up properly for peak season of caravans/camping, mining tours have stopped due to compliance. Private investment.
- **Destination and its tourism products are undersold:** There is more happening and more things to do (e.g. bush trails for 4WDriving) than people realise, people don't know what to do in 'the curry', the tourism figures aren't showing that key hooks are being sold well. The Royal Flying Doctor Service actually started in Cloncurry, and there is the John Flynn Place in Cloncurry, but many feel they have 'done' this in Longreach and Mt Isa.
- **Geographically at the 'centre':** tourists must pass through Cloncurry, all roads lead here, Landsborough, Flinders and Barkly Highways. Cloncurry is the gateway to the major tourist attractions of the Outback, Adels Grove to the North, Winton and Longreach in the South East, Northern Territory in the West, and with direct flights from Brisbane. With Woolworths, it could be the repair shop of the Outback for caravans, motorbikes etc. Cloncurry Woolworths is the easiest to access for towed vehicles.
- **Tourism product development is desperately needed:** no 'wow' thing, have to identify or amplify, there is no sense of a town centre as the main street has moved but the shops have remained where they are.
- **Industry development needed:** tourism industry need business capability support e.g. online skills. Also need to identify strengths and weaknesses and champions.
- **The community (in partnership with Council) needs to drive and deliver tourism** development in the region
- **Brand assets need to be developed:** as a baseline, the region needs a tourism/destination website, social media, and a destination marketing budget.
- **There are plenty of great ideas of tourism product to develop:** indigenous tours, night at the museums, 4WDriving tours, farm stays and camping on the river at cattle stations, a Big Red Bash style event, WWII relics tours, adventure tourism, walking trails, 4WD bus tours, refurbish water tank at Cloncurry Lookout, Master Plan for Chinaman's Creek Dam (underway), tour package for fishing in the Gulf, scenic flights by mustering pilots over the range, mountain biking trails, free dinner at alternating caravan parks, locals to tell their stories, fly from Brisbane or Sydney and hire a campervan and go to Adel's Grove, Corella Dam management plan could include safari or glamping tents, camping in the wilderness (Corella Dam, Kajabbi, wild camel rides, gateway to NorthWest's adventure tourism (motorbike tracks near Kajabbi, Leichhardt river most pristine outside of the Daintree, landcruiser tour through Duchess and Dajarra), bush tucker walks, beautify the streetscape with more trees for shade, delivery service from town to places like Corella Dam for food and drink, organised opportunities/event for visitors to mix with locals.



5.0 SWOT Analysis

Strengths

- Main tourism hook: birthplace of the Royal Flying Doctors Service (RFDS) and the John Flynn Place Museum
- Strong supporting product: QANTAS birthplace, WWII military history and relics, mining and abandoned towns, cemeteries, rodeos, town lookout, bush trails, landscapes
- Significant contribution through these hooks to Australia's history
- Natural tourism infrastructure that may not take a lot of work to establish into a product, e.g. Clem Walton, Fountain Springs and Chinaman Creek Dam.
- Contained and clean town
- Chinaman's Creek Dam has water all year round
- One of the oldest commercial mines in Australia
- Exceptional geographic location in the centre of it all: highways, airport. Gateway to North West's adventure tourism
- Great tourism infrastructure i.e. Cloncurry Unearthed and John Flynn Place
- Accessibility to most of the experiences is good and does not require a 4WD.
- Indigenous community makes up 20% of population (Source: ABS)
- Some of the best mountain biking in the country
- Has a Woolworths, which draws tourists to stop in town and it is also the only one in the area which is easy for towing vehicles to access
- Foodworks open 7 days a week
- Good Visitor Information Centre (VIC), lovely historical museum located behind (Mary Kathleen)
- Gem fossicking and selling beautiful jewellery
- Diversity: different cultures and lifestyle. Not everyone is a local, FIFO workers etc.
- Six different places to eat, good pub food
- Conference facility that can seat 300 for dinner
- Not reliant on tourism; mining has created diversity in the shire's economy
- Events are unique and quirky
- Friendliness

Weaknesses

- Town streetscape needs improving with trees for shade, often referred to as 'stark'
- Its tourism hooks are relatively unknown or not understood
- Not promoting existing product well
- No one main 'wow' thing, lacks identity
- No sense of a town centre, as the main street has moved
- Tourists feel like they have 'done' RFDS in Longreach and Mt Isa, as unaware of Cloncurry's link
- Don't tap into WWII history very well
- Underdeveloped natural areas, e.g. 4WD tracks
- Events: clustered together, only local appeal
- Cost of flights to Cloncurry
- Lack of tour experiences
- Low business capability e.g. online skills
- Lack of 'hands-on' experiences
- Not working together as an industry
- Business apathy
- 'Not a lineup of people wanting to start businesses'
- Business owners have limited time to work on their businesses
- Mining tours have stopped due to risk/compliance
- 'Never had a successful cafe'
- Don't have a key business like Kinnon & Co in Longreach
- Don't have accurate data on length of stay
- Resources to deliver experiences, no private investment in tourism
- Can feel like a transient town: set-up for miners and local staff are backpackers

Opportunities

- Increase length of stay
- Capitalise on the caravan parks to facilitate longer length of stay through experience development
- Creating a destination tourism website for Cloncurry. Include "Cloncurry Trails" book content (authorised from author)
- Creating destination social media for Cloncurry
- Improve tourism signage around the region, e.g. directing to key tourism attractions such as John Flynn Place, Lookout, Chinaman's Creek Dam, Cloncurry Unearthed
- Exploiting the central location of Cloncurry to it's advantage
- Many product development opportunities (see Consultation Report) eg. town lookout could have wine & cheese nights, stargazing, museums could be more interactive, dam could have mural on water, camping, kayaking, stand up paddle board hire and lessons and shire could have signed walking tracks and 4WD trails; tours (tag a long); indigenous experiences such as bush tucker tours, river walks and other cultural activities eg. diversity between Cloncurry and Dajarra; town historical tours
- Many opportunities to better market and promote the region
- Create clear positioning for the region
- Council, residents and business leaders to work together to drive and deliver tourism
- Create a guide on "How to start a touring business" for industry
- Virtual reality app for Mary Kathleen townships using photos archived by Council
- John Flynn Place Museum: take a selfie as an RFDS telecommunications operator or pilot; photo booth with old Ford car and dress up options
- Gearing up to cater for the caravans during the peak season
- Attract conferences
- Identify 'champions' within industry
- Clem Walton Park management plan
- Packaging and tour expansion (from Longreach, fly out of Brisbane/Sydney etc.)
- Virtual experiences could be used to share experiences that could only be reached by a 4WD
- Council and businesses working together to deliver the vision
- More champions and leaders are created to drive tourism development
- Events: work timing in with surrounding towns events, create more appealing events for tourists
- Capitalise on the transient population and encourage them to get to know Cloncurry

Threats

- Mining industry of copper and gold has fallen away and then crept back up again, but could fall away again
- Lack of funds/investment, business skills and motivation in the community sees things stay as they are
- Not getting the spark to move forward again
- Free camping expectations and reality of retail prices
- Visitor figures don't reflect entry into tourism product (as currently)
- Backpacker tax, need to fill the void
- Resourcing (financial and human) and reliance on Council only to deliver tourism services
- Not enough 'drivers'/champions driving tourism in the region
- Having a clear vision and the funds to carry it through

6.0 Strategy Development

6.1 Destination Marketing in the Experience Economy

"The rise of the "experience economy" is currently one of the most important global trends in marketing. Now, more than ever, consumers desire unique, spontaneous and immersive entertainment wherever they are. They want multisensory experiences, beyond sight and sound. However, they don't want to be restricted to specific venues or times for their entertainment, and crave experiences that say something unique about them, which they can share with their friends and followers".

Zoe Lazarus, Global Future and Culture Planning Director at Diageo.

When developing a strategy for tourism, it is important to recognise that visitors are buying memory making experiences, not products or services. So, while we might call them tourism products or services, in reality a family visiting Cloncurry is buying the memories they are creating with their children.

These kinds of experiences in Cloncurry might mean flying in a Royal Flying Doctor Service plane with a virtual reality headset at John Flynn Place or kayaking along Chinaman's Creek Dam or watching a rodeo for the first time.

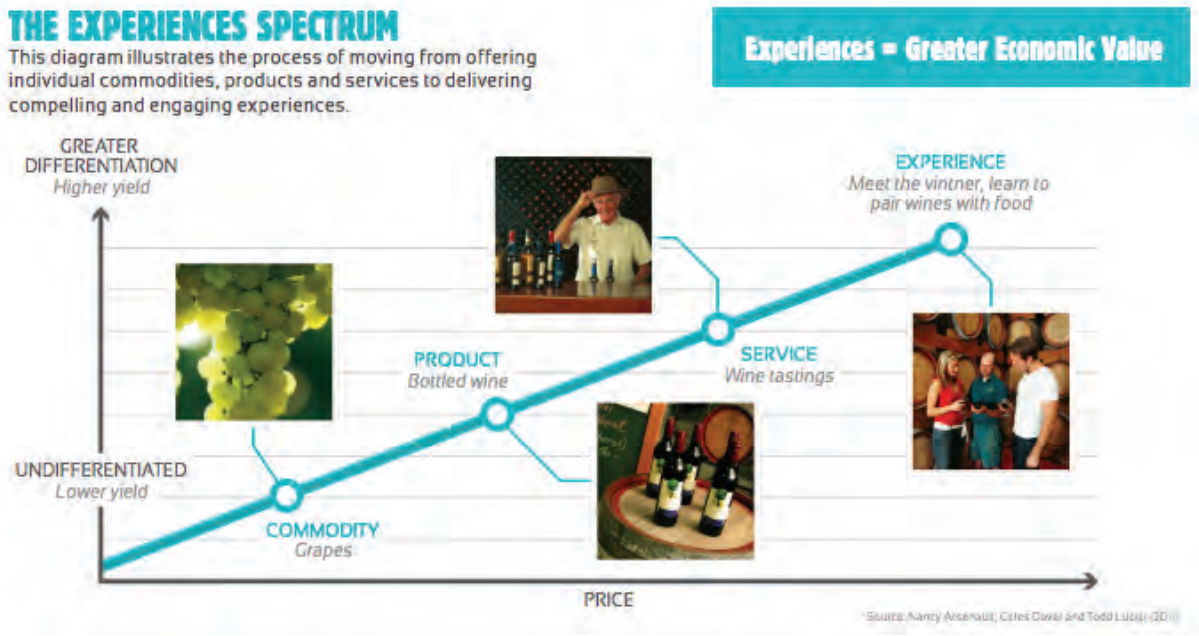
Source: Tourism and Events Queensland (2017). "Outback Queensland 'Hero Experiences' Fact Sheet".

6.2 Destination Marketing Goals and Vision

To lay the foundation for a Tourism Strategy, it is important to understand the goals and vision of all the major stakeholders in tourism.

This will ensure that any tourism marketing or development undertaken at the local level will be in line with the broader tourism objectives within the region, the state and from a national perspective, increasing return on investment for Cloncurry Shire marketing activities.

This will also put the Council in a better position to undertake partnership marketing and apply for funding opportunities, as all organisations will be effectively aligned in their strategies, objectives and messaging.



6.3 Tourism Australia Goals

The organisational hierarchy in tourism is the national tourism organisation (Tourism Australia), state tourism organisation (Tourism and Events Queensland), regional tourism organisation (Outback Queensland Tourism Authority) and then local tourism authority (Cloncurry Shire Council).

Tourism Australia's marketing goals, according to their *Corporate Plan 2017-2021* are:

- Purpose is to invite the world to experience the Australian way of life
- Core pillars are aquatic and coastal, food and wine and youth
- Support pillars are indigenous tourism, nature and wildlife and premium and special interest activities

Tourism Australia Core Messaging Pillars

6.4 Tourism and Events Queensland Goals

Tourism and Events Queensland's marketing goals, according to the *TEQ Marketing Strategy 2025* are:

- Vision is inspiring the world to experience the best address on earth
- Target segments are based on three primary determinants of destination choice: geographic location, trip occasion and life stage.

Tourism and Events Queensland Vision

INSPIRING	through brand, integrated marketing and events
THE WORLD	in priority domestic and international source markets
TO EXPERIENCE	Queensland's signature experiences and events
THE BEST	through quality and innovation
ADDRESS ON EARTH	showcasing the best of Queensland

Tourism & Events Queensland Vision

6.4.1 Target Segments

Life Stage

- Sinks/Dinks: (Single/double income no kids) aged 18-49;
- Young Families: children under five living at home;
- Older Families: no children under five living at home; and
- Empty Nesters: 50+ with no children at home.

Travel Occasion

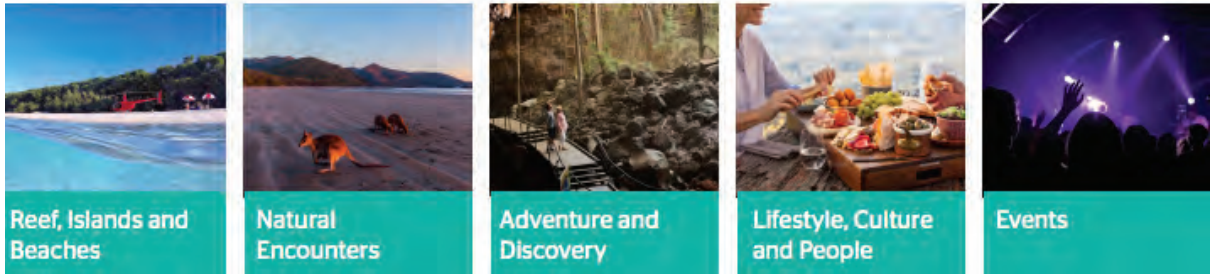
- Weekend getaway: 1-3 nights;
- Short break: 4-6 nights; and
- Real holiday: 7-14 nights.

6.4.2 Experiences

Experiences within Queensland are the primary driver of holiday planning and travel. Tourism and Events Queensland use an Experience Framework to guide Queensland's marketing and experience development activities. Experience pillars and accompanying hero experiences of each pillar are:

Experience Pillars

These five experience pillars have been identified through consumer research as categories that set Queensland apart. They form the backbone of Tourism and Events Queensland's creative strategy and define how messaging is delivered to consumers.



Tourism and Events Queensland Experience Pillars

REEF ISLANDS AND BEACHES
Great Barrier Reef • Islands • Beaches • Diving and Snorkeling • Sailing

NATURAL ENCOUNTERS
• Natural Landscapes • Wildlife Experiences • Marine Life Experiences

ADVENTURE AND DISCOVERY
• Adventure Experiences • Dinosaurs and Fossicking • Theme Parks • Journeys

LIFESTYLE CULTURE AND PEOPLE
• Food and Beverage • Outback and Country Life • Local Characters • City Experiences • Indigenous Experiences

EVENTS
• Endurance Events • Food and Beverage Events • Country Music Events • Music and Entertainment Events • Brisbane's Cultural and Creative Precincts • Blockbuster Sport • Outback Events • Indigenous Events

Best of Queensland experiences: the best of the best
The Best of Queensland Experiences program is an industry facing program to identify those tourism products that consumers judge as offering the best and most consistent, high quality experiences, both online and in person.

6.4.3 Outback goals

- Vision "By 2020 the Outback will be famous for its characters, culture, history and ancient landscapes where visitors feel the genuine Aussie embrace of a vast network of welcoming communities."
- Themes: Heritage and Locals, Outback Adventures, Dinosaurs, Timeless Landscape and Endless Sky

Outback Queensland 'Hero Experiences'

Heritage and Locals

Take time to learn about the past and connect with the present, by exploring historic towns and getting to know the locals.

Supporting Attributes and Potential Clusters:

Pristine, safe old-world towns, range of museums, galleries, history centres, larrikins and other friendly locals in the pubs, on the street, at festivals.

Dinosaurs

Feel the thrill as you follow in the footsteps of an ancient monster before you dig up your own dinosaur.

Supporting Attributes and Potential Clusters:

Digs, tours, centres and trails.

Outback Adventures

Choose your Outback adventure; cruising the wide open spaces to experience a timeless landscape, view an extraordinary variety of wildlife, visit a real working cattle station or just soak up the camaraderie of shared memories.

Supporting Attributes and Potential Clusters:

Roos, bilbies (Charleville), amazing birds including emus, brolgas, wedge-tailed eagles, tour operators and station stays.

Timeless Landscape and Endless Sky

Escape the concerns of everyday life in a timeless landscape, under an endless sky where nature abounds and you develop a real sense of connection to country.

Supporting Attributes and Potential Clusters:

Gorges, lookouts, parks, scenic flights, Aboriginal rock art and drives.

Tourism and Events Queensland (2017). "Outback Queensland 'Hero Experiences' Fact Sheet".

6.5 Outback Queensland Tourism Authority Goals

Outback Queensland Tourism Authority goals, according to the *OQTA Outback Destination Plan 2017-2020* are:

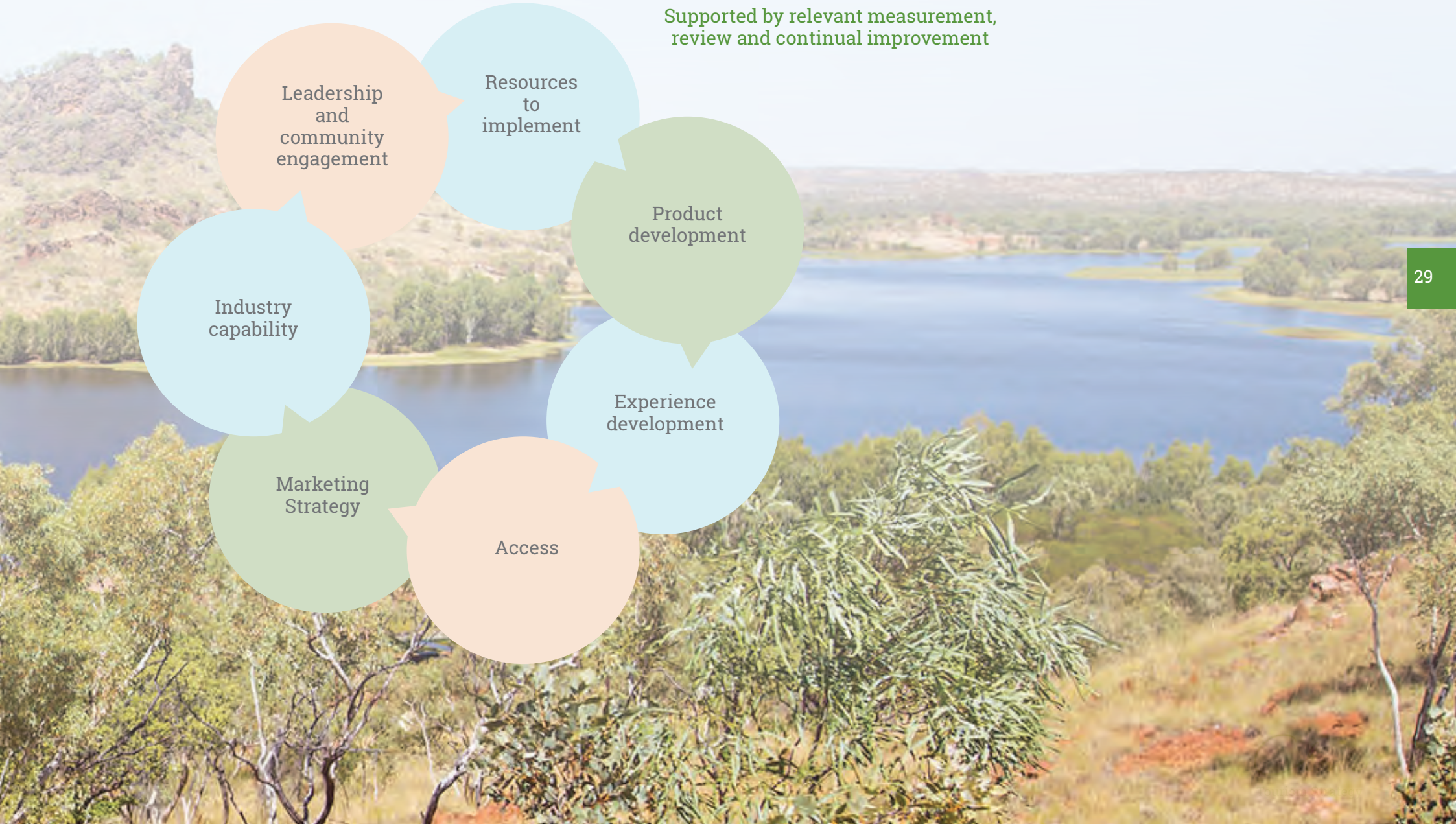
- Destination Hero Themes and Events: Outback Adventures, Outback Events, Paleo Tourism, Heritage and Locals.
- Position the region as the home of 'the authentic and engaging Australian Outback experiences'.
- Market the region as - Don't just see the outback DO the outback – and back the statement with a series of activities and events.
- Leverage the existing calendar of events to create a call to action for travelling to the outback.
- Increase the overnight expenditure and the number of activities participated in within the region.
- Increase Outback Queensland's share of the family camping market, targeting young families with appealing new family-friendly activities.
- Attract new visitors to the region through excitement and appeal of education, Paleo tourism and adventure.

6.6 Cloncurry Shire Council Tourism Goals

The *Cloncurry Shire Council Corporate Plan 2016 - 2021* states the tourism goals for the shire under Strategic Direction 1: Building Our Economy:

- Promote Cloncurry as a tourist destination
  - Enhance tourism products and services
  - Increase exposure and management of John Flynn Place, Dr Harvey Sutton Art Gallery and Cloncurry Unearthed Visitor Information Centre and Museum

7.0 Strategic Objectives



8.0 Strategic Opportunities

8.1 Product development

8.1.1 Develop tourism products that are appealing to the transient population within Cloncurry (miners and backpacker staff in local businesses) to encourage greater spend

8.1.2 Develop tourism products that are appealing to Empty Nesters and Families travelling through the Outback

8.1.3 Critically review and streetscape the local town area of Cloncurry

8.1.4 Revamp the John Flynn Centre to be a compelling must-do attraction on a Queensland Outback itinerary

8.2 Experience development

8.2.1 Develop existing product into stronger tourism experiences e.g. kayaking at Chinaman's Creek Dam, tag-along and hosted 4WD tours

8.2.2 Develop events that are appealing to visitors (not just locals), tie in with timing of surrounding events and work as a shoulder event

8.3 Access

8.3.1 Improve tourism directional signage to all tourism attractions, built or natural

8.4 Marketing strategy

8.4.1 Allocate a destination marketing budget

8.4.2 Tell the story: of the birthplace of the Royal Flying Doctor Service and QANTAS

8.4.3 Develop brand positioning for the Cloncurry region

8.4.4 Develop brand assets of destination website and social media

8.4.5 Develop an active marketing plan with cadence and consistency

8.5 Industry capability

8.5.1 Facilitate training in tourism, digital marketing etc to continually develop the business and customer experience capabilities of local industry

8.6 Leadership and community engagement

8.6.1 Develop industry champions to drive tourism development in partnership with Council

8.6.2 Council to take a leadership and coordination role with regards to the tourism strategy implementation plan, with ownership of projects by local industry

8.6.3 Work with the Cloncurry Business Network to implement the tourism strategy

8.7 Resources to implement

8.7.1 Explore other avenues for tourism investment and apply for funding and grants annually

8.7.2 Develop a seed funding program for development of products and tourism experiences by local industry

8.7.3 Ensure Council has the right organisational structure and roles to mentor businesses to start up tourism products

8.8 Measurement, review and continual improvement

8.8.1 Develop a set of metrics and measurement tools to be able to measure the growth in visitation and economic injection from tourism

10.0 Implementation

Cloncurry Shire Council has requested assistance in initiating the implementation of the Tourism Strategy, to ensure its success.

We recommend the following path to ensure the strategy sets the scene for the changes to take place in the shire.

Ensure the following is undertaken to give the Tourism Strategy its best chance of success:

- Council feedback on the Tourism Strategy
- Community feedback on the Tourism Strategy
- Better Business workshops
- Tourism and Digital training for Council staff
- Meeting with Council Project Manager to advise on how best to implement the Action Plan
- Connect Council budget with the Tourism Strategy
- Ensure all Council staff and Councillors understand the strategy
- Ensure the Council's Corporate Plan, Operations Plan, Planning Schemes etc. are all connected to the Tourism Strategy
- Deliver a monthly progress report to Council
- Schedule a regularly monthly meeting with the Mayor/ Councillor who looks after Tourism
- Conduct an annual review and report back to Council and the community
- Regularly gather feedback on how you're doing against the action plan from the community and business perspective

It's vital to align all other Council plans and budget to the Tourism Strategy.

Ensure Council has the following mechanisms set up to support the success of the Tourism strategy:

- Responsibility: lead people who will take the responsibility of actioning the plan
- Resources: enough human and financial resources are allocated to ensure successful implementation of the plan
- IT: ensure the way the success is tracked is easy to update and monitor
- Culture: create a culture around tourism within Council and influence the extension of this into the local community

11.0 Evaluation

11.1 Evaluation Tools

Please see samples of evaluation tools developed and provided to Cloncurry Shire Council that can be used to evaluate visitor data and social media and website presence.

Cloncurry Evaluation Tool 1 - Visitor Data

Cloncurry Evaluation Tool 2 - Website and Social Media Metrics

CLONCURRY EVALUATION TOOL 1 - VISITOR DATA								
	Visitor numbers	Visitor spend	Visitor numbers	Visitor spend	Visitor numbers	Visitor spend	Visitor numbers	Visitor spend
Visitor Data	Q1	Q1	Q2	Q2	Q3	Q3	Q4	Q4
VIC								
Ticket sales John Flynn Place Museum								
Ticket sales Mary Kathleen Memorial Park & Museum								
Public Wifi login								
Cloncurry Airport arrivals (Qantaslink, Alliance & Virgin Australia)								
Bus Queensland Cloncurry arrivals								
Mt Isa airport arrivals?								

CLONCURRY EVALUATION TOOL 2 - WEBSITE METRICS												
	2018/19				2019/20				2020/21			
Destination website (Google Analytics)	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Unique website visits												
Average session duration												
Page views												
Sources for incoming traffic												
Destination Facebook Page												
Followers												
Post reach												
Engagement												
Destination Instagram Profile												
Followers												
Impressions												
Reach												
Profile visits												

11.2 Expertise & Methods

In our experience in implementing a Tourism Strategy within local government, the most successful evaluation and reporting has come from the below method, in conjunction with evaluation tools.

The process within Council:

- Input key Tourism Strategy milestones into Council planning process: Operations Plan & Corporate Plan (where necessary)
- Track progress on actions in Operations plan as per normal: achieved/not achieved/delayed
- Weekly progress updates on actions as part of regular CEO/Project Manager meeting
- Monthly progress report to relevant Council Committee
- Annual review report to full Council
- Publish quarterly or annual results to local businesses and community in newsletter, website and social media

Effective methods

- Strategic management: responsibility, regular reporting, metrics of performance
- Digital review: website review, social media review

Metrics

- Completion of action plan milestones
- Quantifiable performance: increase in visitor numbers, length of stay, expenditure, balance of visitors (holiday vs. FIFO)

Reporting on a Tourism Strategy within local government

12.0 Appendix: Online Product Audit

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
ACCOMMODATION (Source: TripAdvisor) * indicates average review rating	Central Hotel Cloncurry 4* Discovery Parks Cloncurry 4* Wagon Wheel Motel 3.5* Red Rock Motel 4* Oasis Hotel Motel 4* Leichhardt Hotel-Motel 4.5* Cloncurry Caravan Park Oasis 3.5* Gidgee Inn Motel 4*	Julia Creek Motel 4* Julia Creek Villas 4* Corella Creek Country Farm Stay 5* Julia Creek Caravan Park 4.5*	Abajaz Motor Inn 4.5* The Jumbuck Motel 4* Albert Park Motor Inn 4* Longreach Motor Inn 4* Longreach Motel 4* Wellshot Hotel 4.5* Lyceum Hotel 2* Kinnon & Co Outback Accommodation 4.5* Ilfracombe Caravan Park 4.5* Longreach Tourist Park 3.5*	North Gregory Hotel 4* Boulder Opal Motor Inn 3.5* Matilda Motel 3.5* Outback Motel 4.5* Tattersalls Hotel 4* Cottage on Cork 5* Banjo's Overnight & Holiday Units 3.5* Pelican Fuel Stop & Caravan Park 3* Matilda Country Tourist PArk 2.5*	RedEarth Hotel 4* Fourth Ave Motor Inn 4.5* Ibis Styles Mt Isa Verona 3.5* Central Point Motel 4* Copper City Motel 4.5* Spinifex Motel & Serviced Apartments 4.5* Townview Motel 3* Cityside Accommodation 4* Burke & Wills 4* Abacus Motel 4* Leichhardt Accommodation 4.5* Overlander Motel 2* Mt Isa City Motel 4.5* Copper Gate Motel 4.5* Isa Hotel 4* Icon on Isa Motel 4* Outback Mt Isa 3.5* Barkly Hotel Motel 4.5* Star Inn Accommodation (no reviews) Isa Hotel 4* (appears twice) Mick's Accomodation Club 5* (one review) Discover Parks - Mount Isa 3.5* Discovery Parks - Argylla 3.5* Waltons Motor Court Motel 1.5* Travellers Haven Backpackers Hostel 3* Sunset Top Tourist Park 3.5* Mount Isa Caravan Park 3* Moondarra Caravan Park Mount Isa 3.5*

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
DINING OUT (Source: Google local search "restaurants in 'name of town', queensland") * indicates average review rating	Wagon Wheel Motel 3.6* Cloncurry Bakery 4.3* Grinners Pizza and Pasta 4.3*	BP 3*	Happy Valley Chinese Restaurant 4.6* Longreach Motor Inn & Harry's Restaurant 4.6* The Woolshed Restaurant 2.6* McGinness' Restaurant 4* Curry Across The Street 3* CDC Restaurant Bar Tapas 4.7* Eagle Street Pizza 4.2* Albert Park Motor Inn 4.1* Jumbuck Motel Longreach 4.2* Fernando's Pizza (no reviews) Bushrangers Bistro 4.2* Bird Cage Hotel 4.8*	Musical Fence Cafe 1.7* Tattersalls Hotel 4.4* Balamara Bakery 4.4*	Red Lantern Chinese Restaurant 4* RedEarth Thai Restaurant 4* Chopstick Palace Chinese Takeaway 4.8* The Lotus Chinese Restaurant 3.2* Burke & Wills Motel Mt Isa 4.2* The Buffs Club 4* Isa Hotel 4.1* Zambrero Mount Isa 4.4* McDonald's 3.7* Domino's Pizza Mount Isa 3.6* Isa Thai Takeaway 4.5* Pizza Hut 3.2* Red Rooster 2.7* Abyssinia Cafe Restaurant 3.5* Happy Noodle Box 4.1* Subway Restaurant 4.1* The Verona Restaurant (no reviews) Mount Isa Irish Club 3.2* Golden Kebabs 4.9* Nifty's Cash Store 3* (two reviews)

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
DINING OUT (Source: TripAdvisor) * indicates average review rating	Cloncurry Bakery 4* Gidgee Inn Bar & Grill 4.5* Wagon Wheel Motel 4* Red Door Cafe 4.5* Post Office Hotel 3.5* BP Roadhouse 4* Leichhardt Hotel 3.5*	BP Julia Creek Roadhouse 3* Bistro Restaurant 5* (one review) Dunnart Cafe (no reviews)	Harry's Restaurant & Redford Bar 4.5* Longreach RSL Memorial Services Club Inc 4* The Birdcage Hotel Pty Ltd 4* Outback Pioneers 4.5* Oasis Restaurant and Bar 4.5* Happy Valley Chinese Restaurant 4* Cattleman's Bar and Grill 4* Curry Across the street 4* McGinness' Restaurant 3.5* Eagle Boys 4.5* The Woolshed Restaurant 3.5* CDC Restaurant & Beer Garden 4.5* The Welcome Home Cafe and Tearoom 5* The Lazy Sheep 4.5* Outback Pics 4.5*	Tattersalls Hotel 4.5* Balamara Bakery 4.5* Daphne Mayo Dining Room 4* Boulder Opal Motor Inn 4* The Spun Yarn Cafe 4* Coolabah Cafe 4.5* The Musical Fence Cafe 3.5*	RedEarth Thai Restaurant & Takeaway 4* Carpentaria Buffalo Club 4* Rodeo Bar and Grill 4* Overlander 4* Zambrero Mt Isa 4.5* Burke & Wills Restaurant 4.5* Isa Thai Takeaway 4.5* Red Lantern Chinese Restaurant 3.5* Chopsticks Palace 3.5* Golden Spurs Licensed 5* Ibis styles 4.5* Townview Fish Inn 4.5* The Smoking Gun Cafe Takeaway & Catering 4* Nifty's Cafe Mount Isa 4* The Verona Restaurant 4* Jade Fountain 4* Domino's Pizza Mount Isa 4* Abyssinia Cafe & Restaurant 4* The Xtra Mile 3.5* Mcdonald's Family Restaurants 3* The Lotus Chinese Restaurant 3.5* Burger Chief 4* Brew & Scoop 3.5* Keane's Bar and Grill 3* The Royal Tandoori 3.5* Red Rooster 3* Sav's Takeaway 3* Goodie Yo 3.5* Pizza Hut Mt Isa 3* Happy Box (no reviews) Grant's Cakes & Pies 4.5* Sweet Tooth Gelato 4* Bambino Espresso 4.5* The Coffee Club 3.5*

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
"SITES" LISTINGS INCLUDING CARAVAN PARKS, BACKPACKER HOSTELS, POIS (Source: WikiCamps app) * indicates average review rating	Oasis Hotel-Motel 4.5* John Flynn Place & Royal Flying Doctor… 3.6* (full name not shown) Florence Clarke Memorial Park 2.8* Wal's Camp Tourist Park 2.3* Cloncurry Caravan Park Oasis 2.9* Cloncurry Mary Kathleen Memorial DP (no reviews) Cloncurry Information Centre 3.4* Discovery Parks-Cloncurry 2.8* Chinaman Creek Lookout 4* Chinaman Creek Dam Parking Area (no reviews) Cloncurry Lookout 3* Chinamans Creek Dam Reserve 3.8* Original QANTAS Hangar 2*	IOR Petroleum 24hr Diesel Fuel (no reviews) Drinking water with purchased fuel (no reviews) Julia Creek Dump Point 3.8* Duncan McIntyre Museum (no reviews) Julia Creek Caravan Park 4* Julia Creek Swimming Pool 4.3* Library 5* (one review) Julia Creek Opera House (historic) (no reviews) Laundromat 3* Julia Creek playground & BBQ area 3.9* Julia Creek Information centre 4.7* Picnic Area 5* (one review) McIntyre Park (festival only) 3* (two reviews) Julia Creek Racecourse DP (no reviews)	Smithys Outback Stockshow 4.8* Thomson Ricer (no reviews) Apex Riverside Park 2.9* Thomson River, Longreach 1* (one review) Longreach Caravan Park 2.7* ININGAI Native Flora & Fauna Park 1* (one review) Skate Park 5* (one review) Longreach Powerhouse Museum 3* (two reviews) Kinnon & Co. Booking Office 5* Outback Pioneers Experience (booking office (no reviews) Parking Bay for Caravans 4.1* Longreach Public Dump Point 4* (two reviews) Toilet and Shower (CWA rest rooms) 4.6* Longreach Library 4* Longreach Information Centre 4.5* Commercial Hotel 4* 24hr Laundromat 2.3* Anzac Park 4.5* (two reviews) Longreach Aquatic Centre 4.5* Lioness Park 4* (one review) Porcelain Doll Display and Outback Collec… (no reviews) Longreach Tourist Park 3.1* Longreach Outback Adventures 4.5*(two reviews) Stockmans Hall of Fame & Outback herit… 3.9* Qantas Founders Museum 3.9* Queensland Helicopters (no reviews) Camden Park Station 4.6*	Outback From Above (booking essential) (no reviews) Long Waterhole Winton (RVFT) 2.9* Mistake Creek 3.2* Pelican Monument / Old Winton Town 1* (one review) Musical Fence & Qantas Monument 4.5* Heritage Truck & Machinery Museum 4* BP Winton - Free hot showers with fuel 3.5* (one review) CLOSED: Winton Showgrounds Winton Rec Ground DP 3.3* Pelican Fuel Stop & Caravan Park 3.3* Winton Opal Company 5* (two reviews) Tattersall's Hotel Van Park 3.3* Patricia Bucknell Park (no reviews) Winton Hostel 1.7* (two reviews) Opal Walk and Royal Open Air Theatre and Museum 3.7* (two reviews) Red Dirt Tours 4.8* Winton Tourism Information Centre 2.3* Library Free WIFI 5* Willie Mar historic market garden 3.3* Laundromat 3.1* Vision Splendid Outback Tour Company 5* Ben's Chicken Stampede 4.1* North Gregory Hotel Winton (RVFT) 3.2* Arnos Wall 3.1* Winton Club 3* Public Toilets 4* Hollow Log Park 3.2* Squash hall toilets and showers 4* Winon Memorial Swimming Pool 4* Memorial Park (no reviews) Waltzing Matilda Centre 3.5*(one review) Winton DP & Shaded Park Area 4.8*	Truck Parking 5*(one review) AAOK Moondarra Caravan Park 3* Tom O'Hara Park 1.2* (two reviews) Discovery Parks-Mount Isa 3* Mount Isa - Off Leash Dog Park 5* Sunset Top Tourist Park 3.6* Minnie Davies Park 2.7* (two reviews) Murals (no reviews) Mt Isa Dump Point & Drinking Water Tap Also 3* Mt Isa School of the Air 3.6* Mount Isa Caravan Park 3.1* Discovery Parks- Argylla, Mount Isa 2.9* Truck Stop(no reviews) Mount Isa Lookout 3.4* Mount Isa Information Centre 4* Riversleigh Fossil Centre 4.4* Outback At Isa 2.3* Hard Times Mine Tour (no reviews) Travelers Haven 1.3* Underground Hospital & tent House 3.1* Caravan Parking (no reviews) Laundromat 5* (one review) Library 4.9* Mt Isa Caravan Park Overflow NO camping 4* Mt Isa Swimming Pool 3.3* Family Fun Park 4* Playground (no reviews) Dog Park (no reviews) Telstra Hill 5* (one review) Painted Rock - Aboriginal Rock Art 3.5*(two reviews) Aboriginal Rock Art 4* (one review) Lake Moondarra: Nice View (no reviews) Beautiful View (no reviews) Lake Moondarra View (no reviews) Warrina Park 5*(two reviews) Public Toilets Hilton QLD (no reviews) Dam Wall Walk(no reviews) Look Out Hilton Qld 3.5* (one review) Transport Bay 4.9* North West Canoe Club 4.3* Lake Moondarra Outback Parl 4*(one review) Boat Ramp hilton Qld (no reviews) Rock Art Hands Spray Painted (no reviews) Ski Club (no reviews) King Fisher Point (no reviews) End Gate (no reviews)

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
ATTRACTIONS (Source: TripAdvisor) * indicates average review rating	John Flynn Place Museum & Fred McKay Art Gallery 4.5* Mary Kathleen Memorial Park and Museum 4.5* Dr David Harvey-Sutton Gallery 4.5*	Julia Creek Visitor Information Centre 4.5*	Outback Pioneers 5* Outback Aussie Tours 5* QANTAS founders museum 4.5* Australian Stockman's Hall of fame and Outback Heritage Centre 4.5* Camden Park Station 5* Spirit of the Outback Train 4* Longreach Region visitor Information Centre 4.5* Captain Starlight of Starlight's Lookout 4.5* Outback Pics 4.5* Longreach Powerhouse Museum 4* Lake Eyre Basin 4.5* Spinifex Collections 4.5* Air Central West Pty Ltd 5* The Outback Show 4* Nogo Station Experience 3.5* Queensland Helicopters 5* (two reviews) History Tours Australia p Longreach Cemetery Tours 4* Longreach School of the Air Tours (no reviews) The Garden Shed (two review)	Australian Age of Dinosaurs 4.5* Dinosaur Stampede at Lark Quarry Conservation Park 4.5* Red Dirt Tours 5* Watlzing Matilda Centre 4* Vision Splendid Outback Tour Company 4.5* Bladensburg National Park 4.5* Arno's Wall 4* Winton Diamantine Heritage Truck & Machinery Museum 4.5* Qantilda Museum 4* Corfield & Fitzmaurice General MErchants 3.5* Winton Opal Gems 4.5* Ben's Chicken Stampede 4* Royal Theatre 4*	Mount Isa City Lookout 4.5* Outback at Isa 4.5* Lake Moondarra 4.5* Underground Hospital and Museum 4.5* Hard Times Mine 4.5* "The Buffs Club" 4* Mount Isa Rodeo 4.5* Mount Isa Family Fun Park 4* Telstra Hill 4* Mary Kathleen 4* Splashez Public Pool 4.5* North West Tours 5* Mount Isa Coaches 5* (two reviews) North West Gymnastics (no reviews) Heliwest (no reviews)
THINGS TO DO (Source: Google local search "what is there to do in 'name of town?) * indicates average review rating	Google Top Sights: John Flynn Place Museum 3.5* Mary Kathleen Memorial Park and Museum 4.3* Corella Dam 4.8* Clem Walton Park 4.2* Mary Kathleen Mine 4.6* East Leichhardt Dam 4.5* Mary Kathleen Abandoned Uranium Mine 4.5* Mary Kathleen Abandoned 4,4* Flat Top Mountain (no reviews) Mount Margaret (no reviews) Links to TripAdvisor Links to http://www.localguidesigns.com.au/cloncurry-tourist/cloncurry_attractions.php	Links to TripAdvisor Links to http://www.mckinlay.qld.gov.au/julia-creek Links to https://www.outbackqueensland.com.au/julia-creek/	Qantas Founders Outback Museum 4.5* Australian Stockman's Hall of Fame 4.4* Thomson River (no reviews) Qantas Hangar, Longreach 3* (one review) Longreach Powerhouse Museum and Social History Museum 3.7* Edkins Memorial Park 4* (one review) Links to TripAdvisor Links to http://longreachtourism.com.au/things-to-do-longreach-2/	Lark Quarry Dinosaur Trackways 4.6* Waltzing Matilda Centre 3.4* Great Artesian Basin Arno's Wall 3.2* Machinery Museum 5* (no reviews) The Musical Fence 3.5* Corfield & Fitzmaurice Store Links to TripAdvisor Links to http://www.winton.qld.gov.au/web/experience-winton_redundant/things-to-see-do	River Fossil Centre 5* (two reviews) Outback at Isa 4.3* Lake Julius (no reviews) Mines Power Station(no reviews) Underground Hospital & Beth Anderson Museum (no reviews no information) Links to TripAdvisor Links to https://www.mietv.com.au/Attractions.aspx

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
TRIPADVISOR OVERVIEW OF NUMBER OF PRODUCT LISTINGS From the "About Tourism" menu item	Accommodation (8) Holiday Rentals (0) Things to do (3) Restaurants (6)	Accommodation (4) Holiday Rentals (1) Things to do (1) Restaurants (3)	Accommodation (8) Holiday Rentals (0) Things to do (19) Restaurants (18)	Accommodation (10) Holiday Rentals (4) Things to do (13) Restaurants (6)	Accommodation (19) Holiday Rentals (0) Things to do (15) Restaurants (30)
EXPERIENCES/ PRODUCTS OVERVIEW (number of listings on OQTA website) http://www.outbackqueensland.com.au/outback-towns/	Attractions/Things to do: -John Flynn Place Museum & Art Gallery -historic cemeteries -Chinaman Creek Dam -Cloncurry Lookout -Burke & Wills Memorial Accommodation: -Central Hotel -Cloncurry Motel -Coyote Inn -Discovery Holiday Park Cloncurry -Gidgee Inn Motel -Leichhardt Hotel/Motel -Oasis Caravan Park -Post Office Hotel -Red Rock Motel -Wagon Wheel Motel -Wal's Camp	Attractions/Things to do: -Julia Creek Caravan Park Bush Dinners -Water Tower -'At the Creek' -Duncan McIntyre Museum -The Julia Creek Opera House -Historical Walk -Julia Creek Swimming Pool -Spirit of the Light Horse Sculpture -WWII Bunkers Accommodation: Nothing listed	Attractions/Things to do: -Australian Stockman's Hall of Fame -Botanic Walkway -Cobb & Co stage coach experience -Harry Redford Old Time Tent Show -Helicopter Tours -Longreach Arts & Crafts Centre -Longreach Aquatic Centre -Longreach School of Distance Education Tours -Natural History Tours & Smoko -Nogo station Experience -Old Time Pioneer Portrait -Outback Stockman's Show -Smithy's Outback Dinner & Show -Smithy's Outback Dinner & Show -Spirit of the Outback -Starlight's Lookout -Starlight's River Cruise & Dinner -Strathmore Station Experience -Sunset and Smoko Cruises -Swimming and fishing in the Thomson River Accommodation: -Abajaz Motor Inn -Albert Park Motor Inn -Commercial Hotel Longreach -Jumbuck Motel -Longreach Motel -Longreach Motor Inn -Longreach Tourist Park -Noonbah Station Bush Camping -Outback Pioneers (Kinnon & Co) Slab Huts, Lodges & Stables	Attractions/Things to do: -Dinosaur Stampede at Lark Quarry Conservation Park -Australian Age of Dinosaurs Museum -Waltzing Matilda Centre -Royal Theatre -Bladensburg National Park -The Musical Fence -Winton's Heritage Truck and Machinery Museum -Qantilda Museum Accommodation: -Cottage on Cork -Boulder Opal Motel -Matilda Country Tourist Park -North Gregory Hotel -Winton Outback Motel	Attractions/Things to do: -City Lookout -Family Fun Park -Hard Times Underground Mine Tour -Lake Moondarra -Mount Isa Underground Hospital -Mount Isa School of Air -Outback at Isa Accommodation: -Discovery Holiday Parks -Ibis Styles Mount Isa -Leichhardt Accommodation -Mt Isa City Motel -Spinifex Motel and Serviced Apartments

Traveller Offerings	Cloncurry	Julia Creek	Longreach	Winton	Mount Isa
MAJOR ANNUAL EVENTS (from OQTA website)	-Cloncurry and District Show -Cloncurry Stockman's Challenge -Curry Merry Muster Festival -Rockhana Gem & Mineral Festival	-Julia Creek Dirt n Dust Festival -Maxi Races	-Longreach Annual Show -Longreach Picnic Races -October Outback Fiesta -Yellowbelly Fishing Classic	-Outback Festival -Outback Writers Festival -Vision Splendid Outback Film Festival -Winton Opal Festival	-Lake Moondarra Fishing Classic -Mount Isa Agricultural Show -Mount Isa Mines Rotary Rodeo
SUGGESTED ITINERARIES (from OQTA website)	-Ancient Outback Journey -Dinosaur Trail (7 Days) -Dinos, Crocs & Gold (14 Days)	Nothing listed	-Back Roads to Winton (Approx. 6 Days) -Central Queensland Outback Drive (Approx. 7 Days) -Far West Adventure Drive (Approx. 10 Days) -Gems of the Outback (14 Days) -Longreach Region Self-drive Experience (5 Days) -Outback Giants (7 Days) -Outback Legends (14 Days) -Stars, Parks & Legends Drive (Approx. 7 Days) -The Matilda Way (Approx. 9 Days)	-Australian Dinosaur Trail -Back Roads to Winton -Natural Encounters Drive -7 Day Dinosaur Trail -7 Day Outback Giants -14 Day Gems of the Outback	-Cross Country to Outback (11 days) -Dinos, Crocs and Gold (14 days)

13.0 Sources/References

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Notes

Cloncurry
Shire Council