



Bundaberg-Fraser Coast

Tourism Opportunity Plan

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Acronyms

BRC	Bundaberg Regional Council
BNBT	Bundaberg North Burnett Tourism
DEEDI	Department of Employment, Economic Development and Innovation
DERM	Department of Environment and Resource Management
DMO	Destination Management Officer
DMP	Destination Management Plan
FCRC	Fraser Coast Regional Council
FCSBT	Fraser Coast South Burnett Tourism
GRP	Gross Regional Product
IVS	International Visitor Survey
LGA	Local Government Area
NBRC	North Burnett Regional Council
NVS	National Visitor Survey
QPWS	Queensland Parks and Wildlife Service
QTIC	Queensland Tourism Industry Council
RTO	Regional Tourism Organisation
SEQ	South East Queensland
SEQC	South East Queensland Country
TOP	Tourism Opportunity Plan
TQ	Tourism Queensland
WBB	Wide Bay Burnett



Executive summary

This Tourism Opportunity Plan

The purpose of this Tourism Opportunity Plan (TOP) is to provide strong direction and associated actions to drive the sustainable development of tourism in the Bundaberg and Fraser Coast regions out to 2019.

Among other things, the TOP aims to:

- Identify new tourism product that meets future visitor expectations and demand;
- Identify infrastructure requirements to support the ongoing sustainable development of tourism in the region; and
- Provide a focal document for the development of tourism in the region.

In November 2006, the Queensland Government delivered the Queensland Tourism Strategy, a 10-year vision for sustainable tourism. To achieve its vision, Tourism Queensland (TQ) and the Queensland Tourism Industry Council (QTIC) in partnership with DEEDI¹ developed six key themes. Under theme 2 'Investment, infrastructure and access' Tourism Queensland, in partnership with Regional Tourism Organisations (RTOs) was responsible for preparing Regional Tourism Investment and Infrastructure Plans (RTIIPS) for each tourism region across Queensland. The TOP is the new name for the RTIIP, a title that is considered to better represent the content and intent of the document. However, apart from the name change, the remainder of the document is as was developed in partnership with regional stakeholders over an 18 month period.

This TOP has been prepared after conducting consultation with: local government; government agencies; industry operators; developers and investors. Over 80 people were consulted. For the purposes of this plan, the area known as "South Burnett" was not included as it is going to be covered under a South East Queensland Country TOP. In addition, for marketing purposes Lady Musgrave Island is included in the Bundaberg (RTO) jurisdiction; however, access is only via Seventeen Seventy in the Gladstone RTO jurisdiction. Projects in this plan have identified

opportunities for this island, but it is noted collaboration for investment and infrastructure (as opposed to marketing²) with the Gladstone region will be required.

By 2019, it is considered that:

- The Bundaberg tourism region has the potential to become a significant destination for intrastate and interstate visitor markets (leisure and business), as well as growing the international sector; and
- The Fraser Coast tourism region has the potential to become a significant destination for intrastate, interstate and international (primarily leisure and VFR) visitor markets.

During the consultation process stakeholders identified the following key value statement being a vision for the entire area in the future. "An eco-adventure destination for visitors focussed on marine and nature-based tourism product".³

To achieve this outcome and for the regions to become significant destinations for visitor markets and remain competitive, it will be necessary for:

- Both regions to identify and develop a sense of uniqueness. Hervey Bay especially requires its built environment to be upgraded and enhanced to match the quality of its natural environment and where appropriate redeveloped in a form that differentiates it from other coastal areas in SEQ.
- Bundaberg must address its shortage of accommodation in order that existing tourism product can be appreciated by more visitors staying longer and spending more;
- Investment in new and enhanced infrastructure (especially transport and new tourism activities) to take place; and
- Effort will need to be paid to ensuring there is an appropriate mix of product, especially built attractions and activities available for the visitor markets the destinations seek to attract and to offer more mainland all weather experiences.

The TOP does not purport to canvass all possible projects for the two regions. Instead, it focuses on those projects which have been identified as having strong stakeholder support;

¹ Then known as the Department of Tourism, Fair Trading and Wine Industry Development

² The Bundaberg ABS Region includes the shire of Miriam Vale and it is noted that a large number of operators in e.g. Agnes Water and Seventeen Seventy have dual membership of both the Bundaberg and Gladstone RTOs.

³ The regions are home to two significant world class natural environments – Fraser Island is the world's largest sand island and is designated a world heritage site and Mon Repos is home to the largest concentration of endangered nesting loggerhead turtles on the eastern coast of Australia. In addition the southern tip of the Great Barrier Reef extends into the region with Lady Musgrave, Fairfax, Hoskyn and Lady Elliot Islands being currently incorporated into the Bundaberg Tourism Region. In the southern coastal region "The Great Sandy Strait is recognised by the Convention on Wetlands of International Importance and was declared a Ramsar site in 1999. (<http://www.greatsandystrait.com.au/>, cited 2nd April 2008)

which are more likely to succeed and which are likely to assist in realising the visions for the regions. Investment opportunity criteria have been applied to each project. The plan has been prepared being cognisant of, and having regard to, the tourism objective outlined in the Wide Bay Burnett Regional Plan 2007-2026 (WBBRP).⁴

This TOP is not however, a summary of all projects, all plans and strategies. It provides a vision for tourism in the Bundaberg and Fraser Coast regions and thus is selective. The focus for this TOP has been on tourism development and investment to particularly attract more intrastate and interstate visitors and to identify opportunities that will encourage these visitors to stay longer and spend more. For the proposed projects to progress further it will be necessary in most instances to undertake a more detailed assessment of their potential viability through feasibility studies. These studies will need to address project benefits, costs, impacts, scope and resourcing.

This TOP must also be viewed within the context of overarching regional planning strategies and policies. These include, but are not limited to:

- The review of residential supply and alternative patterns of development which will inform a preferred pattern of urban development and associated urban footprints for the region;
- Identification of the location and capacity of current and future regionally significant infrastructure via an audit by the Department of Infrastructure and Planning to support the Wide Bay Burnett Region Plan 2007 – 2026;
- The Wide Bay Burnett Environmental and Assets Strategy to identify and evaluate regionally significant environmental and natural assets;
- The Wide Bay Burnett Recreation and Sports Strategy which will identify hard infrastructure and open space opportunities;
- The Wide Bay Burnett Regional Water Supply Strategy to secure the region's water supplies for the next 50 years;
- The Wide Bay Burnett Industrial Land Demand Strategy to assess demand and identify suitable sites; and
- An aged care strategy for the region.

Potential challenges for the two regions include improved co-ordination of tourism between different areas in the two regions, for example matching mature tourism brands such as Fraser Island with lesser known brands like The Hinkler Hall of Aviation and identifying product gaps such as between accommodation and other tourism product (especially in the hinterlands) for example not enough accommodation in Bundaberg and not enough built tourism attractions in Hervey Bay.

The regions must also be cognisant of geographic realities. Hervey Bay is just 1.5 hours drive north of the Sunshine Coast; which also identifies itself as a “predominantly coastal destination with a growing hinterland....has a strong focus on natural attractions including beaches and National Parks and provision of recreational, outdoor attractions and nature based experiences”⁵. Fraser Coast is set apart from this southern area by a number of factors, predominantly the World Heritage Fraser Island. Whilst a successful experience, the island can be further developed to expand its iconic status and further reflect the

“blue” eco-adventure nature of the Bundaberg and Fraser Coast area. However, to achieve the potential for repeat visitation, the entire area must also develop other tourism product.

This plan helps to identify other options for encouraging visitors to this region instead of (or as well as) tourism destinations to the south and north. The TOP draws on strengthening existing, and where appropriate, creating new tourism nodes and regional product, which will help extend visitor length of stay and expenditure and offer greater dispersal throughout the two regions.

There are a total of 16 national parks, marine parks and state forests in the Bundaberg-Fraser Coast area which are a major component of the region's existing tourist appeal. However, with the right style and types of development and tours, these protected areas could play an even more critical role in helping to realise the region's vision as an eco-adventure destination, underpinning sustainable tourism industry growth. However, any development and tour options will need to recognise current government policies regarding tourism activities in protected areas and progressed in partnership with the Department of Environment and Resource Management (DERM)/Queensland Parks and Wildlife Service (QPWS).

There are significant opportunities in the hinterland of the two regions, especially from Bundaberg City, to create tourism product based around the natural landscapes. Parks and forests are a key asset for growing hinterland tourism and it is vital within this plan's timeframe that key players from all relevant agencies come together, recognise the latent opportunities and work towards projects that will deliver on the research outcomes which show a propensity for greater nature based and wilderness experiences. Whilst visitor numbers to the majority of these national park locations are thought to be necessarily low, there is opportunity to increase numbers on a sustainable basis for the future.

The ability to achieve this is dependent upon: improved road access; expanded visitor facilities including camping and other accommodation options, shelters, visitor interpretation and marked trails and walks. The cost of creating this infrastructure is not insubstantial and therefore great care is needed to ensure that cost-effective infrastructure investment is carefully prioritised where the greatest opportunities for visitor growth are likely to be forthcoming. As the DERM/QPWS is not currently resourced to provide all the required infrastructure other partners may need to be found over time. There is little point in actively promoting the parks as tourism assets without the introduction of enhanced infrastructure.

The TOP ultimately focuses on those projects which are more likely to gain stakeholder support and which can lead to many of the other projects being developed over time. This has meant that many projects suggested during the course of the consultation, whilst having recreational value, may not be sufficiently strong to attract interstate or intrastate visitors. They are nevertheless very important, but unlikely to stimulate tourist demand to the local community.

⁴ “To effectively capitalise on the region's natural advantages and current trends and patterns in tourism, in order to promote a sustainable, prosperous tourism industry through enhancing viability, innovation, efficiency and market awareness”, WBBRP, Queensland Government, page 94

⁵ Sunshine Coast TOP, TQ and Tourism Sunshine Coast, 2008 (not yet published), page 2

Catalyst Tourism and Support Infrastructure Projects

The TOP identifies a total of 105 tourism and associated support projects suggested for the Bundaberg-Fraser Coast region, which are detailed in Appendices 1 and 2. Noting the emphasis the regions place on their waterways and marine life, a possible preference is to consider creating an “eco-adventure coast” positioning which can create a composite series of eco-adventure experiences and encourage wider visitor dispersal throughout and between the regions.

Themes may exist which could include gaining a better appreciation of the marine life which inspired people to put to sea, improved interpretation of the islands (their history and structure) in the two regions, provision of the maritime trading history in Maryborough, and creation of a wholesale food or beverage attraction (with potential liquor and possibly an organic fruit and nut chocolate outlet) which could emphasise the horticultural products of the hinterland and remind visitors that this waterway was a major trading and bond (rum and spirits) coast line.

The following 14 tourism projects are classified as catalyst projects: projects which if pursued would significantly increase the region’s destination appeal and tourism growth, thus serving as ‘catalysts’ for other tourism and associated infrastructure projects and private sector investment. Some catalyst projects by their nature are supply led as opposed to being demand driven. These ‘supply led’ projects are generally addressing either a key regional issue (need for all weather attraction) or building on an important destination attribute (a spectacular natural feature) and are presented to promote discussion based on creating the supply of new experiences which in turn can stimulate demand.

Catalyst Tourism Projects

Bundaberg

1. Riverside Tourist Precinct

A tourism precinct along the Bundaberg riverfront which will include a range of public and commercial facilities including a walkway/cycleway, interpretation signage, play areas, visitor information centre, cafes and bicycle and boat hire opportunities.



Aerial of Bargara, Bundaberg

2. CBD Hotel and Conference Centre

A new 130-150 room major brand hotel with associated facilities to host small to medium meetings and conferences (up to 250 attendees) in the CBD as part of the Riverside Precinct.

3. Port Marina Precinct and Air and Sea Services

Bundaberg Port Marina precinct including the re-instigating of sea ferry services between the port and Lady Musgrave Island and creating access to Lady Elliot Island.

4. Regional Turtle and Marine Centre

The creation of a year-round turtle and marine centre experience located in the Bundaberg region focussed on turtles and a wider biodiversity experience – possibly near the riverside or some other appropriate location.

5. Hinterland Touring Route

A hinterland touring route from Bundaberg, using the Country Way as the key artery. This touring route should include passive and active nature based experiences based around national parks and state forests, lake and dam fishing options, and farm gate and town retail culinary opportunities. In the longer term this touring route could also link to a possible hinterland rail experience.

6. Culinary Tourism Experience

Develop a culinary tourism strategy which focuses on providing locals and visitors the opportunity to experience and purchase the best of the region’s produce with the hub located possibly within the Gin Gin or Childers area.

7. Bundaberg – Fraser Coast Coastal Wilderness Link

A coastal ‘eco-adventure’ walkway between Bundaberg and the Fraser Coast with potential coastal tourism nodes such as Bargara, Coonarr, Woodgate Beach and Burrum Heads, carefully planned to avoid coastal ribbon development.

Fraser Coast

1. Fraser Island Visitor Site and Infrastructure Upgrades

A joint DERM/QPWS, industry and community committee have identified significant upgrades to the key visitor sites on Fraser Island including Lake McKenzie, Eli Creek and Indian Head.

2. Fraser Island Boutique Eco-lodge

A boutique eco-lodge development on Fraser Island to cater for the 4-5 star market complementing the island’s established eco-tourism accommodation and attractions.

3. Fraser Island Indigenous Tourism Experiences

Opportunities to develop a range of Indigenous tourism experiences on Fraser Island to capitalise on the island’s rich Aboriginal cultural heritage and the established eco-tourism market.

4. Hervey Bay Marina Re-development and World Heritage Biodiversity Interpretive centre

Re-development of the Urangan Harbour to provide expanded marina facilities including commercial marine services, dry berth facility, accommodation, retail, shopping, dining, entertainment and landscaped community parklands. The project to incorporate a substantial World Heritage biodiversity Centre which would be an all-weather attraction focussed on interpreting all aspects of Fraser Island and the associated marine environment including the region’s other signature natural attraction, the whales.

5. Hervey Bay Food and Beverage Attraction

A major all weather visitor attraction focussed on food and beverage to complement this established theme in Bundaberg. Possibilities include liquor, organic fruit and nuts, organic chocolate, and locally sourced seafood.

6. Maryborough Historic Precinct and Cultural Walk

Historic precinct and cultural walk incorporating the planned Brolga to Bridge Plan (mangrove management plan inclusive).

7. Fraser Coast Convention and Entertainment Centre

A multi-purpose convention and entertainment centre with amenities to include meeting and function facilities to cater for a 350+ seated event, or large scale standing and seating entertainment function (including trade shows and concerts) exceeding 3000 people (which may be linked to a branded hotel).

Each of the catalyst projects is canvassed in more detail later in this TOP.

Catalyst Infrastructure Projects

The following are the catalyst infrastructure projects required to support the ongoing growth and sustainable development of tourism across the two regions.

1. Bundaberg Airport Re-development

Bundaberg Airport Industrial Park, attracting a "high yield" visitor market with associated education and business opportunities including:

- Fly in – fly out light aircraft related accommodation at Kensington Lakes;
- The opportunity for extensive hangar parking;
- A recreational aircraft manufacture hub with education and business opportunities; and
- Acknowledging that the airport runway is to be extended by 2010 to enable it to take jet aircraft.

2. Hervey Bay Coastal Light Rail

A people mover/low impact loop option such as light rail or similar for Hervey Bay to assist in moving people around effectively and speedily along the Esplanade from the Urangan Marina up to and through the CBD/retail area. A stage 2 expansion could include a link to Maryborough. The focus is on a low-impact light rail or tram network.

3. Bruce Highway Upgrade

Creating more overtaking opportunities between Gympie, Maryborough, Hervey Bay and Bundaberg on both the Bruce (A1) and Isis (A3) Highways to reduce travel times and improve safety.

4. Bundaberg and Fraser Coast Regional Road Network Upgrade and Signage

Clearly signed and serviced network of 'drive tourism' routes in coastal and hinterland areas of the two regions focussed on sealed roads offering significant tourist attractions such as national parks and expanded agri-tourism experiences. Consideration should be given to sealing gravel roads offering tourist attractions adjacent to the routes if justified by traffic volumes along the routes.⁶

Additional Infrastructure and Investment Projects

Additional infrastructure projects which have been detailed (not necessarily in any priority order) include:

- Develop new attractions and activities to generate longer lengths of stay;
- Secure skilled and semi-skilled staff;
- Improve the supply of telecommunication services to the region;
- Introduce effective waste management systems;
- Rail infrastructure for the hinterland;
- Boating marinas for the region;
- Airport infrastructure in the region;
- Improving the electricity supply within the region;
- Ensure an adequate drinking water supply for the region;
- Expand the number of and upgrade the accommodation facilities catering to leisure and business visitor markets; and
- Better integrated and streamlined approach with government agencies and local government to secure development approvals and overcome infrastructure blockages.

Implementation

The TOP aims to provide a clear set of priority projects for the destinations to guide product development partnerships and local planning. More importantly, the plan provides a vision and direction for future tourism development that meets the needs of the community and consumers alike.

The Bundaberg and Fraser Coast regions need to work synergistically and take ownership for implementation of this TOP so as to achieve improved visitor growth, increased lengths of stay and improved visitor yields across both regions. The viability of a number of the identified projects will be dependent upon encouraging greater visitor dispersal throughout both regions and changing the psyche of visitors to think of undertaking experiences on the islands, in the major cities, along the length of the coastline and into the hinterland.

In order for tourism and support infrastructure projects in this TOP to be realised in an effective and timely manner, a number of implementation mechanisms are necessary. The Bundaberg and North Burnett and Fraser Coast Regional Tourism Organisations will be responsible for managing and coordinating the implementation of the TOP in partnership with TQ and State and Local Government. The region's Destination Management Officer (DMO) will monitor progress and assist in forming project groups of relevant agencies as required to take the project recommendations forward.



Hervey Bay

⁶ It is noted, however, that without sealed roads many people won't travel (especially visitors). Thus capacity will not increase and some areas may therefore never get an opportunity to deliver new product or experiences. In addition, rental car companies currently specifically exclude payout to damage incurred on non-sealed roads, effectively barring even adventurous travellers from driving on hinterland roads that are gravel.



1 Context

1.1 The Bundaberg and Fraser Coast Regions

The Bundaberg and Fraser Coast tourism regions neighbour each other. They are, however, distinct regions with currently quite different tourism product. They offer different visitor experiences and yet have quite similar visitor profiles for target markets. Geographically, both regions form part of the larger Wide Bay Burnett Region.

Each region is supported by their own Regional Tourism Organisation (RTO)⁷ and by its own Destination Management Plan (DMP)⁸.

The two regions incorporate and/or market significant marine environments including the most southerly part of the Great Barrier Reef Marine Park (being Lady Musgrave and Lady Elliot islands) and the World Heritage listed Fraser Island. There are also a number of national parks both on the coast and in the hinterland which offer special natural experiences. Many of these natural environments currently lack the infrastructure to support visitation for example good access roads, signage, interpretation, walking trails and recreational facilities.

The tourism nodes and precincts within the two regions include:

- The coastal areas surrounding Bundaberg City from Burnett Heads to Coonarr (including Mon Repos), with future potential for new tourism nodes at Woodgate Beach and Burrum Heads (in Fraser Coast).
- Bundaberg City and surrounds: including the new Airport Industrial Park and the Botanical Gardens with the Hinkler Hall of Aviation.
- The western hinterland area extending from Monto through Eidsvold, Mundubbera, Gayndah, Biggenden and Childers (dominated currently by horticulture and sugar cane and potential future mining activity with limited tourism infrastructure) but focussed on recreational activity around gorges, dams, lakes and rivers, farms and heritage towns.
- Maryborough: an historic Queensland town with both port and extensive rail heritage.
- Fraser Island: the largest sand island in the world and a World Heritage Area listed site.
- Hervey Bay City and the coastal beach surrounds focussed on the Esplanade.
- The Fraser Coast hinterland areas of Tiaro and Woocoo.
- The Fraser Island southern access areas of Gympie, Tin Can Bay and Rainbow Beach.

The Bundaberg region encompasses a diversity of coastal and hinterland areas as well as the city of Bundaberg itself.⁹ Since the amalgamation of local authorities into regional councils in March 2008 the region incorporates the Regional Councils (RCs) of: Bundaberg Regional Council (incorporating Kolan, Isis and Burnett) and North Burnett Regional Council (incorporating the shires of Biggenden, Eidsvold, Gayndah; Monto, Mundubbera and Perry). It should be noted also that at the 2008 elections, Miriam Vale, incorporating the townships of Agnes Water and Seventeen Seventy, became part of Gladstone Regional Council. As such, Miriam Vale will form part of the Central Queensland TOP.

The Fraser Coast offers visitors a variety of natural attractions, experiences and activities, including four wheel drive adventures, fishing, nature-based activities, and authentic country heritage and history experiences.¹⁰ Following the March 2008 local authority elections the area is now known as Fraser Coast Regional Council incorporating the City of Hervey Bay, the City of Maryborough, the Shire of Woocoo and Divisions 1 and 2 of Tiaro Shire.

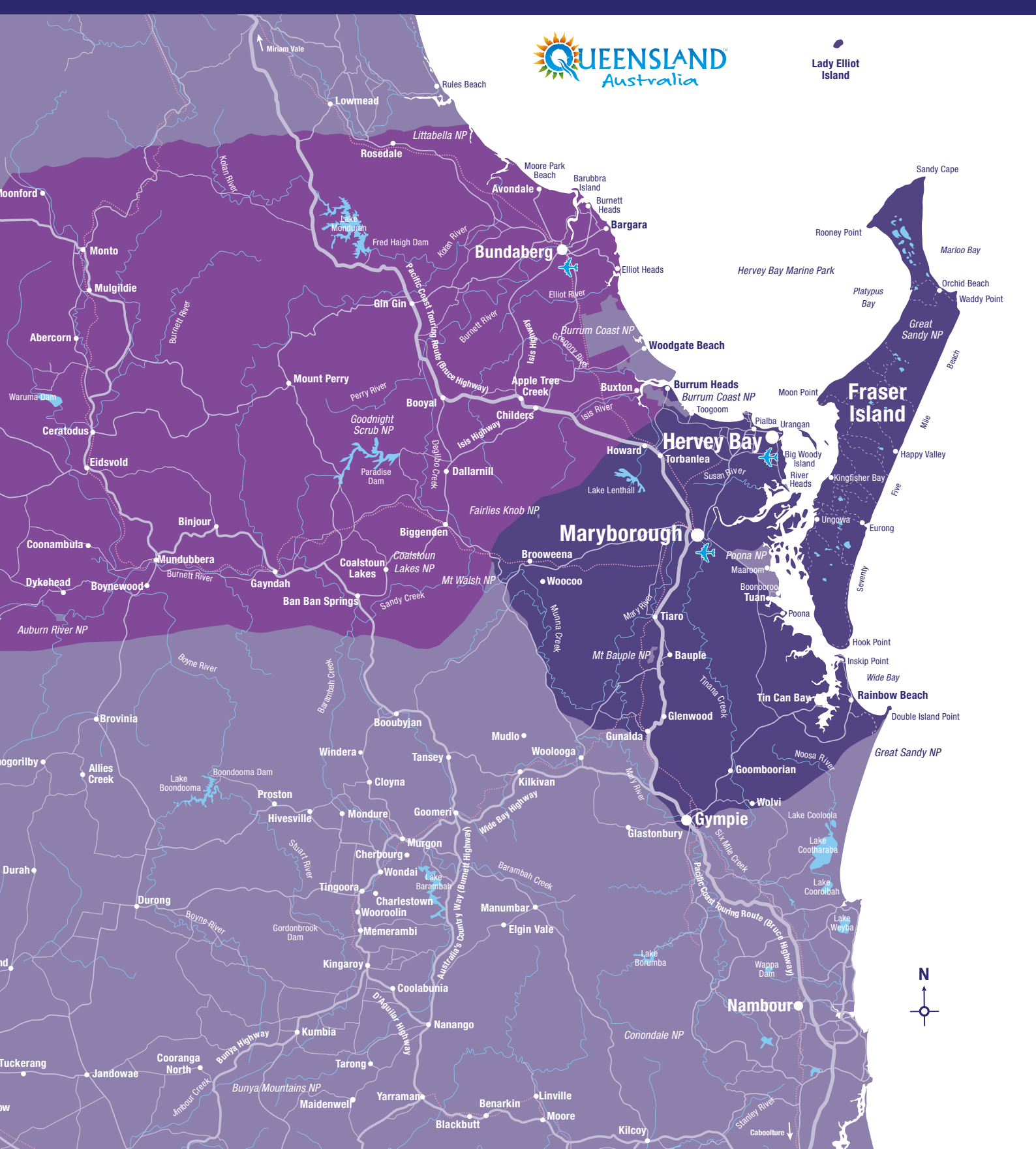
The following map reflects the Fraser Coast and Bundaberg tourism regions.

⁷ Bundaberg Region Tourism and Fraser Coast South Burnett Regional Tourism Board.

⁸ The DMPs were both produced in early 2007.

⁹ Bundaberg Region Destination Management Plan, DTRDI (ex Department for Tourism, Fair Trading, Wine Industry Development and Women), Tourism Queensland and Bundaberg Region Tourism, 2007, page 14.

¹⁰ Destination Management Plan for Tourism in the Fraser Coast, DTRDI (ex Department for Tourism, Fair Trading, Wine Industry Development and Women), Tourism Queensland and Fraser Coast South Burnett Regional Tourism Board, 2007, page 16



Legend

- Domestic Airport
- Train Route
- Bundaberg Region
- Fraser Coast Region

Airport Services

Hervey Bay:	Bundaberg:
Virgin Blue	Qantaslink
Jetstar	Other private aircraft
Qantaslink	

Distances

Brisbane to:

363	Bundaberg
254	Maryborough
289	Hervey Bay



Table 1: **Map of the regions**

Most visitor experiences in the Bundaberg region are located nearby to the city itself. The activities focus on existing attractions in the city including the Bundaberg Rum Distillery, the Ginger Beer Bundaberg Barrel, the Hinkler Hall of Aviation and the natural attraction of turtle nesting and hatching on the coast at Mon Repos. The islands off Bundaberg which are the most southerly of the Great Barrier Reef are also important tourism products but the hinterland currently offers limited visitor options without substantial product development centred around creating and enhancing agri-tourism opportunities, national parks, road upgrades and possible rail corridor enhancement from Maryborough.

It is noted that the central retail and business district of Bundaberg (centred around Bourbong Street) has quality and character with excellent landscaping, streetscapes, preservation of older buildings, good traffic management and parking and should be held up as a best practice example.

The Fraser Coast region's visitor experiences are found almost exclusively on Fraser Island, in the Great Sandy Straits and around the beaches which form part of Hervey Bay City. Marine based activities are dominant and there are limited facilities for "all weather" activities and ancillary offerings such as shopping and eating out. Maryborough City offers significant cultural history and heritage.

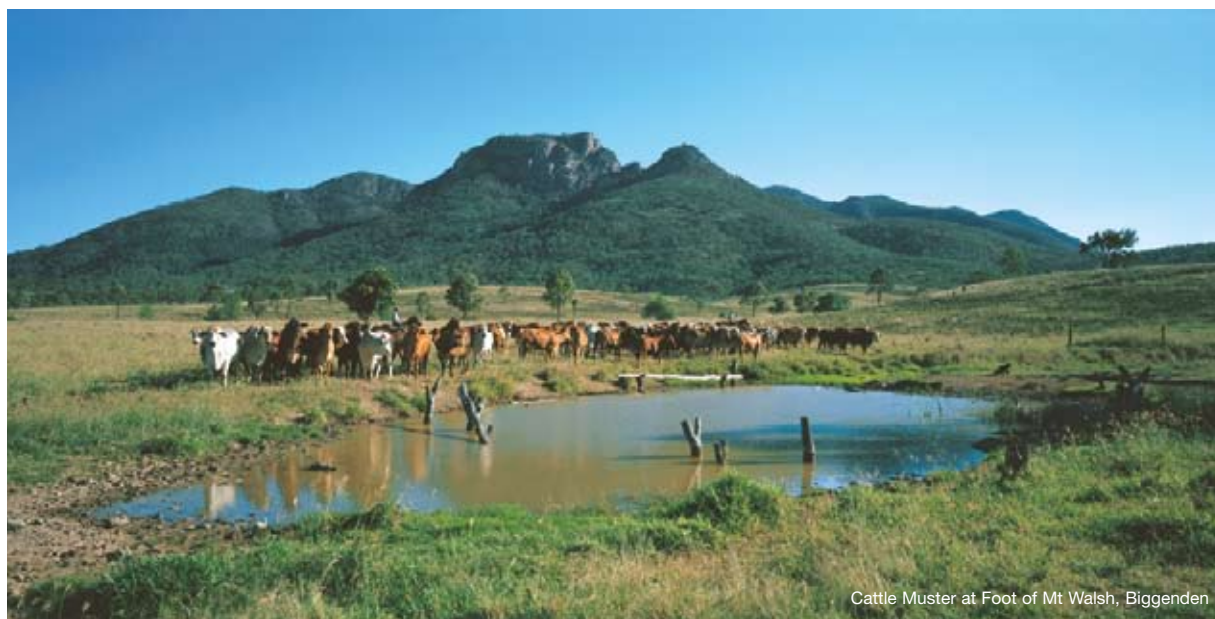
1.2 The Development and Promotion of the Regions

The concept of "eco-adventure tourism" may provide an appropriate image for the two regions – embracing as it does the concepts of an "aquatic playground"¹¹ – activities ranging from snorkelling and diving on the southern Great Barrier Reef coral cay islands, swimming and sailing on the beaches and bays of Hervey Bay and Great Sandy Strait and 4WD drives and walks through the sand forests of Fraser Island. Both regions also emphasise their hinterland heritage, country charms and natural landscapes.

Non locals however, may have different perceptions of the two regions. Whilst turtles, whales and the world's biggest sand island are icons for visitors, much of the remainder of the two regions remain a mystery. Some visitors would be unaware of the level of agricultural and horticultural activity in the hinterlands and current eating establishments do not visibly offer local fare on menus. Others might consider recreational options limited on the Fraser Coast mainland, when the weather is inclement for water or island-based activities. Still more might have wished to visit Bundaberg but found accommodation difficult to obtain, or remained unaware of the number of activities (outside of the rum distillery) on offer.

To overcome these perceived limitations, the two regions could and should work together to:

- Create new and redeveloped product that appeals to target visitor markets, including intrastate visitors from SE Queensland, other parts of the state and interstate (predominantly eastern seaboard). By working together, duplication of products will be avoided and travel between the regions encouraged (the regions main towns are 90 minutes drive apart);
- Develop a theme for the two regions around which an events/activity calendar can be created: there will be an opportunity for investment and branding and travel between the regions will be encouraged; and
- Develop tourism nodes and a walkway along the coastline to further link the two regions and create both driving loops and rail touring circuits for the hinterland: the loops and touring circuits will cross regional council borders; encourage longer lengths of visitor stay and create wider dispersal of the economic benefits of tourism.



Cattle Muster at Foot of Mt Walsh, Biggenden

¹¹ Destination Management Plan for Tourism in the Fraser Coast, DTRDI (ex Department for Tourism, Fair Trading, Wine Industry Development and Women), Tourism Queensland and Fraser Coast South Burnett Regional Tourism Board, 2007, page 4

Multi-cultural Festival, Childers



As previously noted, a key theme for this area identified during the stakeholder consultation is its marine/eco nature opportunities.

This concept fits with policy actions contained within the Wide Bay Burnett Regional Plan 2007 – 2026, most notably:

“Promote understanding to the wider community of the social, economic and ecological significance and best practice current advice in relation to managing human impacts on:

Native forests; fish habitats, and other ecosystems providing bio-products and ecosystem services.”¹²

Many of the projects proposed incorporate this theme into their objectives as visitor experiences.

Areas outside the scope of this TOP will need to be considered, such as Agnes Water and Seventeen Seventy, which are easily accessed from Bundaberg. These towns and areas will be included in the Central Queensland TOP. Also Tin Can Bay, Rainbow Beach and Inskip Point, which are part of the Gympie Regional Council, are the southern access point to Fraser Island. These towns and areas are included in the Sunshine Coast TOP.

The Cooloolool/Gympie area has, as part of the Fraser Coast, a strong link to the Great Sandy Straits and Fraser Island, with a major transportation link between the mainland and Fraser Island operating at Inskip Point. Therefore these areas will be considered in the implementation of the Bundaberg-Fraser Coast TOP.

It will be important that this TOP links with and collaborates on other major regional planning initiatives currently in place or being prepared for the region. At the time of the TOP's preparation, these planning initiatives included the proposed development of a statutory regional plan, the preparation of a Wide Bay/Burnett Integrated Transport Plan, and changes to local government planning schemes.

The Integrated Transport Plan (ITP) when complete will be a key document for determining future, priority transport initiatives for the region. Whilst public consultation has now closed in regard to the draft 'Background Paper' and 'Discussion Paper', the TOP should provide important input into the preparation of the ITP. The ITP is not expected to be finalised until current planning towards a statutory regional plan has reached a more advanced stage.

A key consideration will be the decisions taken on preferred patterns of residential and industrial development in the region and the impact and consequences this has on transport requirements.

Given the importance of transport to the wider tourism industry, it will be vital that an early initiative of the implementation will be to engage with the ITP process to ensure the infrastructure projects proposed in the TOP are considered and wherever possible incorporated into the ITP as priority initiatives.

¹² Wide Bay Burnett Regional Plan 2007 – 2026 , Queensland Government, undated, Chapter 4 Policy Framework, 1.1 Biological Economic Resources, Principle 1.1.3 d, page 24

2 Methodology

2.1 Steps taken to compile this TOP

To prepare this TOP, the following steps were undertaken:

- Review of previous plans prepared for other Queensland regions, most notably Mackay/Whitsundays, Brisbane and surrounds and the Sunshine Coast;
- Review of documents relevant to the regions and referred to in the Bibliography that forms part of the Appendices Document that accompanies this TOP;
- Interviews conducted with some 80+ stakeholders in regards to the development of tourism to the regions: a list of people¹³ interviewed is at Appendix 5 in the Appendices Document;
- Field trips undertaken to review product and identify new opportunities, especially in hinterland locations;
- Conducted focus group sessions within the regions; and
- Tested options, issues and opportunities with the Project Steering Committee established for this TOP.

2.2 Data sources and limitations

Quantitative data was sourced from a range of sources. Where possible, the sources are identified. Some information has been obtained from confidential sources and has not been attributed to any source provider as a result.

Marketing data for the regions in this TOP is not provided: this data is not considered core to the Plan.¹⁴

Much of the data has not been independently verified: the data has been accepted in good faith.

Every effort has been made to present a robust and complete picture of tourism development to the regions but there are inherent limitations in data sets and at times the sample sizes used.



¹³ Approximately 20 additional people specifically asked that their names be kept confidential. All of these are investors, developers or advisors to tourism projects.

¹⁴ Marketing data including qualitative and quantitative material on the regions can be accessed from either the RTOs or TQ.

3 A Vision for the Bundaberg and Fraser Coast regions

3.1 A Vision for the Bundaberg Region

Bundaberg City is one of two urban catchment areas in the Bundaberg and Fraser Coast regions with a population base of a sufficient size (60,000 people¹⁵) to support a number of new and enhanced tourism activities, notably larger scale visitor attractions and conference/meeting venues. The Bundaberg Regional Council Area, following local authority amalgamation, is approximately 90,000 people.¹⁶

From 2001 – 2006 Bundaberg City Local Government Area tripled its average annual population growth¹⁷. Strong population growth has been projected for the City over the next

5 to 10 years with much of the growth being fuelled by sugar cane, horticulture, aviation and mining in nearby regions. The local population throughout the regions provides an important market base to support many of the new investment opportunities identified in this TOP. Furthermore, local interest and support for tourism projects is vital to encouraging growth in the visiting friends and relatives' visitor market to the regions.

Given the above, Bundaberg City has the potential to be developed as a more significant destination for activities and events and a springboard to visit other parts of the Bundaberg tourism region¹⁸.

Table 1 below highlights the potential visitor market of the Bundaberg region in 2018.

Table 1: **Bundaberg region – forecast visitors – visitor nights**

Bundaberg Region Base nos. Year Ended June 2007 ¹⁹				Increase on 2007		Average Annual Increase	
Forecast Visitors and Visitor Nights ²⁰	2007	2012	2018	2012	2018	207-12	2012-18
International							
Visitors ('000)	43.4	55.2	70.3	11.8	26.9	4.55%	3.9%
Visitor Nights ('000)	353	437	533	84	180	4.0%	3.1%
Average Length of Stay	np	np	np				
Domestic Overnight							
Visitors ('000)	458.7	518	537.7	59.3	79	2.1%	0.55%
Visitor Nights ('000)	1,759	1,688	1,724	-71	-35	-0.67%	0.35%
Average Length of Stay	3.9	3.3	3.2				
Total Market							
Visitors ('000)	502.1	573.2	608				
Visitor Nights ('000)	2,112	2,125	2,257				
Average Length of Stay	np	np	np				

np = statistics not published due to limited sample sizes presenting large margins of error

¹⁵ Population of 59,768: Census Data 2006, ABS, Statistical District of Bundaberg (includes Bargara and Burnett Heads), cited 10 April 2008, <http://www.censusdata.abs.gov.au/>

¹⁶ As advised by Bundaberg Regional Council, November 2008

¹⁷ Queensland population update including regional population trends, Dept of Local Government, Planning, Sport & Recreation, No. 10 August 2007, page 12

¹⁸ This will incorporate North Burnett Regional Council

¹⁹ Queensland Data Sheets, Tourism Queensland, Year Ended June 2007 and Year Ended December 2006, www.tq.com.au, cited April 2008

²⁰ Based on the percentage increases as detailed in the Tourism Forecasting Committee Forecasts Issue 2, 2007 published by Tourism Research Australia, November 2007.

It should be noted that the visitor forecasts are based on historic trends and projections forecast by a number of agencies. What the growth trends do not make provision for are the impact of establishing the hotels, motels, attractions, activities, transport enhancements and new infrastructure identified in the TOP. The forecasts in Table 1 should therefore be considered conservative (provided the necessary projects take place).

The vision proposed in the Bundaberg Region DMP (2007-2010) is²¹:

“To realise the Bundaberg region’s true potential by embracing tourism as everybody’s business.”

To achieve the vision, there is a need to:

- Cluster the existing Bundaberg City tourism products and visitor attractions, to make them commissionable and more attractive for marketing purposes;
- Improve the City’s riverside precinct through the catalyst project of a new fully serviced hotel with attached meeting facilities, on-going beautification of the river and river banks and additional infrastructure such as river bank lighting, new retail and cafés and an extended swimming/aqua leisure facility;
- Ensure supporting infrastructure including beautifying town centres throughout the region and providing directional and interpretative signage for the hinterland;
- Develop new tourism product with an emphasis on attraction and activity experiences so visitors and locals have more recreational options (and to encourage visitor dispersal and associated economic benefits);
- Undertake construction of the Airport Business Park with associated “airside” accommodation (as noted for an infrastructure catalyst project); and

- Ensure high standards in customer service throughout the region for quality visitor experiences.

3.2 A Vision for the Fraser Coast Region

Hervey Bay was the 4th fastest growing LGA in Queensland from 1996 to 2006. The City’s estimated population at 30 June 2006 was 55,113.²² Hervey Bay’s projected average annual growth rate to 2026 (medium series) is forecast to be 2.4%, meaning a city population of 86,875 by 2026.²³

Table 2 below highlights the potential visitor market of the Fraser Coast region in 2018.

It should be noted that the visitor forecasts are based on historic trends and projections forecast by a number of agencies. What the growth trends do not make provision for is the impact of establishing the hotels, motels, attractions, activities, transport enhancements and new infrastructure identified in the TOP. The forecasts in Table 2 should therefore be considered conservative (provided the necessary projects take place).

The vision proposed in the 2007-2010 Fraser Coast Destination Management Plan²⁴ is that:

“...the Fraser Coast will build a reputation as Australia’s premier nature-based and aquatic playground.....acclaimed for the sustainable management and development of its natural attractions and assets....”

Table 2: **Fraser Coast region – forecast visitors – visitor nights**

Fraser Coast Region Base nos. Year Ended June 2007 ²⁵				Increase on 2007		Average Annual Increase	
Forecast Visitors and Visitor Nights ²⁶	2007	2012	2018	2012	2018	2007-12	2012-18
International							
Visitors ('000)	188.4	239.8	305.3	51.4	116.9	4.6%	3.9%
Average Length of Stay	4.0	np	np				
Domestic Overnight							
Visitors ('000)	751.1	848.1	880.4	97	129.3	2.2%	0.54%
Average Length of Stay	3.8	np	np				
Total Market							
Visitors ('000)	939.5	1087.9	1,185.7				
Average Length of Stay	3.9	np	np				

np = statistics not published due to limited sample sizes presenting large margins of error

21 Bundaberg Region Destination Management Plan, DEEDI (ex Department for Tourism, Regional Development and Industry), Tourism Queensland and Bundaberg Region Tourism, 2007, page 4.

22 Queensland population update including regional population trends, Dept of Local Government, Planning, Sport & Recreation, No. 10 August 2007, page 15.

23 Wide Bay Burnett Regional Plan 2007-2026, Queensland Government, Dept of Local Government, Planning, Sport and Recreation, undated, page 11.

24 Destination Management Plan for Tourism in the Fraser Coast, DEEDI (ex Department for Tourism, Regional Development and Industry), Tourism Queensland and Fraser Coast South Burnett Regional Tourism Board, 2007, page 6.

25 Queensland Data Sheets, Tourism Queensland, Year Ended June 2007 and Year Ended December 2006, www.tq.com.au, cited April 2008.

26 Based on the percentage increases as detailed in the Tourism Forecasting Committee Forecasts Issue 2, 2007 published by Tourism Research Australia, November 2007.

To achieve this vision, there is a need for the region to:

- Offer island and mainland experiences that better cater to the targeted visitor markets, especially intrastate and interstate domestic visitors and international drive and backpacker leisure markets that have been targeted for growth. This will include new accommodation facilities (small, niche eco-style resorts) and new built visitor attractions – the key catalysts of which have been identified earlier in this TOP. The plan recognises that land not under the control of the DERM/QPWS on Fraser Island is controlled by the Fraser Coast Regional Council and there may be a necessity to redevelop existing sites if there are restrictions placed upon this freehold land. However, the opportunity exists to assess possibilities within the national park through a partnership with DERM/QPWS on protected areas for appropriate eco style product including a new eco-style resort.
- Re-create and preserve the relaxed beachside look and feel of Hervey Bay City and its environs. Whilst the existing strip development cannot be removed, planning procedures should ensure new buildings pay attention to the unique design characteristics of the area (4 old fishing villages). The retention of these characteristics from a tourism perspective need not conflict with the overall urban development policies of Fraser Coast Regional Council. Within the current planning scheme, consideration should be given to make part of the “coastal esplanade” car-free and offer an option of a “people mover” between points in Hervey Bay. Current coastal parks and public reserves could be mandated to remain major development free and the existing caravan parks not be allowed to be redeveloped into additional high-rise apartments.
- Recognise the potential for expanded tourism options at Maryborough through the urban renewal project for the river waterfront and the “Brolga to Bridge” masterplan which creates a historic precinct for the riverfront at Maryborough. This should encourage synergies and commissionable product between the coast and the heritage city of Maryborough to offer visitors more than just the existing tourism experiences currently on offer.
- Create a coastal walk with 4 specific unique tourism nodes to link the region to the Bundaberg Tourism Region and provide options for walks and/or biking of varying distances and opportunities for a variety of accommodation facilities and visitor stay extension.
- Further develop the historic rail and maritime (Portside) precinct in Maryborough, especially as the city could be the start of a potential tourist train attraction to the hinterland as well as potential for tourist “active heritage” experiences.
- Greatly improve transportation within Hervey Bay City to include new and upgraded roads, cycleways and public transport (mini-buses) between the various town clusters where this is commercially possible.
- Upgrade the look and feel and quality of many of the retail outlets and dining out facilities in the region.
- A major shift in the concepts for tourism product development and promotion toward consumer 21st century expectations such as quality dining experiences, experiential “hands-on” attractions, activities in natural locations which are easy to access, luxury de-stressing offerings and so on are required if the region is to achieve strong levels of repeat visitation from the interstate and intrastate visitor markets or if it is to grow its share of the inbound visitor market.

3.3 Regional Uniqueness

The Bundaberg and Fraser Coast regions share similarities with a number of other Queensland regions for both their built and natural environments. This requires greater effort to develop areas that are unique and avoid merely duplicating what other coastal towns have or do.

A key outcome of this TOP is therefore to find not just interesting and viable tourism investment opportunities but those which will help to build a sense of uniqueness for the regions thereby making them more compelling to visit.

Some unique elements of the Bundaberg region which might be exploited to a great extent for tourism purposes include:

- The link to aviation history in Bundaberg City through pioneer Bert Hinkler and which might be featured in branded signage;
- The loggerhead turtle hatchery at Mon Repos;
- The coral cays of the southern Great Barrier Reef Marine Park and improved access to them;
- The hinterland “food basket” of agricultural and horticultural products (e.g. Citrus fruit in Gayndah) with country market days and food fairs; and
- The largest collection of Citroen Cars in the southern hemisphere with strong appeal to the numerous car clubs in the state and northern NSW.

For the Fraser Coast region, some of the elements of uniqueness, which need to be promoted via investment opportunities, include:

- Additional eco-tourism product on Fraser Island to complement rather than compete with the existing facilities;
- Enhancement of the existing key tourism sites on Fraser Island;
- The development of an indigenous tourism experience on Fraser Island;
- A World Heritage biodiversity centre telling the story of “sand islands” and the unique flora and fauna of Fraser Island, located at the marina redevelopment in Hervey Bay;
- International quality expansive marina developments and associated waterfront accommodation, cafes and bars, providing easy access to the safe sailing waters of the Great Sandy Strait and other waterways of the 2 regions;
- A new, all weather food and beverage visitor attraction based around organic local produce; and
- The architectural history and rail and port heritage of Maryborough. Whilst the existing rail lands are to be sold and the site redeveloped, the heritage buildings relating to transportation are to remain and the “Mary Anne” steam train and engine 299 will continue to operate and should be expanded as tourism attractions.


Both Bundaberg City and Maryborough have successfully preserved aspects of their built environments which could now be utilised to assist in delivering regional uniqueness. Any new built products should be sympathetic to this historical architecture in order to avoid product “sameness” with other tourism destinations along the coast in particular.

4 SWOT Analysis

An analysis of the strengths; weaknesses; opportunities and threats for the Bundaberg and Fraser Coast regions follows. This analysis provides the basis for improving the competitiveness of the two regions by building on regional strengths, dealing with identified weaknesses, realising new opportunities and ameliorating any threats.

Table 3: **SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> World's largest sand island Australia's most accessible turtle hatchery High quality built visitor attractions in Bundaberg City Queensland's best whale and dolphin watching Good year round climate Wide range of accommodation product available in Hervey Bay (from camping grounds, backpacker hostels, motels, resort hotels and serviced apartments) Heritage buildings and precincts in Maryborough 3 airports for the region with an increasing number of both full-service and low cost carrier airlines servicing the area Close proximity of Tin Can Bay for dolphin feeding (noting that Tin Can Bay is actually part of the Sunshine Coast Tourism region) Access to 2 (of only 3) coral cay islands in the Great Barrier Reef Marine Park Bundaberg Rum Distillery Cania Gorge – National Park and Lake Proximity to Sunshine Coast and Brisbane Proactive regional councils supportive of tourism 	<ul style="list-style-type: none"> Insufficient accommodation in Bundaberg City (especially 4-5 star accommodation) Lack of all weather attractions and activities in Hervey Bay Poor connectivity between the two regions and their products Over-development in parts of Hervey Bay leading to loss of local identity Insufficient product in hinterland Dining experiences limited in both regions and no sense that a high quality "food production" area forms part of the two regions Customer service skills at variable levels (pleasant but not quality experience) Road infrastructure: highways lack adequate overtaking opportunities, hinterland roads are not fully sealed, Hervey Bay road master plan needs to progress Built attractions do not link to natural attractions Restaurants – lack of range, restrictive opening hours No daily reef tour operation from within the regions Ongoing loss of caravan parks Limited night time activities for visitors Limited linkages with Maryborough precinct from Hervey Bay Poor directional and interpretative signage Poor mobile and internet coverage Insufficient amenities such as toilets on Fraser Island Lack of public mooring facilities at City Reach No entry statements to Maryborough Portside historic precinct Lack of accurate visitor statistics for Fraser Island – cannot ascertain appropriate carrying capacity without these (especially for Eli Creek and Lake McKenzie)

Opportunities	Threats
<ul style="list-style-type: none"> Through new and re-developed natural and built attractions across the two regions, the area can highlight its “blue” eco-coast credentials. Its Unique Selling Proposition of the place to visit in Queensland for a marine/coastal/waterway/lakes experience with an opportunity to come into contact with a variety of marine life Increase the dive and snorkel offerings, especially in the Coral Coast area, which will require co-operation with regions outside this area Enhanced, year round, turtle interpretation centre at Mon Repos (or another appropriate site in the Bundaberg Region) Water Park development at Pialba (Hervey Bay) will be a complimentary activity to the “blue” eco-adventure coast theme and year-round experience for locals and visitors alike Co-operative marketing and product development by Bundaberg and Fraser Coast RTOs Enhance Maryborough as a “value-add” for visits to the regions through its historic precincts and industries Enhanced product in Maryborough linking customs/bond store history with existing and new distilleries or brewery in the region New and enhanced tourism products in the hinterland based around food, drive market and potential tourist train Farm stays and B&B developments in the hinterland, including Woocoo and Tiara New all-weather visitor attraction for Hervey Bay themed around an experience and food retail outlet Sand Island flora and fauna marine biodiversity centre built in Hervey Bay Growth in SEQ population and therefore people looking for weekend/short break escapes to nearby destinations Development of a tourist train operating on the QR “secondary” line through the hinterland from Maryborough to Monto, encapsulating activities at the towns on route. Provide opportunities for visitors to participate in mountain bike rides, walks, horse trails, farm stays and experiencing the region’s food and wine offerings New eco-accommodation and high quality lodges along coastal nodes and on Fraser Island Enhanced interpretation to private Citroen collection in Gayndah New annual events based around aviation and food Potential for un-manned interpretation kiosk on gold mining at Mount Perry Utilise higher than state average unemployment to train and up skill persons (especially young people) into the tourism and hospitality industry Enhancements to Lake McKenzie with visitor facilities on Fraser Island particularly at Indian Head and Eli Creek Network of indigenous (tent camp) trails on Fraser Island 	<ul style="list-style-type: none"> Visitors looking for “small seaside village” experience disappointed by overdevelopment of coastal areas Without new activities and experiences repeat visitation to the two regions will be more difficult to achieve Overdevelopment in parts of Hervey Bay City Lack of investment in new accommodation product in Bundaberg City Lack of product in hinterland limiting the potential of extended length of stay in the regions Road infrastructure must improve, to be able to compete with new and redeveloped roads in other regions Road and rail infrastructure development has been hampered by rapid population growth and insufficient time to adequately masterplan. Inability to secure private funds for specified visitor attractions <div data-bbox="767 1361 1310 2040">  <p>Walking in Eli Creek, Fraser Island</p> </div>



5 Tourism and support infrastructure opportunities

A total of 105 tourism and associated support infrastructure projects are identified in the TOP which are detailed in Appendices 1 and 2. These projects have been assessed against the following criteria:

- Strong level of interest amongst local stakeholders;
- Regional councils support;
- Infrastructure constraints manageable or resolvable in reasonable time frame;
- Project supports RTOs visions for the regions;
- Project will address issues such as lack of attractions;
- Commercial investment opportunities possible in part or in whole; and
- State Government agencies not actively opposed.

The projects canvassed cross into a number of sub-sectors of the tourism industry.

5.1 The Tourism Catalyst Projects

There are 14 recommended tourism catalyst projects for the regions. Each of the catalyst projects is canvassed below.

Bundaberg Region

5.1.1 Riverside Tourism Precinct

It is noted that Bundaberg Council has already planned for a riverfront revitalisation program as part of its CBD strategy. The riverfront is an attractive area which is also very close to the main shopping strip.

An opportunity also exists to improve pedestrian activity along the river front of the Burnett River. In addition, there is a need to improve access across the river which would benefit from a standalone pedestrian bridge. One opportunity would be the construction of a swing bridge which would not only provide access but also serve as a visitor attraction. In addition, this attractive area could offer pathways on both river banks where possible in the future.

An opportunity should be investigated for the development of Queens Park which is located behind the visitor information centre near the hospital and which could provide an attractive

and better utilised open space area. Queens Park could also provide the western node for the river front walkway experience, particularly with its link to the visitor information centre.

The river front area would benefit from a series of interpretive storyboards to provide walkers and other users with information on the history of the Bundaberg region, the unique fauna and flora and to highlight places of interest within the wider region. Storyboards could be strategically located at nodes where attractive views are possible out over the river and where viewing platforms and appropriate seating could be provided.

The tourism precinct also needs to include:

- Completion of the riverfront walkway (already partly completed) to allow for cyclists and walkers to travel along the water's edge where ever possible. Every effort needs to be made to allow people to touch the water rather than the walkway being set back.
- An assessment should be undertaken with the ability to encourage access to and use of Harriett Island in the Burnett River. Though the island is susceptible to tidal changes, it may provide a further opportunity for attractive recreational use being positioned so close to the CBD. Investigation should be undertaken of potential indigenous tourism products which could link to Harriett Island in view of the significance of this area to local indigenous communities.
- The area of the Burnett River is rich in a variety of land and marine life. Information boards and other forms of communication are required to help educate all users of the river front area about the range of animals and species which includes a significant flying fox colony.
- The creation of a series of commercial development nodes along the river front could provide an opportunity for establishing kayaking and bicycle hire operations. The potential critical mass of both locals and visitors within this tourism precinct could help the commercial sustainability of a number of small business operations which support recreation and leisure based pursuits. Some of these because of seasonal issues may need to be temporary operations whilst others could be permanent such as bicycle hire.
- The riverside tourism precinct should provide suitable sites for future visitor attractions including perhaps the proposed



Coral and light house, Lady Elliot Island

regional turtle and marine centre but definitely other forms of visitor attractions should be contemplated possibly based around a water theme park, heritage, distilleries, coastal trading or similar.

- Provision needs to be made for high quality playground areas for different age groups to encourage high local recreational use.
- An interactive visitor attraction should be investigated focused on the experiences one can have in the hinterland including national parks such as in Cania Gorge, and providing an audio visual component of the history of Bundaberg including interactive displays of marine ecology, sugar cane, aviation or similar.
- A venue for locating new visitor information services within the riverfront tourism precinct.
- Discreet car parking areas well screened and set back from the river front, having regard to public safety issues.

5.1.2 CBD Hotel and Conference Centre

As indicated in the accommodation assessment section of this TOP, Bundaberg would benefit from additional accommodation options particularly located along the CBD section of the Burnett River. There is a need for a hotel, preferably a major national or international brand (with attached conference facilities) to be built as an "anchor" to the riverfront revitalisation project.

Ideally, preference should be given to clustering accommodation facilities to offer an attractive tourism precinct along the Bundaberg river front where the critical mass of people (hotel and other workers, guests and others) can support the various commercial development activity suggested for this area. A possible development site is the rowers club near the CBD.

5.1.3 Port Marina Precinct and Air and Sea Services

The Department of Main Roads and the Port of Bundaberg have committed funding to construct a link road between Burnett Heads and the Port of Bundaberg. This link road should be developed post 2009 and will add to the critical mass of road infrastructure to support a number of industry sectors including tourism and which will help expand and develop marina based activity. This activity could include the establishment of a ferry service to Lady Elliot Island and re-instating services to Lady Musgrave Island.

The opportunity exists to create a ferry service from the Burnett River opposite the CBD to the Marina at the Port of Bundaberg. Whilst the commercial viability of a full time ferry service may not yet exist and is not considered part of the catalyst project undertaking, a ferry service will support those working at the Port of Bundaberg and surrounding areas as well as offering an attractive and alternative form of transport link from the CBD out to Burnett Heads and the Port.

The ferry service therefore could offer an additional tourism experience with interpretation being provided (commentary) on the uniqueness of the Burnett River reflecting history, heritage and ecology.

Consideration should also be given to developing a ferry access point at the Bundaberg Rum distillery and other access points along the Burnett River. A ferry service could provide an attractive transport option for tours to a number of tourism locations within the region. Providing different inter-modal forms of transport are important to generating greater tourism flows and offering visitors as well as locals a more relaxed way of seeing the area.

Bundaberg Regional Council in conjunction with a variety of state government agencies (lead by the DEEDI) have created a super yacht strategy for the Bundaberg Region. With the ability

to significantly expand the marina facilities and with the expectation of significant growth at the Port of Bundaberg for export items including regional commodities, a marine development strategy is warranted. The marine development strategy needs to take into consideration the growth potential of super yachts noting the limited infrastructure on the eastern seaboard of Australia with Bundaberg being strategically positioned between Mackay and Brisbane as other super yacht nodes.

Whilst strategy work has been completed, marketing and promotional material is now required to profile the opportunities and inform the super yacht industry nationally and internationally of services and facilities available at the Port of Bundaberg.

Consideration could be given in the longer term to constructing a link bridge across the Burnett River between the Port of Bundaberg (on its southern bank) and Fairymead (on the northern bank). With significant growth forecasts expected from the Port of Bundaberg, the opportunity exists to open up the other side of the Burnett River which should not be subject to the impact of commodity export facilities. A link bridge could support a number of economic sector activities in the longer term though it is unlikely to be driven by tourism demand to justify its cost benefit.

The Burnett Heads area is well recognised for the quality of recreational fishing. Consideration is required for a long jetty at Burnett Heads to support recreational fishing and related events and festivals. These could include major fishing competitions as well as other tourism recreational activity in this location.

5.1.4 Regional Turtle and Marine Centre

DERM/QPWS currently operates a highly successful seasonal marine turtle experience at Mon Repos. However, its success has lead to pressure on DERM/QPWS staff (and volunteers) to operate the visitor attraction as well as undertake their research and operational roles, in addition to concerns regarding the safety of nesting turtles and hatchlings themselves as more people visit the Mon Repos site.

There is a strong local desire for a marine ecology centre project to be undertaken. DERM/QPWS should be supportive (subject to concept and early involvement) for a year-round educational and interpretative centre based on the marine ecology of the area and focussed around turtle conservation.



Locating the attraction within an area where the majority of tourists will be staying will offer visitors during the non-breeding season a turtle experience and may reduce the number of visitors driving out to the Mon Repos site during the peak season. There should also be a demand for a broader marine experience as part of the attraction.

The attraction would add to and not duplicate the experience currently presented to visitors at Mon Repos. Themes, stories and topics might include information on a variety of marine animals that are found within the region (not just the loggerhead turtles that nest at Mon Repos). There could be a raft of facilities in the attraction, including potentially an auditorium, a special area for educational talks, a cafe and outdoor area and retail outlet. With its close relationship to coral cays, the impressive riverine system of the Burnett River, high quality beaches and extensive marine ecology, Bundaberg is well positioned to offer a visitor attraction of this nature.

5.1.5 Hinterland Touring Route

Consideration should be given to developing a hinterland touring route which could include national parks, fishing opportunities, a culinary trail and related tourism strategy for the Bundaberg region. The area is rich in fresh water fish and shell fish, provides extensive market gardens for fruit and vegetables as well as products such as macadamia nuts and honey. In addition there is currently planning for a new built attraction to be located in Eidsvold. The RM Williams Australian Bush Learning Centre will include an interpretive element incorporating 'bush' life, storytelling based around campfire anecdotes and information on Eidsvold.

Given the number of national parks and state forests which exist in the hinterland of Bundaberg there should be a desire for the tourism industry to engage with DERM/QPWS to offer a higher visitor awareness of recreational opportunities. There will be infrastructure requirements relating to trail construction, car park and toilet facilities, possible camping sites and interpretation and signage. Innovative ideas to finance these developments will be necessary. In addition, there are plans to create a walking trail to international standards in North Burnett.

An eco-tourism strategy is required for the Bundaberg and Fraser Coast regions which focuses on the development of appropriate eco-tourism product and the appropriate protections and safeguards of parks, forest areas and other locations. The eco-tourism strategy should build on the current national parks, state forests and reserve lands already designated as well as identifying opportunities to enhance recreational and leisure usage. Recreation and leisure usage should give consideration for enhancements to road access, picnic sites and camping sites, opportunities for accredited tour operators to take groups into select areas, introduction of appropriate interpretive boards and key locations to focus on fauna and flora and ecological sustainability. Support needs to be given to DERM/QPWS who are limited in their resources available for maintaining existing parkland and other areas and where additional resources are warranted to support creation of new infrastructure. Specific opportunities include protecting and preserving vulnerable species including the fresh water turtles and ancient Ceratodus (Lung Fish) which reside in the Burnett River.

There are a number of fishing opportunities in the Bundaberg hinterland and a driving trail should actively highlight their locations. Indicative fishing styles and types of fish likely to be seen/caught could be included in a marketing strategy. Development opportunities could include access road improvements, car parking and fishing hide constructions. A fresh water marketing strategy is warranted in tandem with a regional fishing trail such as the Bass to Barra trail. Tourism Queensland has undertaken much work in identifying recreational fishing opportunities and a fishing trail focusing on appropriate locations within the Bundaberg and Fraser Coast regions would assist to encourage greater visitor activity and dispersal.

A tourism trail could provide an attractive drive tour option to encourage visitors to venture into the region to see fresh produce grown, to pick (at appropriate seasonal times) various produce and to buy from the farm gate. Consideration could also be given to developing a calendar of culinary events tied to when the picking or producing period was in season.

Finally, all the recommendations for the hinterland touring route can be incorporated into a possible future hinterland rail route for greater synergy and specific event opportunities. For example, consideration should be given to creating a local cane train tour linking various local communities and utilising the sugar cane rail network but out of the processing season. Consultation with the sugar mills is required to ascertain if there are any rail lines which currently are not being utilised and which may provide a local cane train experience. The issue of insurance and public liability needs to be determined in advance as the sugar cane industry traditionally has been reluctant to allow use of the sugar cane rail network for other purposes.

5.1.6 Culinary Tourism Experience

Develop a culinary tourism strategy for the Bundaberg region which focuses on providing locals and visitors with a range of

opportunities to enjoy the best of locally grown produce. The strategy will explore such avenues as farm gate sales, farm tours, farmers markets and paddock-to-plate schemes.

Farm gate sales, farm tours and farmers markets could be developed as part of the broader Australia's Country Way hinterland touring route linking in with identified regional nature-based and fishing attractions and opportunities. A range of marketing collateral could be created including an annual diary indicating where produce can be purchased from the farm gate, where visitors can take farm tours and participate in hands on picking opportunities, and providing recipes where local produce can be profiled and linked to cafes and restaurants within the Bundaberg region. With the wide variety of produce grown in the Bundaberg region the opportunity exists for culinary tours as well as allowing the free independent traveller to undertake self guided drive trails. To support this, interpretive material is required which can explain the different types of produce being grown and the significance of different crops and sugar cane production.

A training program will be required to assist local producers and local tourism operators to realise tourism and related benefits through farm gate and related selling opportunities. In addition, consideration should be given to developing key locations where visitors can sample and purchase scallops, fresh water fish, honey, macadamia nuts and various forms of fruit and vegetables within the region. Opportunities should be investigated in areas such as Gin Gin and Childers to create a hub for the 'Culinary Trail' and for other towns like Gayndah and Mundubbera to identify a variety of opportunities for visitors.

Paddock-to-plate strategies need to be developed which will maximise the opportunities for tourists to dine on local produce in local restaurants with a gradual roll out into the regional towns adding further stimulus to the attraction of the hinterland tourism route.



Tomato farm, Electra



Smiths Crossing, Kolan River, Near Invicta, Bundaberg

5.1.7 Bundaberg – Fraser Coast Coastal Wilderness Link

A coastal walkway will provide an excellent opportunity to not only “link” the two tourism regions, but also offer an opportunity for increased experiences on the eco-adventure coast. These may be relatively passive for example, walking, or quite active, for example, kayaking and small boat sailing. The concept could allow for sea or river kayaking, mountain biking and walking, a mixture of each or just one mode.

The terrain to build this coastal walkway is not too challenging; being generally undulating rather than hilly. It is recognised that there are rivers to navigate but relatively inexpensive (and interesting) infrastructure can be built to cross the waterways such as barges, aerial cableway, swing bridges. There are also national parks along the walkway which will hold flora and fauna of interest and provide opportunities for interpretative sites / signage relating to the coast.

Whilst it is noted that current legislation and policies precludes anything other than “walking” in national parks, it is suggested that a coastal walkway constructed for the future can potentially incorporate activities not currently available now. As visitors seek the opportunity to undertake active experiences in the future within natural locations²⁷, alternative options may become available for both construction and ongoing maintenance for a coastal walkway. For example, it may be possible for the accommodation providers at the four potential coastal village nodes to be charged a levy on each guest which will go towards ongoing operational costs.

It will be necessary for ancillary facilities/small eco-tourism centres to be created to complement the coastal walkway. Specific tourism nodes need to be appropriately developed at possible existing locations such as Bargara, Coonarr, Woodgate Beach and Burrum Heads.

With an attractive coast line between Bundaberg and Fraser Coast there is a risk that inappropriate coastal ribbon development could easily occur. Even though parts of the coast contain National Parks other surrounding areas could in time, easily be developed. There is therefore a need to ensure that this potential project adheres to the regional plan and is

appropriate for the local government planning scheme that informs the zoning of this area.²⁸

It is strongly recommended that a master plan of the entire coast be prepared, with an undertaking that the plan include tourism, as well as a residential and commercial focus. Such a master plan would also be informed by the DERM/QPWS State Coastal Management Plan which is presently being reviewed.²⁹

To avoid inappropriate ribbon development it is recommended that the areas between the suggested tourism nodes be designated and zoned as parklands, forest areas or appropriate open space recreational areas free from urban development. As part of this, sufficient land needs to be designated to create the eco-focused tourism villages suggested for the four locations. There is a need for a critical mass of facilities to ensure the commercial viability of the tourism nodes and to support small scale coastal villages.

Each of the four tourism nodes needs to have a different theme and will need to be supported by local government planning schemes in terms of zoning and strategic directions. There should be emphasis on:

- Avoiding any traditional urban street scape design. There should be encouragement for pedestrian walkability or cycling and limited vehicular access (heavily pedestrian friendly);
- Creating high quality mixed use development opportunities (for example retail and holiday housing) in more dense clusters and avoid dispersal (i.e. 20-25 dwellings per hectare, rather than 9-11);
- Ensuring waterfront areas are developed to the highest standard with high quality board walks, piers, lighting, street furniture, interpretation boards but with a more rustic and natural style.
- All areas needs to be attractively landscaped with appropriate buffer zones (with vegetation buffers where needed to screen the bulk of built development);
- Where possible, traditional heritage features of the area used in building development should be encapsulated including colour schemes, roof lines, roof angles, in order to create an element of uniqueness; and

²⁷ “Participation in natural activities increased steadily in the domestic market between 2005 and 2007”, Nature Tourism in Australia 2007, Tourism Research Australia
²⁸ In particular the project should address the Wide Bay Burnett Regional Plan 2007-2026 policy framework 2.3.1 g points.

²⁹ “It is anticipated that public submissions on a draft plan, would occur toward the end of 2008.”, http://www.epa.qld.gov.au/environmental_management/coast_and_oceans/coastal_management/state_coastal_management_plan/state_coastal_management_plan_review/, cited October 2008

- The focus of development needs to be on tourism accommodation, appropriate retailing, cafés and restaurants, agri-tourism developments but should avoid traditional forms of urban landscape and housing (a prescriptive planning approach needs to be taken to building scale and design).

Fraser Coast

5.1.8 Fraser Island Visitor Sites and Infrastructure Upgrades

A joint DERM/QPWS, industry and community committee has identified that there are a number of critical infrastructure improvements to key visitor sites on Fraser Island required.

These include:

Lake McKenzie which is the prime site on Fraser Island.

The area requires improvements to reduce user conflict, reduce congestion, improve the visitor experience, spread the visitor load and maintain the natural beauty of Main Beach. A new toilet block (with waste treatment plant), roadworks, upgraded parking for private vehicles and tour buses, picnic areas, and improved signage as well as improved lake access is required. There is also a proposal for “filtering” users between Main and Second Beach to better manage carrying capacity at this site.

Indian Head, which is a sacred site to the Butchulla Indigenous People.

Due to cultural sensitivity, Indian Head remains undeveloped. Uncontrolled use is causing damage to the area. There are potential dangers from rock falls and the possibility of visitors falling over the edge. There may be cultural issues for identifying sites for toilet block construction and also due to tidal surge and a high water table; however these should be addressed for better visitor management. A boardwalk is required to manage visitors to this site.

Eli Creek.

This is also an environmentally and culturally sensitive site that requires careful management. It is one of the most popular sites for visitors to Fraser Island. Parking improvements include prohibiting parking at the track entrance, converting the track to a one-way circuit, providing interpretative signage and redeveloping the pathway to the toilet block.

It is recognised that the cost of redevelopment is significant and this will require funding from DERM/QPWS capital budgets and/or federal funding for the developments to be undertaken.

5.1.9 Fraser Island Boutique Eco-lodge

Fraser Island is considered an icon of Queensland tourism.³⁰ Notwithstanding the unavailability of accurate visitor numbers to the island, it could be assumed that 99% of all international tourists to the Fraser Coast Region (and potentially a majority of domestic visitors) would go to the island. As a World Heritage site, it is important that a variety of visitor product is available to satisfy as many market segments as possible.

The report notes that DERM/QPWS and FCRC control land use on the island and that other than existing developed sites, there is no additional land available for potential eco-lodges or similar. It is also noted that for this potential project to proceed, policy principles identified in the Wide Bay Burnett Regional Plan 2007-2026 (WBBRP) will also need to be referred to.³¹

It would seem that currently Kingfisher Bay Resort Group has the dominant presence of accommodation facilities on Fraser Island, the control of a significant portion of the tour operating licences to the unique sites (such as Lake McKenzie) and also has a major hold on ferry access to the island. This recognises the long period which the company has been operating on the island. This TOP recognises the success and astute commercial positioning achieved by the Kingfisher Resort and their various other enterprises, but notes the larger scale of the businesses they operate.

Notwithstanding the current DERM/QPWS and FCRC land tenure policies, the opportunity exists to build on the existing eco-products and consideration should be given to a boutique eco-lodge, which will provide product differentiation through a smaller-scale, offering:

- Different fashionable forms of accommodation within a discreetly located land space close by (but not within) the existing accommodation developments;
- The requirement for associated high quality food and beverage facilities in order for guests at the lodge and other visitors to the island to be able to try different restaurant and café venues during a stay; and
- Positioned to cater for a higher yielding market desiring greater exclusivity.



Beachfront Restaurant, Hervey Bay

³⁰ Destination Management Plan for Tourism in the Fraser Coast 2007-2010, DTRDI (previously Department for Tourism, Fair Trading, Wine Industry Development and Women), Tourism Queensland and Fraser Coast South Burnett Regional Tourism Board, 2007, page 4

³¹ WBBRP policy principle 2.3.2c.

As the largest sand island in the world and with a World Heritage listing, there is ongoing demand from a wide range of visitors to experience the island. Because the majority of the island is under the control of DERM/QPWS and there are concerns about the effective management of visitors and avoidance of degrading the key attributes which make Fraser Island unique, consideration may need to be given to management of visitor flows in a way which adds value rather than merely restricts visitor numbers.

Consideration needs to be given to preparing an updated Master Plan for Fraser Island which identifies key accommodation nodes with different styles/standards. Facilities requiring catering are 5-star eco-lodges through to tented camps and specified zones for Free Independent Travel (FIT) camping. This should assist DERM/QPWS and FCRC in the management of fragile zones of the island through restricting “free-form” beach camping and may also assist in restricting vehicle access in areas which require greater flora and fauna protection.

Whilst there is a free independent travel market who enjoys going to Fraser Island to camp, to use their 4WD for accessing the bulk of the island, there is a risk that this actually encourages a market who provides relatively low yield because they bring nearly all of their provisions with them.

To increase the value of Fraser Island and to ensure that it can offer unique eco-experiences which give people a high quality of experience, the eco-lodge is recommended as a mechanism for growing the upper end of the market.

Greater separation of low and higher yielding markets may be required to ensure higher yielding visitors can easily differentiate the quality of their experience and the value associated with it. There is also a need for more exclusivity to justify higher priced product.

5.1.10 Fraser Island Indigenous Tourism Experiences

Given the indigenous history of the area, it should be appropriate to develop an Aboriginal tourism product to complement other tour operations on Fraser Island. It is recommended that a series of walking trails be created with eco-tent options for overnight stays (with possible storytelling, dance and other local cultural experiences) and culminating with the Indian Head tour.

It is understood that there is already strong interest by local indigenous groups to pursue this tourism opportunity. Funding for infrastructure development, purchase of equipment such as 4WD vehicles may be obtainable via state or federal grant programs.

5.1.11 Hervey Bay Marina Re-Development and World Heritage Biodiversity Interpretive Centre

Throughout the consultation process feedback was received on the need for an indoor attraction that would be a “built” tourism product and a quality “anchor” for all the natural activities which take place on the Fraser Coast.

With the approval of the Urangan Boat Harbour and Marina precinct re-development, there is the potential to site a new

attraction within this re-development. It is essential that in the project planning, the biodiversity centre space meets the size requirements that this vital project requires.

Marina spaces will be improved in Hervey Bay as a result of the recent announcement of the Urangan Harbour development. In addition, the approval of this development ensures the opportunity to create a World Heritage Biodiversity centre within, or immediately next to, the marina. There may also be an opportunity for a smaller scale cruise ship terminal to be identified as part of the re-development.

Given the emphasis placed by industry professionals throughout the two regions on the significance of Fraser Island as both a national and international brand icon, the ideal attraction could be a World Heritage biodiversity centre focussing on the island's flora and fauna biodiversity and how this is differentiated from the mainland. The centre should also provide linkage to the existing Mon Repos Turtle site and other eco-sites of significance throughout the two regions. The centre should also consider and include Indigenous culture and heritage, with input from Indigenous groups and elders.

The interactive displays and attractions within the biodiversity centre need to act as a strong stimulant to encourage and motivate visitors to undertake an excursion to Fraser Island if not part of their proposed itinerary. An attraction with a focus on the diversity and variety of plants, animals and other living things in a particular area could provide:

- An opportunity for visitors to learn more about the region and its marine ecology and fauna and flora before undertaking tours and trips;
- An educational activity for children and adults alike with interactive interpretation of how and why the marine ecology of the area is and what our actions are to sustain it;
- A place for visitors to go on “rainy” days; and
- Interaction with the CSIRO Marine and Atmospheric Research, DERM/QPWS and academic institutions who could utilise the centre as a distribution centre for research projects and findings on the local marine life.

It is understood that an area has now been set aside as part of the terms of the successful bidder for the Urangan Harbour and Marina expansion. A change of emphasis and focus is required to create a visitor attraction which is appropriate for the Fraser Coast area.

It is noted that the visitation levels to Fraser Island are approximately 350,000 per annum and have shown minimal growth in recent years.

In order to encourage visitation an all weather visitor attraction needs to include:

- A high quality theatre which provides information on the history and uniqueness of both the mainland and Fraser island (including Indigenous heritage);
- Provides high quality interactive displays on the island and region's biodiversity;
- Provides information on best practice ways to protect and preserve the environment;
- Offers visitor information on tour operation options and accommodation options for Fraser Island in particular;
- Provides a café; and
- Provides a good quality retail/merchandising facility.



5.1.12 Hervey Bay Food and Beverage Attraction

One of the major weaknesses which must be addressed is the lack of mainland based all weather visitor attractions within Hervey Bay-Fraser Coast area. Currently, Fraser Island is positioned as the primary visitor attraction but is unable to offer all weather experiences.

The Hervey Bay area provides a challenging urban environment because of the rapid growth in population which the area has experienced over the last 10 years and may experience even stronger population growth in the next 10 years. As such, the previous discreet 4 fishing villages which made up designated areas along the waterfront now are seen to be merged with little ability for differentiation.

In addition, because the population is quite spread throughout Hervey Bay it is challenging finding the ideal location for a visitor attraction. One preference may be a location along the waterfront esplanade either on part of the existing open space parkland owned by Council (in and around the existing surf club) or close to the Urangan pier. Another preference could be on land allocation in Maryborough with retail outlets (linked to the attraction) located throughout the region. The eventual site preference or identification will need to be identified in local government planning schemes and through consultation with local government.

With an older population base reflecting a high percentage of retirees, and a more mature age visitor market than is experienced in locations such as the Gold Coast with its theme parks, consideration should be given to a different style of indoor attraction.

There is a cluster of built visitor attractions centred around a variety of themes already in the Bundaberg region which could offer a complementary experience and should be packaged with whatever new attraction is created in Hervey Bay. The drive time and distance between Hervey Bay and Bundaberg is not great (90 minutes).

With its historic link to coastal trading and distilleries, consideration could be given to creating an all-weather visitor attraction which:

- Focuses on value-adding to local quality produce including the region's seafood;
- Highlights the history of the food and beverage industry and its significance;
- Considers providing a boutique brewery, or offering food processing relating to for example organic fruit, chocolate or fruit based confectionary;
- Provides tasting rooms and viewing areas of food or beverage processing; and
- Offers retailing and wholesaling opportunities.

5.1.13 Maryborough Historic Precinct and Cultural Walk

The TOP has identified that the City of Maryborough holds a range of opportunities for cultural tourism themed around its historic buildings and river (Portside) precinct. Maryborough founded in 1847 is one of Queensland's oldest towns and was originally a wool port. It then became an important free settlers' port, at one point being second only to Sydney for the number of migrants being received. The port also became important for timber, "kanakas" migration, and sugar cane.³²

32 <http://www.maryboroughqldbusiness.com/history.html>, cited October 2008

As a thriving port city, many majestic buildings and wharves were built. Some remain to this day and form the basis of what could become a cultural walk and arts precinct. It will be necessary for a feasibility study to be undertaken to ascertain what developments and investment can be undertaken by the private sector versus what will of necessity be public good projects (and therefore require government funding of some form).

The Brolga to the Bridge project aims to provide a vibrant and diverse residential, tourism, commercial and recreational precinct, not only as a centre piece for Maryborough but a unique destination within the Fraser Coast Region. Its concept plan aims to:

- Develop an inner city precinct which compliments and enhances the Mary River and historic built and natural environment through innovative and contemporary urban design;
- Refine Council's plans for the marketing and reinvigoration of the Maryborough "Portside" precinct;
- Provides for public infrastructure on the banks of the Mary River that creates a high quality public amenity and viewing opportunities;
- Delivers a concept plan and supporting town planning controls that acts as a catalyst in providing a new commercial energy and modern image for Maryborough;
- Offers design themes and guidelines that consider building design guidelines including optimum height limits and levels of intensity, which will collectively complement;
- Enhances the character of the area, allowing for visual interest and reinforcing the identity of the study area;
- Maximises the outlook, water views and relationship to the surrounding features, particularly the Brolga Theatre, Queens Park, Wharf Street and the Mary River Parklands;
- Identifies opportunities to further establish the study area as a quality public realm and establish additional community facilities along the banks of the Mary River;
- Identifies pedestrian friendly design, linkages and spaces that assist in integrating industrial/commercial enterprises adjacent the Granville Bridge through to the Brolga Theatre/ Queens Park section of the subject area;
- Offers recommendations for compatible use for Wharf St properties with existing use rights for ship building, repairs and maintenance;
- Identifies areas that require landscape buffering between less compatible land uses and develop suitable guidelines that address possible concerns about safety;
- Integrates the study area with the adjacent City Centre of Maryborough and the existing streetscape and beautification project;
- Evaluates any significant issues relating to the heritage assets in the Wharf St precinct;
- Evaluates any significant environmental issues arising;
- Advises on the preferred locations for public facilities such as car parking, toilets and public open space;
- Identifies and enhances pedestrian movement networks throughout the area including traffic, parking, pedestrian and cyclist elements;
- Develops a pedestrian lighting network that complements the concept plan;
- Identifies ways the concept plan effectively manages the risk of flooding; and

- Provides clear guidance for potential developers, assessment managers and the community.

5.1.14 Fraser Coast Convention and Entertainment Centre

There is recognition that there is a need for a multi-purpose convention and entertainment centre with amenities to include meeting & function facilities to cater for a 350+ seated event or large scale standing & seating entertainment function exceeding 3000 people.

This may be linked to a branded hotel project. It is noted that Fraser Coast is constrained in its ability to secure some tradeshow, concerts and other events due to lack of sufficient conference/entertainment space. The creation of the Centre could act as a catalyst in helping to improve hotel and apartment occupancy levels especially during shoulder and off peak periods.

5.2 The Infrastructure Catalyst Projects

The following issues were raised by infrastructure agencies and the regions' stakeholders during the consultation process as being infrastructure catalyst projects. The Report notes that the Department of Infrastructure and Planning is currently undertaking an Infrastructure Audit for the Wide Bay Burnett region so there are opportunities for synergising the potential projects listed here with the audit.

Specifically there are four key elements:

- The Hervey Bay coastal light rail which should link the Esplanade to the new marina and into the CBD and then extend to Maryborough (in Stage 2);
- The Bruce Highway upgrade;
- The Bundaberg Airport Development; and
- The Regional Road Network and Signage Upgrade.

5.2.1 Hervey Bay Coastal Light Rail

The creation of a people mover / light rail loop option for Hervey Bay is vital to assist in moving people around between the accommodation strip which effectively runs the entire length of the 11km Esplanade, to the Urangan Marina and up to and through the CBD/retail area. Population growth and urban development has outpaced supporting road infrastructure. Hervey Bay's road network struggles to cope with current traffic movements, resulting in travel delays especially at peak times.

A complimentary option and additional to existing transportation options is the need for a more visitor and eco-friendly transport mode utilising as much of the remaining disused rail corridor land as possible. The concept is to develop a light rail / people mover circuit linking the CBD to Urangan Marina and ferry staging post, including via the Esplanade to link in hotels, the potential entertainment and convention centre, backpacker hostels and the waterfront caravan parks. There is also a need to link the potential new transport mode through "corridors" into the central plazas where commercial businesses and restaurants and cafes are located.

Whilst the light rail would primarily offer a practical public transport alternative to the current minibus service, it could also



offer a quality attraction with appeal to many markets. We note that the existing unused rail corridor has gaps and therefore will necessitate either land acquisition or allowing for part of the corridor adjacent to existing main roads.

The “low impact” transport option such as a tram could offer visitor commentary or current events and activities, offer an evening dining experience (similar to Melbourne style dining trams) and provide an important link to restaurant, café and bar precincts around the waterfront.

Every effort should be made to encourage the need for less private vehicle use and to show a more environmentally friendly approach to visitor transportation. In this regard, a proposed extension to the light rail to operate between Hervey Bay and Maryborough should be encouraged to be developed as soon as possible as a Stage 2 extension.

5.2.2 Bruce Highway Upgrade

The regions have three major highways running through them. These are the Bruce and Burnett Highways both north south arteries (coastal and hinterland respectively) and the Isis which is an arterial highway connecting Bundaberg with the inland town of Childers and then Ban Ban Springs where it connects into the Burnett Highway.

The highways are of mostly good surface quality but with the increase in traffic from industry (mining particularly) and residents, more overtaking opportunities are required. It is strongly recommended that the Bruce Highway is prioritised for upgrading including completion of more overtaking opportunities between Gympie, Maryborough and Bundaberg as soon as possible.

The Department of Main Roads has identified that overtaking lanes are a key priority for this section of highway.

5.2.3 Bundaberg Airport Re-Development

Bundaberg is planning to develop an industrial estate at the airport with air side access and hangars for businesses and residents alike. This development should be reflective of the local government planning schemes and also the work being undertaken regarding “Urban Footprint” and will be compliant to both State interests and the development application processes.³³ The industrial estate will also need to take into consideration the Industrial Land Demand Strategy presently being undertaken by the Department of Infrastructure and Planning.

Developing Bundaberg Airport Industrial Park as a fly in-fly out accommodation (with hangar parking) zone and a small aircraft construction hub (with associated education and business opportunities) will have significant economic benefits for the local region as well as drawing a different class of visitor.

The airport runway will be extended to take jet aircraft by 2010. In addition, Bundaberg also benefits from having an aviation degree on offer at the CQ University campus.

These various aviation activities might create synergies and a logical linkage to this 21st century education and manufacturing hub could be connectivity to the new Hinkler Hall of Aviation, located in the botanical gardens in central Bundaberg.

There is a need to develop the Business Gateway Centre as a priority for the airport and aerospace precinct. The Business Gateway Centre requires office accommodation as part of the business park and to encourage various relevant government bodies to relocate there.

Whilst a new quality passenger terminal has been planned for the redeveloped Bundaberg airport funding is still to be secured. Whilst Bundaberg Regional Council would be a partner in any development of the passenger terminal facilities, there is a preference to gain financial support from both state and federal governments. The re-development of the passenger terminal facilities is a key component of any re-development of the airport overall.

There are already a small number of aviation based tours including gliding, fixed wing and helicopter joy flights. With the development of the airport and aerospace precinct, the opportunity exists to grow the level of tour operator support and help position the Bundaberg regional airport and aerospace precinct as a significant location within the state and potentially the eastern seaboard of Australia for training in gliders, fixed wing and even helicopters as well as the holding of events and promotional activities.

5.2.4 Bundaberg and Fraser Coast Regional Road Network and Signage

For all the highways, existing and prospective in the region there is a requirement for the regional road network to have signage upgrades.

Some of the hinterland roads with the most picturesque landscapes are narrow, windy and unsealed. This is an immediate problem for tourism, as rental car companies generally have clauses not allowing vehicles to be driven on non-sealed roads. In addition, many city dwellers are not

³³ The project will need to reference the requirements as identified in the Wide Bay Burnett Regional Plan 2007-2026, specifically policy frameworks 6.1.1d and 6.4.1 d.

comfortable driving on gravel surfaces. It is recommended that planned investment projects focus in the immediacy on those areas of the region where visitors can drive on sealed roads, until sealing of gravel roads can be economically justified.

Urban road infrastructure varies through the region. Bundaberg has wide boulevards in its CBD allowing for easier parking as well as direct turning lanes. Recognising its growth as a regional centre on-going development is continuing. \$92m is the estimated cost for upgrading the Bundaberg Ring Road. The funding is committed and the Department of Main Roads is aiming for an August 2009 completion date.

Hervey Bay infrastructure development has been hampered by rapid population growth and insufficient time to adequately master plan. As a result there are major projects required including more city roads to better connect the suburbs and the harbour to the CBD, public transport options including light rail and road calming measures (boulevard-style developments). To date \$25.6m has been provided for upgrades to the Maryborough-Hervey Bay Road – but more will be necessary to manage the population growth which is expected to continue at above state average rates for the next 10-20 years.

Fraser Island merits special consideration, due to the impact of visitor movements on a fragile environment. The ability to handle current visitor numbers, let alone future projections, will necessitate greater investment into road maintenance than currently undertaken. Improvements to the quality of the existing road network will help support controlled visitor flows and particularly the efforts of responsible tour operators. It is noted that the current road structure is underpinned by “material underlay” which needs frequent maintenance. Research should be undertaken to evaluate any new technological advances in this “material” which may require less frequent maintenance.

Given the regions are predominantly focussed on drive tourism (see both regions’ Destination Management Plans) a better coastal road link between Bundaberg and Hervey Bay could be beneficial, particularly having regard to the proposed catalyst projects which will cascade along the coast line north to south. There is a desire amongst local stakeholders to evaluate other highways options.

A project of this scale would be more influenced by population growth rather than tourism. It is agreed that the need for such a highway needs to be more fully explored. Such a concept would also need to be considered against the outcomes of Alternative Patterns of Development (APOD).³⁴

Recognising not only visitor growth over the next 10 years but also the projected increase in residential population of the area during the next decade, it is recommended that a government agency be identified to undertake a scoping study for a new highway which could be constructed along the coastline from Hervey Bay to Bundaberg. Such a study would need to prove “need” for a new route and identify resourcing and finance issues, as well as environmental impacts. The proposed study should be progressed in conjunction with current processes for

developing a Wide Bay / Burnett Integrated Transport Plan, and thus provide input to ITP development.

This report notes that catalyst project 5.11 in the Sunshine Coast TOP is for the sealing of Counter Road between Noosa and Cooloola Coast. This infrastructure improvement will also benefit visitors travelling to the Fraser Coast – Bundaberg Region and is therefore fully supported by this plan.

5.3 Additional Infrastructure and Investment Projects

Additional infrastructure projects canvassed in this TOP include projects to:

- Ensure an adequate drinking water supply for the region;
- Improving the electricity supply within the region;
- Improve the supply of telecommunication services to the region;
- Introduce effective waste management systems;
- Rail infrastructure for the hinterland;
- Boating marinas for the region;
- Airport infrastructure in the region;
- Secure skilled and semi-skilled staff;
- Develop new attractions and activities to generate longer lengths of stay;
- Expand the number of and upgrade the accommodation facilities catering to leisure and business visitor markets; and
- Introduce a public process for dealing with infrastructure delays.

As noted earlier in this report, the Department of Infrastructure and Planning is currently undertaking an Infrastructure Audit for the Wide Bay Burnett region so there are opportunities for synergising the potential projects listed here with their audit.

5.3.1 Appraisal of Potable Water Supply for the Regions

The supply of potable water to be shared between industrial and domestic requirements is an on-going state issue for Queensland.

The current water policy project maps³⁵ indicate that Hervey Bay/Bundaberg currently bound the SE zone and the wider regional Queensland zone. Indications are that there are no specific new projects currently defined in the region by way of increased water supply. This may be because there are a series of major storage facilities already existing in the area which currently offer a capacity of 1.6million mega litres.³⁶

The Statewide Water Grid is a government initiative to develop 12 regional water infrastructure projects to secure and supply water across regional Queensland.³⁷ Any recommendations for potable water in regard to tourism needs should be consistent with the Wide Bay Burnett Water Supply Strategy currently being undertaken in the Region³⁸. This strategy is being lead by the Department of Natural Resources and Water.

³⁴ APOD are for planning purposes only and the most recent revision was on 29 August 2008, undertaken by the Department of Infrastructure and Planning.

³⁵ Projects Queensland 2007 Issue 26, Queensland Government, 2007. pages 97, 98

³⁶ Wide Bay Burnett Regional Plan 2007 – 2026 (The principal regional strategy for guiding growth and sustainability in the Wide Bay Burnett region), Queensland Government and Wide Bay Burnett regional Council, undated, page 13

³⁷ Projects Queensland 2007 Issue 26, Queensland Government, 2007. pages 97, 98

³⁸ Specific policy framework principles in the WBBRP 2007-2026 are 7.2.1 a and 1.4.1 a.

Historically, the regions benefited from a state government decision to create Burnett Water Pty Ltd (now part of Sun Water) in 2001. This meant that early in this decade the Wide Bay Burnett area benefited from two construction projects, namely Paradise Dam and Kirar Weir. Paradise Dam supplies water to the Bundaberg Region. As a result of this dam being completed in late 2005, there are opportunities for recreational activities to be associated with the dam and these are outlined in Appendix 1.

The challenges for the region in regard to the potable water supply are that a number of existing industries, namely horticulture including citrus, macadamia, peanuts, mangoes and sugar cane, use large quantities of water. Additionally, with new mining ventures being considered in the hinterland (around Monto for instance), pressure for commercial water requirements will be competing with population growth on the coast and associated growth in tourism ventures.

It has been indicated during the preparation of this plan that in view of the above growth plans for both domestic and industrial water usage, the region may need to identify potential solutions to potable water constraints.

Two potential projects to manage on-going potable water supply could be:

- It is proposed in the longer term, to increase the capacity of the Borumba Dam to 350,000 mega litres by 2025;³⁹
- Should the proposed Traveston Crossing Dam be approved, the region should work with the Department of Infrastructure and Planning to identify options for water transfer to areas outside of SEQ that have limited access to potable water.⁴⁰

Capacity and other issues relevant to the supply of potable water to the Bundaberg and Fraser Coast regions are canvassed in Appendix 1 and 2.

5.3.2 Improving Electricity Supply to the Regions

Stakeholders noted that with Hervey Bay City's population growing at 5% on average per annum, there is pressure on provision of power. Should some of the mining rights be developed within the area over the next few years, more pressure on electricity supply will become apparent. The State government has identified and commenced work on a number of new initiatives for the area, namely:

- The Isis Central Mill Co-generation Plant was completed in 2006 and is currently producing enough "green" energy to power 7,000 households annually;
- The Maryborough-Hervey Bay electricity supply has been boosted by the reinforcement of a new switching station at Aramara;
- There has also been the building of a 275 kV substation in the Woocoo Shire to assist in managing electricity for the rapidly growing Hervey Bay/Wide Bay region; and
- It will be important that the project committed to rebuild the

66 kV power line network between Childers and Gayndah is undertaken and completed on time in mid-2010.

The report notes that these initiatives are supported by the WBBRP 2007-2026⁴¹ and that the Department of Infrastructure and Planning (DIP) recognises the critical nature of this utility to the region. Energy will also be considered as part of the Infrastructure Audit by DIP for the region.

5.3.3 Improving the Supply of Telecommunications Services

It is understood that both regions have unreliable supplies of telecommunications services, including: the supply of mobile phone coverage; the supply of broadband internet connections; and the supply of landline services. The WBBRP 2007-2026 is supportive of the communities having access to modern information and communications technology.⁴²

It is noted that issues relevant to the supply of telecommunications services to the Bundaberg and Fraser Coast regions are federal issues and as such projects are not canvassed in this TOP. It is, however, recommended that steps be taken to improve the reliability of the supply of telecommunications services to the regions, not least to ensure safety and convenience.

In regional and rural locations where there are national parks, consideration could be given to safety priority vs. maintaining a wilderness experience in "isolation" from everyday living. However, commercial operators do need to be able to be in contact with their head offices in regard to passenger wellbeing and managing successful operational activities to the satisfaction of customers.

5.3.4 Introducing Effective Waste Management Systems

Wide Bay Water Authority is due to construct both a wastewater transport system and a modern bioreactor treatment plant to meet the needs of Hervey Bay's growing population.⁴³

Generally, however, the regions have good processes for managing waste water and avoiding flows into the coastal bays. As planned marinas are developed however, there may be a need for more waste disposal stations which are connected to sewage treatment plants.

For example, the recently approved (by the State Government) Urangan Boat Harbour Development will expand the Hervey Bay harbour, provide an additional 500 berth marina and will enable significant upgrading of the road and car park infrastructure to provide a pleasant boulevard with public boardwalks. As part of the development, processes will need to be in place for the management of waste water from the marina (and also fuel/oil runoff from additional car parks) to avoid contamination into the Great Sandy Strait.

The report notes that waste management initiatives are supported through the WBBRP 2007-2026.⁴⁴

³⁹ SEQ Water Supply Projects, Queensland Water Commission, Factsheet 10, 3 September 2007

⁴⁰ Identified as a current threat "SEQ's development and express wish to capture and pipe water out of the WBB region", Strategic Regional Plan 2007-2010, Wide Bay Burnett Area Consultative Committee, Page 9

⁴¹ Specifically policy framework principle Section 7.5 of the regional plan supports these actions

⁴² Policy framework actions 7.61 a, c, e and f.

⁴³ Projects Queensland 2007 Issue 26, Queensland Government 2007, project 277, page 55

⁴⁴ Policy framework action 7.4.1

5.3.5 Rail Infrastructure for the Regions

Maryborough has benefited from Queensland Rail's (QR) decision to invest \$61m in 11 class 4000 Diesel Electric Locomotives between 2002 and 2006. QR is building a further 15 4000 class electric locomotives for completion in 2008-2009. They are also building 20 3-car passenger units in Maryborough – part of the current heavy industry base on offer in the city.

Complementary to the history of rail manufacture in Maryborough are the opportunities that are created from QR's "secondary" rail line in the region. This line operates through the hinterland of Hervey Bay and up into the Bundaberg region and is well maintained (at least to Monto) due to its need to be used if there is ever a problem on the main route. As well as being of interest architecturally (a variety of viaducts and bridges on the route) it also passes nearby to key horticultural zones and national parks of the region.

Given the line's existence there may be potential for passenger travel as well as current freight use. Special trains could operate during events and festival activities and a timetable train could be introduced during peak season. This should enhance the "drive hinterland" opportunities being explored elsewhere in this plan. Visitors and local alike could benefit from the potential walking or biking trails that may be introduced into the area's state parks and forests and could be accessible from the train stops. Or for a passive visitor experience town market days could be planned to coincide with the train schedule. Whilst commencement in Maryborough for such experiences would allow for reasonably easy access to the rolling stock (engines and carriages), it may also be possible to operate trains on part of the route only for example Gayndah to Monto return.

Anecdotal feedback indicates the satisfactory condition of the rail line from Maryborough to Monto. From Monto to Gladstone work may be required to strengthen bridges and other elements of rail infrastructure. It has also been indicated that the line from Monto to Gladstone may be required in the near future by the mining industry to transport mineral resources from the inland to the Gladstone Port. This would have the benefit of the line being brought up to satisfactory maintenance standards, but leisure trains would have to operate outside times required by the mining industry.

Other rail infrastructure requirements will be identified in relation to planning projects such as the rail corridor investigations being undertaken by Port of Brisbane for Port of Bundaberg.

5.3.6 Boating Marinas for the Region

Queensland has increasing numbers of recreational vessels being registered as recreational boating becomes more popular.⁴⁵ Whilst many of these vessels are boat-trailer style, increasing numbers need (or owners' desire) to be kept at anchor. The marina infrastructure and places of safe anchorage throughout the state must therefore increase to manage the numbers of boats requiring moorings.

Infrastructure must be increased; not only for visitor demand but local residents requirements as well. Within the region there

are a number of locations that are well suited (and currently provide) opportunities for marina construction.

New maintenance slipways are needed for many existing marina facilities and to encourage boat owners, including super yachts, to have their annual maintenance schedule undertaken in the region.

The recently released "Statement of Proposals"⁴⁶ for Bundaberg will also provide an opportunity for increased marina berths for this part of the region.

In addition to the specific marina spaces described below, it is noted that there are also existing proposals for marinas at Mary River (Port of Maryborough Industrial Park, Fraser Coast Marina (140 berths), Mary Harbour proposal (300 berths)) and the extensive berths and proposals for Tin Can Bay.

A major (\$1billion) master-planned eco-community and nature tourism development is also planned for Coonarr Beach (south of Bundaberg). This proposed development is currently going through the local government approval process and has not yet been given approval.⁴⁷

In addition, it is noted that Seventeen Seventy has a North East facing harbour. Throughout Queensland there are very few harbours that are NE facing and which provide safe, still waters for small boats. Whilst Seventeen Seventy is outside the region under consideration in this TOP, it is recognised that the town is just a short drive from Bundaberg and is a setting-off point for boats travelling to the Great Barrier Reef Marine Park southern coral cays. There are synergies for the TOP and areas north of the region. Consideration could be given to encouraging a greater number of safe anchorages (moorings without a fully constructed marina) in this harbour and recommending the development of ancillary product for visitors using the harbour for example piers, car parks, refuelling stations, cafes, marine supplies.

Finally, it is noted that under the existing Wide Bay Integrated Transport Plan recreational boating facilities will be reviewed, future potential demand investigated and strategies identified as part of the Queensland Transport Regional Strategic Plan.

5.3.7 Airport Infrastructure for the Regions

As identified above, there are three regional airports in the area. All have undergone re-development or intend to undertake developments in the near future. The airports' proposed plans are supported through the WBBRP 2007-2026.⁴⁸

Hervey Bay Airport extended its runway in 2005 at an investment of \$13m enabling Virgin Blue and Jetstar to use jet aircraft to service the market. This has seen passenger movements' increase from 3,278 in July 1999 to 18,236 in July 2007.

The Hervey Bay Airport Industrial Park is a staged development. Stages I-III have been completed, stage IV must be encouraged for completion as soon as possible. A retail precinct with attached service facilities such as petrol stations will be of benefit to tourists and residents alike.

⁴⁵ 7,564 existing marina berths with demand for in excess of 25,000 berths on a state-wide basis (source DEEDI (formerly known as DTRDI))

⁴⁶ Port of Bundaberg Statement of Proposals, Port of Brisbane Corporation Limited, 13 May 2008 (released for public consultation).

⁴⁷ Stage I of this project will include an eco-residential precinct. In Stage II, a 300-berth marina is proposed with a range of berth lengths to suit the local and international market.

⁴⁸ Specific policy framework principles are 6.1.1 d and 6.4.1 d.

Bundaberg Airport is also undergoing lengthening and strengthening of the runway as well as construction of a new terminal building to facilitate jet services.

Maryborough also has airport facilities and related infrastructure. With a potential aviation facility at the Maryborough airport due to commence in 2009 for international airline pilot training there could be opportunities for educational tourism.

Investigations are being undertaken to seek a suitable location and facility for a regional Fraser Coast airport that will meet future demands in the longer term.

5.3.8 Secure Skilled and Semi-Skilled Staff

Both regions in this TOP have unemployment rates higher than the state average⁴⁹.

This provides an opportunity for the two regions to potentially source under employed persons to fill vacancies and to offer training in advance of the additional skilled labour that will be required when projects within this TOP come on stream. The WBBRP 2007-2026 has as part of its skills development objectives *"the need to achieve adequate matching of existing skills, supply and demand, and new skills formation to meet the labour requirements of present and potential industries....."*.⁵⁰

It is recommended that steps are taken to:

- Work with the local TAFEs and other training providers to ensure all tourism and hospitality courses are fully participated in;
- Identify with employers their specific training needs and potentially undertake/prepare courses that will provide the "missing" skill sets; and
- Educate local residents in regard to the tourism and hospitality industry and the roles and careers that are available.

5.3.9 Land Use Planning

The two regions have experienced rapid population growth over the last 10 years with growth rates reflecting the highest levels in the State and nationally. As a result, infrastructure in its various forms has struggled to keep up and land use planning has often had to juggle with competing and equally important economic uses.

Tourism requires careful land use planning and more often of a prescriptive nature to get the best outcomes. Identified opportunities in this TOP need to be considered within a land use planning context from a Local and State Government perspective. That is, Council planning schemes at the local level ideally need to specify where tourism developments will be encouraged along with complimentary land uses such as general retail, food and beverage outlets, entertainment centres. In addition, buffer zones are required to avoid inappropriate land use curtailing tourism opportunities.

The existing Wide Bay Burnett Regional Plan (2007 – 2026) may need to be re-evaluated (notably with the proposed move to a Statutory Plan) in regard to its tourism master planning. Whilst the plan identifies tourism as a key economic driver for

the region, the report does not allow for a tourism "blueprint". This is needed to ensure planning for land use considers tourism as well as other industries including creating appropriate neighbouring land uses so tourism opportunities are protected and encouraged.

Bundaberg needs to encourage the careful master planning of coastal strips and river frontage to encourage higher quality tourism development. Tourism works best when it is clustered so that businesses can leverage off neighbouring activities and pedestrian flows. This is especially important for Bundaberg's riverfront precinct, the tourism node proposed within the botanical gardens and centred on the Hinkler Hall of Aviation, and the Airport Development Precinct (Kensington Lakes). Tourism needs to fit into Council and state related regulatory planning schedules and master plans.

In addition, consideration is needed for appropriate vegetated buffer zones to create exclusivity and privacy for the higher quality tourist accommodation facilities planned for Bargara and the proposed eco-community and hotel at Coonarr. Every effort should be made to avoid inappropriate coastal ribbon development.

With continued pressure to allow more coastal urban development care is needed to avoid over development which has affected other parts of the coast especially to the south. It is recommended that a series of eco-villages in four discreet hubs (Bargara, Coonarr, Woodgate Beach and Burrum Heads) could offer a carefully planned and tourism-driven style rather than an urban focussed village environment.

These eco-villages should be master planned to include design guides including colour schemes, building materials, re use of grey water and other forms of environmental best practice, strict height and bulk limits, landscaping and building density. Too often natural coastal areas are compromised with the introduction of traditional urban landscapes – streetscapes which lose any aspect of uniqueness and make them harder to market from a tourism perspective.

Every effort is also required to preserve and reuse buildings and facilities of a heritage nature (residential, industrial, office) which retain the history of the area. Though older buildings have become prized and appreciated in more recent times, their value as key tourism assets is often over looked especially in rural areas where their cost of maintenance is seen as too high.

Vistas and view shafts are also important components for tourism whether associated with country drive circuits or in township areas for pedestrian walks and trails. These need to be protected and enhanced.

Fraser Coast Regional Council should consider ways of still differentiating the four historic fishing villages which used to make up the coastal area of Hervey Bay even though much of the area has merged with a similar style of architecture. Differentiation may be assisted by interpretative sign boards, street markers and bollards, different colour schemes and potentially profiling different business activity if this is possible.

The opportunity to look at using the hinterland railway line for

⁴⁹ Bundaberg 5.4%, Fraser Coast 5.7%: state unemployment 3.6% as sourced from the Labour Market Information Portal, www.workplace.gov.au, February 2008, cited May 2008

⁵⁰ Wide Bay Burnett Regional Plan 2007-2026, Queensland Government, page 97

special-event tourism purposes and linked to the major railway workshops in Maryborough should be considered including ensuring that other land uses do not compromise the opportunity for agri-tourism activities and attractions to be developed. Whilst accessing rail corridors for tourism trains (rather than regular passenger services) is not easy due to other users of the rail line, the line through to Monto provides a key piece of infrastructure to encourage more visitors to access the hinterland for events, festivals, sightseeing which may evolve around the horticulture experiences and the national parks in the vicinity.

Land use planning for the national park areas on Fraser Island is governed by the DERM/QPWS strategy for the island and is focussed on visitor carrying capacities around key attraction hot spots such as Lake McKenzie. It is suggested that any new tourism accommodation development needs to be clustered together to allow visitors the opportunity to try different dining experiences. Land use on freehold land on Fraser Island is controlled by the Fraser Coast Regional Council. Kingfisher, Eurong, Happy Valley and Orchid Beach settlements where there is existing accommodation are controlled by the local planning instruments.

Land use planning also needs to consider creating vehicle free beach areas (as on part of Moreton Island) to create a higher quality eco-experience and to appeal to higher yielding visitor markets. One cannot merely put all visitor markets together expecting those who are paying for a discrete small group high value experience to appreciate being put in with more of a mass market.

Water front expansion especially around Urangan in Hervey Bay needs to ensure land use planning appropriately covers the separation of heavy vehicle use including boat trailers and boat launching from pedestrian walkways and accessibility along water front areas. Careful port planning needs to cover the clear separation between dirty (freight) and clean cargo (passengers) activity.

Tourism requirements need to be considered especially in all waterfront, riverfront, airport, and railway precincts as part of effective land use planning. Whilst local government often shy away from prescriptive planning of areas there are real risks that without it inappropriate development will limit tourism development opportunities for the future.

5.3.10 Expand the Number of and Upgrade Accommodation Facilities Catering to Leisure and Business Visitor Markets

The regions currently have a mix of accommodation on offer. Both DMPs list target markets as young parents and couples with Bundaberg's DMP economic measures including "increased share of Queensland's domestic and international drive market"⁵¹ and Fraser Coast's DMP competitive differences incorporating "Affordable for all"⁵².

These visions necessitate a wide range of accommodation facilities including caravan and camping parks. As in other parts of the state and the country, caravan parks are increasingly

under threat from development for apartment complexes and other forms of investment. Following an audit of Queensland's caravan parks it was determined that only 15% of all recorded caravan park properties are located on state land reserves or state leasehold land.⁵³

Stakeholders indicated that there is limited 4-5 star motel and hotel facilities in Bundaberg and the current stock of motels in the city operate year-round at very high occupancy rates. With the proposed activities and attraction projects listed in this TOP it will be necessary to increase the range and number of accommodation facilities in this area.

Conversely, Hervey Bay has seen a plethora of developments in the past five years. Most of the investment has been in the apartments/units segment; both serviced and non-serviced. Examples of recent completions and on-going developments include:

- The Peppers Pier Resort was an initiative of the Hervey Bay Development Corporation. With an estimated investment of \$80m it brought the first 5-star resort into the town upon its completion in early 2007;
- Allegra Properties invested \$39m to build 47 beachfront apartments on the Esplanade at Torquay – 5-star serviced (managed by Grand Mercure, Accor). Allegra is now assessing another \$39m development at 432 The Esplanade at Hervey Bay which could include 105 hotel suites and 36 residential apartments, together with associated restaurants, shops and a health club;
- Completed apartments in Urangan include Whale Cove Resort (38 apartments + 10 townhouses), Pier One (17 apartments), The Quarterhouse Harbour Retreat (61 villas) and Akama (23 apartments);
- Torquay apartments completed include The Bay (36 apartments), Eden on the Bay (28 apartments) and Soul (30 apartments);
- Other recent apartments built in the Hervey Bay area include Bay Hideaway (36 added), Tingeera (34), Beach House Hotel (71 hotel units), Baliene on the Bay (138), Breeze on Charton (14 apartments) and a mixed-use development at Pialba staged to have residential and serviced facilities;
- The Ramada Resort in Hervey Bay is due for completion in 2008 – a \$100m development creating a 125-room resort hotel; and
- The Beach House development at 342 The Esplanade, Scarness is due to have 91 units in three 8-storey towers. It is also intended for there to be a hotel, restaurant, retail and conference facilities.

There are currently developers evaluating and constructing major projects including tourism product between Bundaberg and Hervey Bay. Two proposals are:

- At an estimated \$153m the Austcorp Group is developing a master-planned community at Bargara which will comprise 770 residential lots together with an 18-hole golf course built on the coast; and
- Walker Corporation is looking to develop a fully integrated eco-community and 75 room resort as part of a \$1 billion development at Coonarr.

51 Bundaberg Region Destination Management Plan 2007 – 2010, DTRDI (ex Tourism, Fair Trading, Wine Industry Development and Women, Tourism Queensland) and Bundaberg Region Tourism, undated, page 6

52 Destination Management Plan for Tourism in the Fraser Coast 2007 – 2010, DTRDI (ex Tourism, Fair Trading, Wine Industry Development and Women, Tourism Queensland) and Fraser Coast South Burnett Regional Tourism Board, undated, page 8

53 Delivering on the Preserving Affordable Accommodation: Saving our Tourist Caravan Parks election commitment, unknown author and undated, page 2

There are definite opportunities to create a more synergistic tourism experience between the two key cities in the area through carefully built tourism nodes. These must be developed sympathetically and with clear open spaces to ensure the area retains its “natural product” emphasis and avoids coastal ribbon development.

The developments will vary in size, style and emphasis, but Hervey Bay in particular should ensure that any caravan parks which are given permission to alter their use, be compensated by new caravan parks on state or council land elsewhere. It is vital that the area avoids poorly planned, unattractive, ribbon urban development which have historically been undertaken in other parts of the world and which are now generally criticised by environmentalists and development planners alike.

There are limited accommodation facilities in other parts of the regions and the TOP has recommendations for innovative, simple developments to suit the niche needs of the regional districts. Should the regions wish to place greater emphasis on the business market, accommodation options will need further refinement.

This report has estimated:

- The total demand for new rooms (among most forms of commercial accommodation: motels; hotels; resorts; backpacker hostels; serviced apartments; but excluding caravan parks);
- The number of rooms required by 2018;
- The investment required for development of rooms, based on an average development cost of \$165,000 per room (noting that room costs will often range from \$120,000 to \$250,000 in the regions); and
- The investment required for refurbishment of existing rooms, based on an average refurbishment cost of \$65,000 per room.

The report also identifies the demand for new rooms on a regional basis, below.

The Bundaberg Region – New Rooms Requirements

Appendix 3 sets out the analysis of the number of rooms required for the Bundaberg region out to 2018.

Similarly with the assessment carried out for the Fraser Coast region, and using data current as at 2007,⁵⁴ three scenarios were evaluated: a demand driven scenario; a demand driven and supply led scenario and a supply led scenario.

In developing the three scenarios, the visitor growth forecasts for additional visitors to the Bundaberg region applied by the RTO and Tourism Queensland were adapted.

Also taken into account were plans for the development of a number of new attractions for the region and the impact that they will likely stimulate growth in visitation to the region from all visitor markets.

The forecast applied should be considered conservative as current demand for rooms is exceeding supply (Monday to Friday) due, in large part, to the growth in the service sector which supports mining, agriculture and limited supply of rooms.

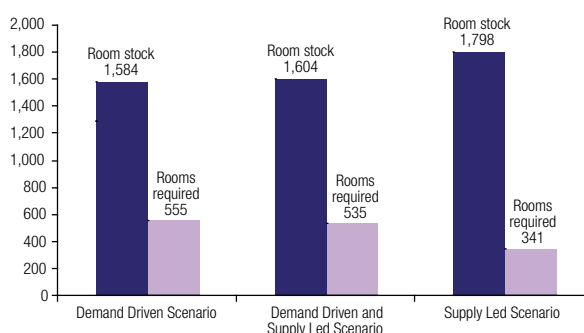
The assumptions applied were:

- The region’s operators have a desired room occupancy level of at least 65%;
- Each room is substitutable for another for all visitors: that is, the market for a hotel room might also consider a serviced apartment; and
- That all rooms that are currently under construction and that are planned for construction are actually built and occupied.

For the Bundaberg region, then:

- under the demand driven scenario, assuming current room stock amounts to 1,584 rooms, there will be a need for 555 additional rooms by 2018;
- under the demand driven and supply led scenario, adding current room stock and rooms under construction (1,604 rooms), there will be a need for 535 additional rooms by 2018; and
- under the supply led scenario, adding current room stock, rooms under construction and rooms planned for construction (1,798 rooms), there will be a need for 341 additional rooms by 2018.

Table 4: Increase in the number of rooms for the Bundaberg region



The Bundaberg Region – Upgrades To Accommodation Facilities

To achieve the vision for the Bundaberg region, refurbishment of existing accommodation stock is required.

As indicated above, an average refurbishment cost of \$65,000⁵⁵ per room for the region has been assumed.

On the basis that between 1,584 and 1,798 rooms may need to be refurbished, a total investment of between \$103m and \$117m may be required.

⁵⁴ Data from Tourism Queensland and ABS.

⁵⁵ Stakeholder feedback indicates that a number of rooms and accommodation facilities need total redevelopment (re-build). Without an accommodation sector audit to base this on, the Group has taken the approach that the above room refurbishment cost is conservative but as it covers motels, hotels and apartments/units it is a realistic base line figure to apply.

The Fraser Coast Region – New Rooms Required

Appendix 4 sets out the analysis of the number of rooms required for the Fraser Coast region out to 2018.

Using data current as at 2007,⁵⁶ three scenarios are provided: a demand driven scenario; a demand driven and supply led scenario and a supply led scenario.

Under the demand driven scenario, existing room stock only is considered against forecast visitor demand. Using the scenario, one can see the need for new room development to meet forecast demand. In the case of the Fraser Coast a 37% increase in the number of rooms is required by 2018 to meet forecast demand.

Under the demand driven and supply led scenario, existing room stock and room stock under construction and with all approvals is considered against forecast visitor demand. Using the scenario, one can see the extent of room development required to meet forecast demand, bearing in mind that there are rooms under construction. In the case of the Fraser Coast region a 22.6% increase in the number of rooms is required by 2018 to meet forecast demand.

Under the supply led scenario, existing room stock, room stock under construction (with approvals) and all planned rooms are considered against forecast visitor demand. Using this scenario, one can see the extent of development required to meet forecast demand, bearing in mind there are rooms under construction and some rooms awaiting approval for construction. In the case of the Fraser Coast region there will be a need to increase the level of visitation beyond forecasted levels (222,883 overnight visitors need compared to forecasted 192,883 visitors = 30,000 more visitors) to achieve an average 65% occupancy rate should all these planned and proposed rooms actually be built between 2008 and 2018.⁵⁷

In developing the three scenarios for the Fraser Coast region, the following assumptions apply:

- The average length of stay by visitors to the region will increase to 3.0 visitor nights in 2018;⁵⁸
- The region's operators have a desired average room occupancy level of no less than 65%;
- Each room is substitutable⁵⁹ for another for all visitors: that is, the market for a resort room might also consider a serviced apartment; and
- That all rooms that are currently under construction and that are planned for construction are actually built and occupied.

For the Fraser Coast region, then:

- under the demand driven scenario, assuming current room stock amounts to 3,209 rooms, there will be a need for 1,194 additional rooms by 2018;
- under the demand driven and supply led scenario, adding current room stock of 3,209 to those currently under construction amounts to 3,589 rooms, there will be a need for 814 additional rooms by 2018;

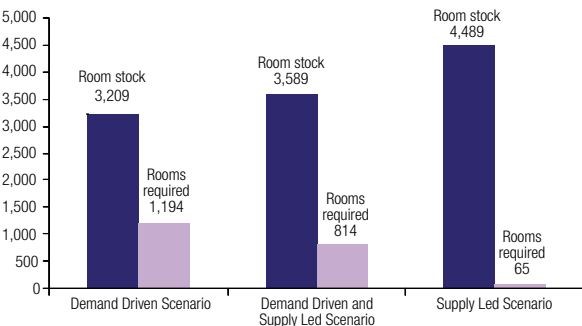
- under the supply led scenario, adding current room stock, (rooms under construction and rooms planned) amounts to 4,489 rooms, there will be a need to increase visitor growth by a further 30,000 overnight visitors to avoid an oversupply of rooms by 2018.

It should be noted that the level of forecast visitor growth is based on extrapolation of data provided by the Tourism Forecasting Council figures of 2007 (Issue 2).

It is also likely that with the introduction of new visitor attractions as outlined in this TOP visitor growth should most likely exceed stated growth levels.

The forecast for new rooms in Fraser Coast should therefore be considered conservative overall.

Table 5: Increase in the number of rooms for the Fraser Coast region (2008-2018)



The Fraser Coast Region – Upgrades To Accommodation Facilities

To achieve the vision for the Fraser Coast region, refurbishment of existing accommodation stock is required, across the board.

As indicated above, an average refurbishment cost has been assumed of \$65,000 per room for the region. Feedback indicates that a number of rooms may actually need to be totally redeveloped rather than merely refurbished. As there is no accommodation sector audit to base this on it was decided not to make any assumptions on the percentage of current room stock which needs to be demolished and rebuilt. Anecdotal industry feedback notes the need to look at redevelopment of existing motel facilities, backpacker hostels (in particular) to ensure the room stock and offer is attractive to target visitor markets.

On the basis that between 4,403 and 4,554 rooms may need to be refurbished over the next 10 years, a total investment of between \$305 million and \$426 million may be required.

⁵⁶ Data from Tourism Queensland and ABS.

⁵⁷ Data from Tourism Queensland and Fraser Coast RTO and base numbers sourced from the ABS for visitors and visitor nights.

⁵⁸ the information assumes that the source data from the Australian Bureau of Statistics and Tourism Queensland on the average length of visitor stay on average is accurate

⁵⁹ Not all rooms will be substitutable and potential visitors will select other destinations if, for instance, they cannot get into a resort on the Fraser Coast.

6 Implementation

The TOP aims to provide a clear set of priority projects for the destination to guide product development partnerships and local planning. More importantly, the plan provides a vision and direction for future tourism development that meets the needs of the community and consumers alike.

The Bundaberg and Fraser Coast regions need to work synergistically and take ownership for implementation of this TOP so as to achieve improved visitor growth, increased lengths of stay and improved visitor yields across both regions. The viability of a number of the identified projects will be dependent upon encouraging greater visitor dispersal throughout both regions and changing the psyche of visitors to think of undertaking experiences on the islands, in the major cities, along the length of the coastline and into the hinterland.

In order for tourism and support infrastructure projects in this TOP to be realised in an effective and timely manner, a number of implementation mechanisms are necessary. The Bundaberg and North Burnett and Fraser Coast Regional Tourism

Organisations will be responsible for managing and coordinating the implementation of the TOP in partnership with TQ and State and Local Government. The region's Destination Management Officer (DMO) will monitor progress and assist in forming project groups of relevant agencies as required to take the project recommendations forward.



7 Appendices

Appendix 1: Bundaberg Tourism and Support Infrastructure Projects

The Accommodation Sector

(CTP – Catalyst Tourism Project)

Project	Locations	Potential stakeholders	Comments
-1- Catalyst Project: (Ref – Bundaberg CTP 2) Developing a 4 star hotel in Bundaberg with meeting facilities	Bundaberg CBD (on the river)	Bundaberg Regional Council Industry investors and operators	Lack of facilities to cater to higher yielding markets Need for small conferencing and meeting room facilities Size required 130-150 room
-2- Catalyst Project: (Ref – Bundaberg CTP 7) Developing small eco-lodges and chalet developments or high quality tent camps along the proposed coastal walk utilising nodes at Burrum Heads, Woodgate Coonarr and Bargara for accommodation locations	Burrum Heads, Woodgate, Coonarr and Bargara	DERM/QPWS, Regional Councils, TQ, Private investors, Developers	Private investors-developers Key element to develop the “Great Coastal Eco-Walk” Eco-development theme required Each lodge of 20-40 rooms Need for freehold sites or long term lease hold master-plan for coastal area needed Need to prevent built development along the coast creating ribbon effect in between coastal eco-village nodes Look to create unique village design Develop small cluster of holiday home sites to support village infrastructure Create prescriptive design code for all buildings Buildings heavily screened by vegetated buffers
-3- Creating quality airport accommodation facilities within the Bundaberg Airport business precinct with hangars and direct airside access	Bundaberg	State Government Industry investors/operators Bundaberg Regional Council	Mix of apartment complexes and townhouses with adjacent aircraft parking Develop major hub for self fly in fly out market Offer aircraft to hire-lease Develop flying circuits with airfields in Hervey Bay, Caboolture, North Stradbroke Encourage regional, state and national aviation based events Ensure adequate land set aside for aviation accommodation enclave

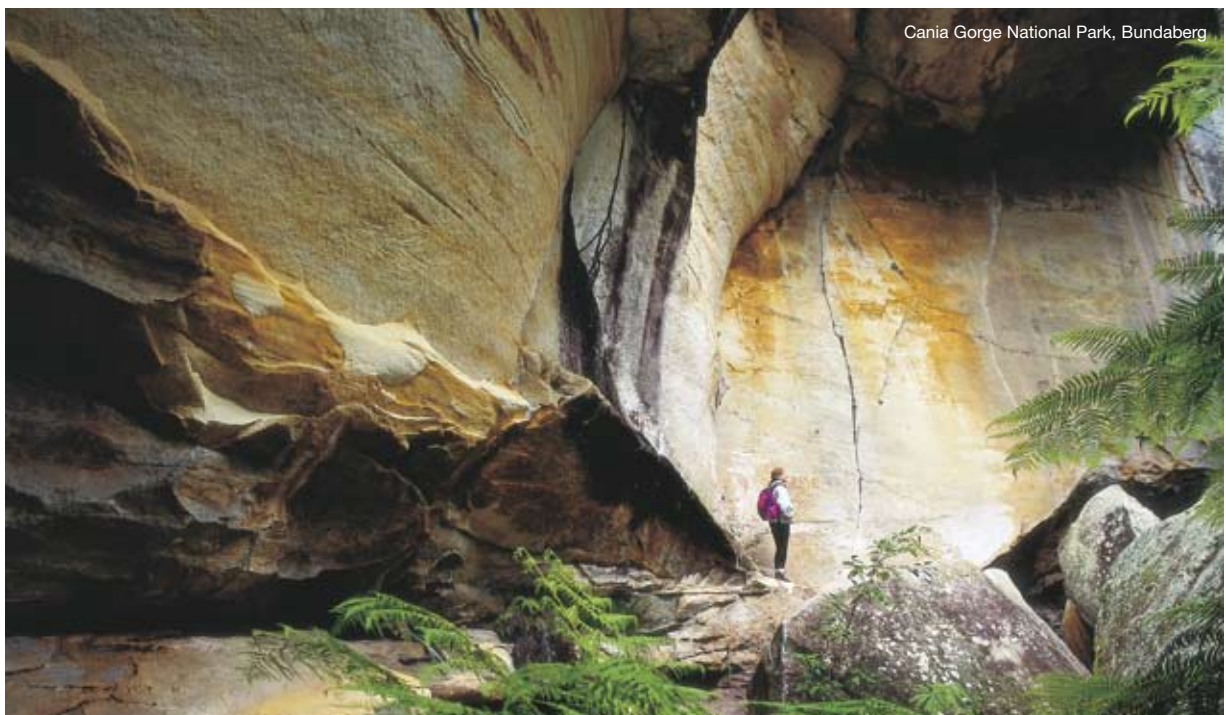
The Accommodation Sector

(CTP – Catalyst Tourism Project)

Project	Locations	Potential stakeholders	Comments
-4- Developing a cluster of farm stays and bed and breakfast establishments throughout the Bundaberg Hinterland	Childers, Gin Gin, Gayndah, Eidsvold, Monto	Private land owners Tourism operators DEEDI for agri tourism assistance and advice TQ for marketing support Bundaberg RTO for local support	Facilitate cluster of interested farm and historic property owners; develop collective marketing initiatives Assist with quality control Develop booking system and link to web sites (using the case study of SC Hinterland SEQC as benchmark)
-5- 2 x additional 3-4 star properties in Bundaberg (serviced apartments)	Bundaberg	Bundaberg Regional Council Investors	Bundaberg well served by motels Need to widen the accommodation mix in the region Market demand from business travellers and family market for serviced apartments
-6- Creation of a series of eco-chalets and associated café/restaurant to support existing caravan park	Cania Gorge	DERM/QPWS, TQ Private operator	Supplement existing caravan park accommodation 10 chalets clustered sleeping 4-6 guests Need for accurate visitor data to help test viability
-7- Resort (including redeveloping golf course)	Bargara	Private investors – developers Bundaberg Regional Council	Planning approval granted late 2007 119 units proposed as part of major redevelopment of the golf course at Bargara Proposal includes restaurant and ancillary golf retail Direct access for general public to restaurant and other public spaces
-8- Eco-hotel as part of major eco-development (incorporating residential community, marina and conservation area)	Coonarr Beach	Private investors – developers Bundaberg Regional Council	Eco-based accommodation and tavern with potential to create significant full time jobs. Will provide critical mass for a variety of tourism and educational activities of interest to many visitor sectors Not yet received approval
-9- Develop backpacker/motel accommodation	North Burnett	North Burnett Regional Council Bundaberg Regional Council Private developers	Lack of accommodation during picking season. Critical shortage of accommodation in Gayndah Lack of accommodation in Eidsvold, especially when RM Williams Australian Bush Learning Centre is opened
-10- Develop caravan parks at dams	Wuruma Dam Paradise Dam Mingo Crossing	North Burnett Regional Council Private developers	Increased popularity of fresh water fishing and boating activities

Activities and attractions

Project	Locations	Potential stakeholders	Comments
-11- Catalyst Project: (Ref – Bundaberg CTP 1) Expansion of the riverfront at Bundaberg into a tourism precinct; to include retail, cafes and appropriate visitor attractions	Bundaberg	Bundaberg Regional Council, State Government Federal Government Local operators-developers	Focal point for Bundaberg offering seamless walkway along river bank for walkers, cyclists Over water cafes and eateries Kayak hire High quality playgrounds Water theme park Need for careful master planning to create unique look and feel and sense of place
-12- Catalyst Project: (Ref – Bundaberg CTP 4) Extension of Mon Repos turtle attraction via year-around interpretation at Bundaberg CBD (or at another location to be decided by stakeholders)	Bundaberg	DERM/QPWS Bundaberg Regional Council North Burnett Regional Council	Construction of year-round facility Enhancement to DERM/QPWS interpretation at Mon Repos Quality audio visual and educational experience Ancillary facilities including cafe and retail
-13- Catalyst Project: (Ref – Bundaberg CTP 5) Creation of a tourist train special events trail through the hinterland from Maryborough to Monto (based on "Mary Valley Rattler" or diesel locomotive if more functional)	Maryborough – Monto	Queensland Rail, Queensland Transport, Fraser Coast Regional Council, local railway heritage societies, Fraser Coast and Bundaberg RTOs , TQ, North Burnett Regional Council	Need to offer alternative transport link to the hinterland Railway can be attraction as well as functional transport option Need to find local railway support group or society to take leadership role Provides support for hinterland citrus festivals, country market days, rail and trek packages with Cania Gorge Need rail assessment undertaken to ensure track maintenance isn't an issue Cost is related to initial leasing or purchasing surplus railway stock, minor maintenance, marketing, line costs



Activities and attractions

Project	Locations	Potential stakeholders	Comments
-14- Catalyst Project: (Ref – Bundaberg CTP 6) Development of a “country market – food” hub at Mundubbera emphasising local produce, especially citrus, grapes, mangoes and other fruit	Mundubbera	Local community and produce providers North Burnett Regional Council, Bundaberg RTO	Emphasise produce from the region Link with other regional attractions to create cluster of regional experiences Calendar of market days to be created Development of country food fair as annual event
-15- Catalyst Project: (Ref – Bundaberg CTP 5) Sugar cane train tour	Bundaberg hinterland	Bundaberg RTO Bundaberg Regional Council North Burnett Regional Council Independent sugar mills	A local cane train tour linking various local communities and utilising the sugar cane rail network out of the processing season Consultation with the sugar mills required to ascertain if there are any rail lines which currently are not being utilised and which may provide a local cane train experience Consideration should also be given to using existing rail lines which make up the sugar cane production area The issue of insurance and public liability needs to be determined in advance as the sugar cane industry traditionally has been reluctant to allow use of the sugar cane rail network for other purposes
-16- Catalyst Project: (Ref – Bundaberg CTP 6) Constructing an indoor farmers market	Bundaberg region	Bundaberg RTO Bundaberg Regional Council North Burnett Regional Council	A “one shop” location where visitors can sample and purchase scallops, fresh water fish, honey, macadamia nuts and various forms of fruit and vegetables from within the region
-17- Interpretation development of Citroen Car attraction at Gayndah	Gayndah	Local owner North Burnett Regional Council Bundaberg RTO TQ	Existing collection houses largest collection of Citroen classic cars in Southern Hemisphere Needs assistance with signage, interpretation boards, climate control Develop audio visual facility as part of attraction as future stage to encourage longer length of stay
-18- Development of bush walking, mountain biking and horse trekking trails around and nearby the Paradise Dam.	Biggenden	North Burnett Regional Council, Sun Water, Bundaberg RTO, TQ	Increase hinterland activities to encourage visitors to the area Opportunity for linkages to farm stays, food and produce trails proposed for the Bundaberg hinterland Construction of trails, appropriate signage developed as well as route marking is required Local residents consultation required to ensure support for the project Marketing plan to be prepared
-19- Development of Paradise Dam wall walk with interpretation display boards detailing the project	Biggenden	North Burnett Regional Council, Sun Water, Bundaberg RTO, TQ	Construction of dam wall walk Design and construction of new interpretation display boards

Activities and attractions

Project	Locations	Potential stakeholders	Comments
-20- Enhancement of fishing facilities in the rivers and lakes of the hinterland and potential fishing trail	Wide area of the hinterland of the two regions	Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council, Bass to Barra trail (GAPDL RTO), local fish stocking associations, Tourism Fraser Coast, Bundaberg RTO	Acknowledge the fishing opportunities available in the region's hinterland as well as off the eco-adventure coast Create fishing interpretation boards at Burnett River, Kolan River, Paradise Dam, Mingo Crossing, Baffle Creek, Lake Gregory, Lake Cania and Lake Wuruma Consider camping sites in appropriate locations
-21- Maximise sustainable eco-adventure tourism growth in the hinterland National Parks of Bundaberg-Fraser Coast Region, through improving the visitor experience in Cania Gorge National Park (as Stage 1)	Initially Cania Gorge with expansion over time to other National Parks and State Forests	DERM/QPWS TQ Bundaberg RTO Tourism Fraser Coast Bundaberg Regional Council North Burnett Regional Council Fraser Coast Regional Council	This is a key project (3.3.7) detailed in the draft Sandstone Country Nature-based Tourism Plan 2008 – 2013 It provides an excellent opportunity to increase awareness and use of the hinterland's national parks and state forests
-22- Heritage landscaping and townscapes for hinterland towns (strategies and working documents have been prepared)	Childers, Monto, Eidsvold, Gayndah and Gin Gin	Bundaberg RTO North Burnett Regional Council Bundaberg Regional Council	Heritage scapes for buildings Use of shade trees, planter boxes and other appropriate forms of soft landscaping Heritage street furniture and street lighting
-23- RM Williams Australian Bush Learning Centre (Stage 2)	Eidsvold	North Burnett Regional Council	This will follow on at the completion of Stage 1 which is commencing in late 2008 at a cost of \$2m
-24- Develop eco-tourism, education and industry opportunities in the largest remaining stand of semi evergreen vine thicket (vine scrub) on the east coast of Australia	Hurdle Gully Scientific Area – Monto	North Burnett Regional Council DERM/QPWS, BMRG Dept Environment and heritage Natural heritage Trust National Action Plan for Salinity and Water Quality CRC Program CQU and University of Queensland Private investors (carbon trading potential)	Eco-tourism, education, industry, environment and research opportunities including Canopy Cruise Gondola, International Symposia, Interpretive Centre, Residential School, Floriculture, Nursery, management plan for eco-tourism and conservation, remediation of degraded scrub blocks and salinity sites, education and awareness for tourism scholarships
-25- Arthur Dagg Walkway extension	Mundubbera	North Burnett Regional Council Department Natural Resources DERM/QPWS Burnett Catchment Care Association BMRG Mundubbera Enterprise Association	Part of the Mundubbera Strategic Action Plan Eco-tourism project to compliment other attractions and increase the visitor experience throughout the region

Transport

Project	Locations	Potential stakeholders	Comments
-26- Catalyst Project: (Ref – Bundaberg CTP 3) Introducing a ferry service to Lady Elliot Island	Ex Bundaberg	Lady Elliot Island Operator, Ferry operators-investors TQ Bundaberg RTO and Council DERM/QPWS Great Barrier Reef Marine Park Authority	Lady Elliot Island is recognised as a high quality nature based coral island Link to eco-based product in Bundaberg region Support increased ferry and seaplane services and more commissionable tourism product in region
-27- Catalyst Project: (Ref – Bundaberg CTP 3) Re- establish reef cruise tour from Bundaberg	Ex Bundaberg	Cruise operator Bundaberg RTO and Council TQ DERM/QPWS Great Barrier Reef Marine Park Authority	Demand will increase as more tourism infrastructure is completed and visitor numbers increase Needed to encourage more visitors to experience the southern part of the reef –v- the Cairns – Port Douglas northern reef experience
-28- Catalyst Project: (Ref – Bundaberg CTP 5) Developing a drive touring loop for the hinterland	Hervey Bay – Maryborough, Gayndah, Monto, Gin Gin, Childers, Hervey Bay or commencing Bundaberg	Fraser Coast RTO and Bundaberg RTO, North Burnett Regional Council, Bundaberg Regional Council	Encourage regional visitor dispersal ideally based around visitor attractions and activities Create collateral for distribution and web site links Link to a series of regional events, festivals In long term propose road sealing
-29- Catalyst Project: (Ref – Bundaberg CTP 3) Reintroducing a ferry service to Lady Musgrave Island	Ex Bundaberg	Lady Musgrave Island Operator, Ferry operators-investors TQ Bundaberg RTO and Council DERM/QPWS Great Barrier Reef Marine Park Authority	Lady Musgrave Island is recognised as a high quality nature based coral island Link to eco-based product in Bundaberg region Support increased ferry services and more commissionable tourism product in region
-30- Hinkler Hall of Aviation and expanded aviation theme and activities	Bundaberg	Bundaberg Regional Council Bundaberg RTO TQ DEEDI	Major new visitor attraction adjacent to Bert Hinkler house Link to aviation precinct at airport through joint marketing and packaging to visitors Develop ancillary activity and events to position Bundaberg as the model aircraft centre with buy-sell – swap markets, show days, symposiums on aviation Expansion of international Wide Bay Air Show

Marketing

Project	Locations	Potential stakeholders	Comments
-31- Developing a special events strategy to incorporate annual airshow (modelled on Farnborough, UK or Temora in NSW) and annual citrus festival and horse/rodeo events	Bundaberg North Burnett	Queensland Events Corporation Bundaberg RTO Bundaberg Regional Council North Burnett Regional Council TQ DEEDI Event societies and interest groups	Coordination of interested parties Preparation of a strategy which provides details of event budgets and sponsorship opportunities Develop with aim of creating a hallmark event which has State and eventually National prominence Promotion of annual and biennial festivals, agricultural shows, cattle sales and race days
-32- Joint marketing strategy of Fraser Coast and Bundaberg attractions	Bundaberg and Fraser Coast	Fraser Coast RTO, Bundaberg RTO, TQ, individual operators	Insufficient existing major attractions in both regions so need for synergy Look to grow visitor length of stay Position both airports as north and south gateways into joint region rather than merely competitors
-33- Preparing an eco-tourism strategy	Bundaberg and Fraser Coast	Fraser Coast RTO, Bundaberg RTO, TQ, individual operators, DERM/QPWS	Development of eco-tourism product and the appropriate protections and safeguards of parks, forest areas and other locations. The eco-tourism strategy to build on current national parks, state forests and reserve lands already designated as well as identifying opportunities to enhance recreational and leisure usage.
-34- Developing a culinary trail tourism marketing strategy and associated marketing collateral	Bundaberg region North Burnett	Bundaberg RTO Bundaberg Regional Council North Burnett Regional Council TQ DEEDI Local farmers	The area is rich in fresh water fish and shell fish, provides extensive market gardens for fruit and vegetables as well as products such as macadamia nuts and honey A tourism trail could provide an attractive drive tour option to encourage visitors to venture into the region to see fresh produce grown, to pick (at appropriate seasonal times) various produce and to buy from the farm gate door Consideration could also be given to developing a calendar of culinary events tied to when the picking or producing period was in season Marketing collateral could be created including an annual diary indicating where produce can be purchased and providing recipes Link to cafes and restaurants within the region serving local produce Develop interpretative material for tourists which explain the different types of produce being grown in the region

Community

Project	Locations	Potential stakeholders	Comments
-35- Introducing a community awareness program	Bundaberg and Fraser Coast regions	Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council, RTOs, TQ	Need to improve community understanding of the benefits of tourism throughout the community Incorporate with QTS Community Engagement Strategy Need to conduct study to show how visitor spend flows to those directly and indirectly involved and induced effect Need for publicity campaign which encourages greater community support for tourism
-36- Introducing affordable housing	Bundaberg and Fraser Coast regions	Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council, RTOs, DEEDI, TQ, Department of Housing	Continual increases in land values and rentals in regions Lack of affordable housing options for hospitality and tourism industry workers Need to ensure workforce can be accommodated adequately

Human Resources

Project	Locations	Potential stakeholders	Comments
-37- An up-skilling Program.	Regions	QTIC, TAFE, DETA, TQ, DEEDI, RTOs, CQ University	Growing market sophistication and more discerning needs Industry operators require assistance to better deliver at customer service standards Quality service standards need to mirror quality of new attractions being planned and existing product
-38- An Accreditation Program	Regions	RTOs , QTIC, Bundaberg Regional Council, North Burnett Regional Council.	Introduce QTIC administered Aussie Host program for all customer orientated businesses
-39- Training program for local producers	Bundaberg region North Burnett	RTO , QTIC, Bundaberg Regional Council, North Burnett Regional Council	To assist local producers to realise tourism and related benefits through farm gate and related selling opportunities



Yachts at Port Marina, Port Bundaberg

Strategic Planning

Project	Locations	Potential stakeholders	Comments
-40- Catalyst Project: (Ref – Bundaberg CTP 7) Concept Plan for the proposed “Great Coastal Walk”	Bundaberg and Fraser Coast regions	Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council, RTOs, DERM/QPWS, Dept Infrastructure and Planning, TQ	Need for study to determine all aspects of walkway infrastructure, accommodation style and locations, transport connectivity
-41- North Burnett Region Tourism Strategy and Audit Report	North Burnett	North Burnett Regional Council TQ DERM/QPWS BRL	Conduct desk top and onsite analysis of the region to establish an understanding of existing and proposed tourism products resulting in a detailed overview of the region's product range. Plan to highlight opportunities and priorities for marketing initiatives of key tourism sites in the region

Infrastructure Projects

Project	Locations	Potential stakeholders	Comments
-42- Project: Construct more overtaking opportunities for both Bruce & Isis Highways	Bundaberg and Fraser Coast regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning	Need to improve road safety, reduce travel time and create closer synergy for business and tourism between Hervey Bay and Bundaberg Increase the number of passing lanes to improve the road capacity Volume of current traffic doesn't support dual lane road expansion currently but Main Roads should continue to monitor the actual growth in traffic on an annual basis to assess whether eventual dual laning is justified Federal Government support is required for Bruce Highway expansion and associated funding
-43- Project: Development of major airport industrial precinct at Bundaberg	Bundaberg City	Dept Infrastructure and Planning, DEEDI, Bundaberg Regional Council, CQ University, private developers	Current plan to create large industrial park and extended runway at Bundaberg Airport; facilitating growth of recreational aircraft manufacturing industry as economic hub Develop hub for aviation events, displays, fly in/fly out accommodation (Kensington Lakes) for aviation enthusiasts Airport master plan ability to make provision for tourism related activity as well as general aviation development Opportunity to create major recreational aircraft manufacturing hub and recreational aviation base Feasibility study to assess low cost carriers once tourism infrastructure expanded such as accommodation

Infrastructure Projects

Project	Locations	Potential stakeholders	Comments
-44- Catalyst Project: (Ref – Bundaberg CTP 7) Creation of a “low impact” Great Coastal Walk from Hervey Bay to Bundaberg	Bundaberg and Fraser Coast regions	Dept of Infrastructure and Planning, DERM/QPWS, DEEDI, TQ, RTOs, Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council, private developers	Regions focus on eco-nature experiences but lack of active eco-experiences in regions other than on Fraser Island Opportunity to develop coastal “great walk” of approx 60km offering 2-3 day and 4 day walk options using eco-coastal nodes as accommodation Permission from DERM/QPWS, State Government land and private land holders for access to land Encourages visitor activity away from vehicle use and opens up coastal areas not usually seen Develop guided nature/heritage walks
-45- Main Road Signage	Bundaberg and Fraser Coast tourism regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning, RTOs	Directional signage enhancements needed on regional roads and Bruce and Isis Highways to assist visitors Study to identify key locations for new signage indicating main highways and destinations Need to ensure clearer directional signage to assist visitors Assists drive trails and visitor dispersion throughout the regions
-46- Increased passing lanes and parking bays	Bundaberg Region	Dept of Main Roads, Bundaberg Regional Council, North Burnett Regional Council, Bundaberg RTO	Existing secondary roads that link Gin Gin, Childers and Agnes Water to Bundaberg require improvements to enhance the tourist experience e.g. picnic sites and driver rest areas Discussions to identify if funding is possible for improvements to existing roads in Bundaberg hinterland Dept of Main Roads to identify road improvement priorities
-47- Sealing of secondary roads in hinterland (Gayndah and Mount Perry, Mount Perry to Monto)	Bundaberg Hinterland and North Burnett	Dept of Main Roads, Bundaberg Regional Council, North Burnett Regional Council, TQ, Bundaberg RTO	Need for better roads if dispersal away from the coast is to be encouraged Low level of existing vehicle movements as monitored by Main Roads, so sealing of some roads will be longer term initiative Drive circuits are an important initial tourism infrastructure step to generating visitor numbers. New drive circuits and trails promoted such as “gold mining route around Mt Perry” Main Roads would support development of a network of drive tourism of the hinterland areas via the existing sealed network to encourage dispersal away from the coast

Infrastructure Projects

Project	Locations	Potential stakeholders	Comments
-48- Using the rail line from Maryborough to Monto for occasional tourist (passenger) trains for hinterland events, festivals, market days	Bundaberg and Fraser Coast regions	Queensland Rail, DEEDI, Dept Infrastructure and Planning, TQ, RTOs, Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council	Encourage use of rail as alternative transport for visitors and dispersal of visitors into hinterland Offer themed rail experiences (jazz train, fruit festival excursion, Cania Gorge package), steam train options The line is currently used occasionally for freight but not passengers and is alternative rail route to Gladstone Need confirmation from QR that the line is in good working condition; Potential conflict with other rail users (freight) especially The rail line is an under-utilised asset for tourism and can offer an all weather attraction It can help other tourism product such as country markets, town events and festivals and build profile
-49- Expansion/development of marinas	Bundaberg Region	Dept of Infrastructure and Planning, DEEDI, DERM/ QPWS, Bundaberg Regional Council, Bundaberg Port, TQ, RTO, private developer	26k boats over 6m in the State require berths, currently there are 7,564 berths (including 414 super yacht berths) in the State Bundaberg has 260 existing berths and 302 proposed as at October 2007 Major marina development planned for Burnett Heads State Boat Harbour near Bundaberg and Coonarr Beach Need for tourism retail, food and beverage outlets to make marinas more non boat user friendly Current planned development will provide interim supply for next 5 years + Need to be looking at either further marina expansion or new marinas in Hervey Bay or Bundaberg post 2014 There is opportunities to value-add via cruise ship terminals
-50- Ensuring ample water supply for the Bundaberg & Fraser Coast Regions	Bundaberg and Fraser Coast tourism regions	Dept of Infrastructure and Planning, Wide Bay Burnett Regional Planning Advisory Committee, Water Utility companies	Lack of regular or adequate potable water in regional locations may curtail tourism development and visitor growth without investigation into new sources Adequate potable water supply is expected to 2018 and beyond as dam expansion occurs and potential artesian basin supplies are investigated Dam development to increase capacity e.g. raising of Borumba Dam by 2025 to increase capacity from 46kML to 350kML Proposed Traveston Crossing Dam to assist in providing for population growth & agricultural & other sectors expansion in the Wide Bay Area
-51- Improving the supply of telecommunication services particularly in remote parts of the regions	Bundaberg and Fraser Coast tourism regions	Dept of Infrastructure and Planning, Wide Bay Burnett Regional Planning Advisory Committee, telecom companies	Limited coverage in some regional areas (dead spots) means tourism growth impeded without expanded mobile and internet coverage Time frame for introduction of regular reliable supply is required Cost to operators (network structure charges) of expanded services to be known in advance.

Infrastructure Projects

Project	Locations	Potential stakeholders	Comments
-52- Link Road between Burnett Heads and the Port of Bundaberg.	Bundaberg Region	Dept of Main Roads, Bundaberg Regional Council, Port of Bundaberg	<p>The Department of Main Roads and the Port of Bundaberg have committed funding to construct a link road between Burnett Heads and the Port of Bundaberg.</p> <p>This link road will add to the critical mass of roading infrastructure to support a number of industry sectors including tourism and which will help expand and develop marina based activity.</p> <p>This link road should be developed post 2011 and will assist in the development of a tourism precinct at the Bundaberg Port Marina.</p>
-53- Creation of a new ferry service in Bundaberg	Bundaberg	Bundaberg Port, Bundaberg Regional Council, Bundaberg RTO, TQ, private investor	<p>The opportunity exists to create a ferry service from the Burnett River opposite the CBD to the Marina at the Port of Bundaberg</p> <p>The ferry service could offer an additional tourism experience as well as a transport option for workers</p> <p>A ferry service should assist in the development of a tourism precinct at the Bundaberg Port Marina.</p>
-54- Creation of new ferry access points in Bundaberg	Ferry access points at the Bundaberg Rum distillery and other access points along the Burnett River	Bundaberg Regional Council, DERM/QPWS, private investor	<p>A selection of ferry access points could provide an attractive transport option for tours within the region. Providing different inter-modal forms of transport are important to generating greater tourism flows.</p> <p>There could need to be an evaluation of the land sites regarding ecological and community needs, to ascertain the most appropriate locations for building ferry access points along the river.</p> <p>Having a series of ferry access points may assist in the development of a tourism precinct at the Bundaberg Port Marina.</p>
-55- Provision of a super yacht facility	Port of Bundaberg	DEEDI, DERM/QPWS, Dept of Infrastructure and Planning, Bundaberg Regional Council	<p>A marine development strategy to take into consideration the growth potential of super yachts noting the limited infrastructure on the eastern seaboard of Australia is required.</p> <p>A super yacht strategy has significant potential for developing a tourism precinct at the Bundaberg Port Marina.</p>
-56- Construction of a link bridge across Burnett River to Port of Bundaberg as a long term initiative	Bundaberg	Dept of Main Roads, DERM/QPWS, Department of Infrastructure and Planning, Bundaberg Regional Council	<p>With significant growth forecast from the Port of Bundaberg including extensive coal and other resource exports, the opportunity exists to open up the other side of the Burnett River which is not subject to the impact of coal export facilities.</p> <p>Study required on the impact a new bridge may have on other road traffic planning for the next decade.</p> <p>A new bridge at a key crossing point could have significant potential for developing a tourism precinct at the Bundaberg Port Marina.</p>

Infrastructure Projects

Project	Locations	Potential stakeholders	Comments
-57- New recreational jetty at Burnett Heads	Burnett Heads	DERM/QPWS, Department of Infrastructure and Planning, Bundaberg Regional Council	A long jetty at Burnett Heads could support recreational fishing and related events and festivals. These could include major fishing competitions as well as other tourism recreational activity in this location. Community engagement should be undertaken at any early stage to garner full support for the project and the economic opportunities that may accrue.
-58- New Coastal Route	Bundaberg and Fraser Coast regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning, RTOs	Increased traffic flow between two major regional centres requires greater tourist road options There may be a need for additional touring routes and creating linkages for eco-adventure coast This road whilst desired may be a long-term project. This infrastructure project should be referenced to the Wide Bay Integrated Transport Plan. This proposal would also need to be considered against other relevant regional planning projects such as Alternative Patterns of Development and Infrastructure Audit.

Appendix 2: Fraser Coast Tourism and Support Infrastructure Projects

The Accommodation Sector

(CTP – Catalyst Tourism Project)

Project	Locations	Key stakeholders	Comments
-1- Catalyst Project: (Ref – Fraser Coast CTP 4) 4 star fully serviced hotel facility at or near the Esplanade with attached conference facilities	Hervey Bay	Fraser Coast Regional Council Private investors	Fully serviced hotel of 100-150 rooms in order to support conference facility Conference facility with 350 + capacity as part of 4star hotel Ideally cluster higher end accommodation around existing accommodation along the Esplanade
-2- Catalyst Project: (Ref – Bundaberg CTP 7) Developing small eco-lodges and chalet developments or high quality tent camps along the proposed coastal walk possibly utilising nodes at Burrum Heads, Woodgate Coonarr and Bargara for accommodation locations	Burrum Heads, Woodgate, Coonarr and Bargara	DERM/QPWS, Regional Councils, TQ, Private investors-developers	Key element to develop the “Great Coastal Eco-Walk” Eco-development theme required Each lodge of 20-40 rooms Freehold sites or long term lease hold Master-plan for coastal area needed Need to prevent built development along the coast creating ribbon effect in between coastal eco-village nodes Look to create unique village design Develop cluster of holiday homes to support village infrastructure Create prescriptive design code for all buildings Buildings heavily screened by vegetated buffers

The Accommodation Sector

(CTP – Catalyst Tourism Project)

Project	Locations	Key stakeholders	Comments
-3- Catalyst Project: (Ref – Fraser Coast CTP 2) Creating a boutique eco-lodge on Fraser Island	Fraser Island (southern end)	DERM/QPWS Industry investors/operators Fraser Coast Regional Council	Need to expand the product base on the island Provide product for higher yielding markets Provide range of restaurant options Cluster together to allow easy guest access between each one for dining and combined tours but make sure each one is discreet in location 20-40 room eco-lodge size preferable
-4- Developing new backpacker properties (as need arises)	Hervey Bay	Industry investors/operators Fraser Coast Regional Council	Need for accommodation for backpackers and lower cost accommodation for hospitality staff Assume 60 + bed capacity Esplanade location preferred or close by Cluster close together with other existing backpacker lodges
-5- 900 serviced apartments- unit developments	Hervey Bay	Fraser Coast Regional Council Developers/Investors	These have planning approval 380 units under construction in 2008 Need to ensure developments are completed as will provide critical mass of main stream accommodation for traditional domestic visitor markets

Attractions and Activities

Project	Locations	Key stakeholders	Comments
-6- Catalyst Project: (Ref – Bundaberg CTP 5) Creation of a tourist train special events trail through the hinterland from Maryborough to Monto (based on “Mary Valley Rattler or diesel locomotive if more functional)	Maryborough – Monto	Queensland Rail, Fraser Coast Regional Council, local railway heritage societies, Fraser Coast and Bundaberg RTOs , TQ	Need to offer alternative transport link to the hinterland Railway can be attraction as well as functional transport option Need to find local railway support group/society to take leadership role Provides support for hinterland citrus festivals, country market days, rail and trek packages with Cania Gorge Need rail assessment undertaken to ensure track maintenance isn't an issue Cost is related to initial leasing or purchasing surplus railway stock, minor maintenance, marketing, line costs
-7- Catalyst Project: (Ref – Fraser Coast CTP 3) Develop indigenous tourism product to include story-telling, dance, historic and marine interpretation and overnight stay	Fraser Island	Private operator – Butchulla Federal Government State Government Fraser Coast Regional Council	Need for an indigenous experience (especially for international visitors) Offer guided tours, overnight stays in eco-tents, storytelling and dance Once successfully developed and full-time operational, consider additional indigenous product on mainland

Attractions and Activities

Project	Locations	Key stakeholders	Comments
-8- Catalyst Project: (Ref – Fraser Coast CTP 5) Major indoor attraction themed around a possible food or beverage theme	Hervey Bay or Maryborough	Private investor – operator Federal Government State Government Hervey Bay Regional Council	Need for major all weather visitor attractions Locate either on route between new planned marina and far end of Esplanade or within Maryborough Themed to appeal to current local community (slightly older demographic), mainstream visitor markets May combine with hinterland food products Offer guided tours, samplings, cafe-restaurant, merchandise- retail outlet
-9- Catalyst Project: (Ref – Fraser Coast CTP 4) World Heritage Bio-diversity Centre focused on the flora, fauna and bird life of Fraser Island and the inland water ways and forests	Hervey Bay	Federal Government State Government Hervey Bay Regional Council	Lack of all weather mainland visitor attractions Distinctly different than former proposed marine discovery centre Focus is shared between fauna and flora rather than marine ecology Encouraging visitors to explore the greater region and see the diversity A value-added project to the redeveloped Urangan Marina and Boat Harbour
-10- Catalyst Project: (Ref – Fraser Coast CTP 6) Creation of a comprehensive Historic Tourism Precinct at Portside in Maryborough and with a cultural arts trail	Maryborough	Department of Education, Training and the Arts, DEEDI, Fraser Coast Regional Council, local maritime heritage societies, Fraser Coast RTO, TQ	Undertake a concept plan to identify mixed use for existing buildings and facilities. Incorporated into the planned Brolga to Bridge Concept Plan. Evaluate as potential “all year round” visitor experience for people coming to both regions Link the maritime history (2nd busiest port in Australia in 1800s) to other aspects of the region e.g. coast, rum trade Provide support for events at the Brolga Theatre Cost is related to building refurbishments, interior displays, retail and café outlets
-11- Catalyst Project: (Ref – Fraser Coast CTP 6) Extension of walking trail at Maryborough into a complete heritage tour	Maryborough (incorporated into the planned Brolga to Bridge Concept Plan)	Regional Council, local businesses, Chamber of Commerce, Fraser Coast RTO	Extension into a complete heritage tour with building interpretation/audio visual and where possible, entrance to buildings. Further develop ghost walks for evening attraction Create historic railway walks
-12- Enhancement of fishing facilities in the rivers and lakes of the hinterland and potential fishing trail	Wide area of the hinterland of the two regions	Bundaberg Regional Council, North Burnett Regional Council, Fraser Coast Regional Council	Acknowledge the fishing opportunities available in the region’s hinterland as well as off the eco-adventure coast Create fishing interpretation boards at Burnett River, Kolan River, Baffle Creek, Lake Gregory, Lake Cania and Lake Wuruma Consider camping sites in appropriate locations

Attractions and Activities

Project	Locations	Key stakeholders	Comments
-13- Construction of year-round water park	Pialba, Hervey Bay	State Government Fraser Coast Regional Council Wide Bay Burnett (sport and recreation policy)	This project is being jointly funded by two levels of government Will be beneficial to both the local community and visitors Will provide an additional in-door facility / activity on "wet/inclement" days
-14- Maximise sustainable eco-adventure tourism growth in the hinterland National Parks of Bundaberg-Fraser Coast Region	The two regions National Parks and State Forests	DERM/QPWS TQ Bundaberg RTO Fraser Coast RTO Bundaberg Regional Council North Burnett Regional Council Fraser Coast Regional Council	This is a key project (3.3.7) detailed in the draft Sandstone Country Nature-based Tourism Plan 2008 – 2013 It provides an excellent opportunity to increase awareness and use of the hinterland's national parks and state forests
-15- Motor sport circuit for an integrated drag racing, speedway, kart circuit, motocross, and flat track speedway driver training	Hervey Bay	DEEDI WBB (sport & recreation policy) Fraser Coast Regional Council Hervey Bay RSL	This project is at completion of feasibility study and will be a major tourism infrastructure development for the Fraser Coast The sports facilities will be complemented by pits, spectator facilities and all associated infrastructure Potential site has been identified Funding sources have been partially arranged with full funding expected during 2009

Transport

Project	Locations	Key stakeholders	Comments
-16- Catalyst Project: (Ref – Bundaberg CTP 5) Developing a drive touring loop for the hinterland	Hervey Bay – Maryborough, Gayndah, Monto, Gin Gin, Childers, Hervey Bay or commencing Bundaberg	Fraser Coast RTO and Bundaberg RTO	Encourage regional visitor dispersal ideally based around visitor attractions and activities Create collateral for distribution and web site links Link to a series of regional events, festivals
-17- Expanding by 500 berths and enhancing and expanding the boat mooring, trailer parking and ferry terminal facilities at Urangan -Hervey Bay Harbour	Urangan	Dept of Natural Resources and Water, DERM/QPWS, ferry operators, local businesses, Fraser Coast RTO, TQ	Approval received during TOP preparation for major expansion to the existing Urangan Marina Need to upgrade facilities to better meet tourists and recreational users Need to cater for ongoing demand for moorings, trailer parking Need for attractive ferry terminal as primary staging post to Fraser Island population growth pressures impacting on traffic management

Transport

Project	Locations	Key stakeholders	Comments
-18- Improving road access in Hervey Bay	Road from Maryborough to Hervey Bay and internal road network in Hervey Bay	Department of Main Roads Fraser Coast Regional Council	More traffic controlled intersections Review 2004-2020 "new road connections" to identify transport changes, including need for public transport as well as improve roads
-19- Increase visitor interpretation and displays at Hervey Bay Airport	Hervey Bay	Fraser Coast Regional Council Fraser Coast RTO TQ Industry operators	Introduce large display boards to portray more of the regions and encourage visitor dispersal Need more images of wider region Requirement to show there is more than Fraser Island which may appeal to visitors Provide reference to VIC
-20- Connect CBD to Urangan via light rail or similar using elements of disused rail corridor	Hervey Bay	Queensland Transport, Fraser Coast Regional Council Department of Planning	Need to encourage easier access around Hervey Bay Road traffic management issues due to current road congestion Assess options for using what elements of old rail corridor exist and currently used as pedestrian walkway (noted to have wide width) Determine via cost benefit study options for light rail, heritage tram to provide attractive transport option and stimulate less vehicle movements Assess potential to develop circular route which creates circuit from CBD to Urangan and back via Esplanade.
-21- Light Rail Construction with walk and cycle path	Maryborough linking to Hervey Bay (36km)	Queensland Transport, Fraser Coast Regional Council Department of Planning	A long term transportation solution Project as identified in the FCRC Regional Sport and Recreation Strategy
-22- Encouragement of major parking stations off prime waterfront land and more pedestrian walkability and cycleways	Hervey Bay	Fraser Coast Regional Council Private sector investors	Urban streetscape and town plan car dominant Encourage major parking stations especially adjacent to but back from waterfront areas Develop one way street system along Esplanade with attractive landscaping Actively encourage public transport options Encourage more below ground car parking for major unit-apartment developments

Marketing

Project	Locations	Key stakeholders	Comments
-23- Special Events Strategy	Fraser Coast	Fraser Coast RTO, TQ and individual operators	Coordination of interested parties. Develop a hallmark event (in the future) which has State and National prominence
-24- Joint marketing strategy of Fraser Coast and Bundaberg attractions	Bundaberg and Fraser Coast	Fraser Coast RTO, Bundaberg RTO, TQ, individual operators	Insufficient existing major attractions in both regions so need for synergy Look to grow visitor length of stay Position both airports as north and south gateways into joint region rather than merely competitors
-25- Preparing an eco-tourism strategy	Bundaberg and Fraser Coast	Fraser Coast RTO, Bundaberg RTO, TQ, individual operators	Development of eco-tourism product and the appropriate protections and safeguards of parks, forest areas and other locations. The eco-tourism strategy to build on current national parks, state forests and reserve lands already designated as well as identifying opportunities to enhance recreational and leisure usage.

Community

Project	Locations	Key stakeholders	Comments
-26- Introducing a community awareness program	Bundaberg and Fraser Coast	Regional Council, RTOs, TQ	Need to improve community understanding of the benefits of tourism throughout the community Incorporate with QTS Community Engagement Strategy Need to conduct study to show how visitor spend flows to those directly and indirectly involved and induced effect Need for publicity campaign which encourages greater community support for tourism
-27- Introducing affordable housing	Bundaberg and Fraser Coast	Regional Councils, RTOs, DEEDI, TQ	Continual increases in land values and rentals in regions Lack of affordable housing options for hospitality and tourism industry workers Need to ensure workforce can be accommodated adequately

Human Resources

Project	Locations	Key stakeholders	Comments
-28- An up-skilling Program.	Bundaberg and Fraser Coast Tourism Regions	QTIC, TAFE, DETA, TQ, DEEDI, RTOs	Growing market sophistication and more discerning needs Industry operators require assistance to better deliver at customer service standards Quality service standards need to mirror quality of new attractions being planned and existing product
-29- An Accreditation Program	Bundaberg and Fraser Coast Tourism Regions	RTOs , QTIC, Regional Council	Introduce QTIC administered Aussie Host program for all customer orientated businesses

Strategic Planning

Project	Locations	Key stakeholders	Comments
-30- Catalyst Project: (Ref – Bundaberg CTP 7) Concept Plan for the proposed “Great Coastal Walk”	Bundaberg and Fraser Coast	Regional Councils, RTOs, DERM/QPWS, Dept Infrastructure and Planning, TQ	Need for study to determine all aspects of walkway infrastructure, accommodation style and locations, transport connectivity
-31- Transport and Tourism Masterplan for Hervey Bay regarding development and roads – public transport structures (e.g. people movers/closing off esplanade, turning old rail line into light rail between port and city.)	Hervey Bay	Fraser Coast Regional Council, TQ, Fraser Coast RTO, Dept Main Roads, Dept Infrastructure and Planning and Queensland Transport	Need for integrated planning approach to achieve better connectivity and address road traffic management issues Need to reassess road network capacity levels and issues Need to undertake cost benefit assessment of creating people mover on old rail line corridor linking port to CBD
-32- Great Sandy Reserve Biosphere Reserve UNESCO Bid	Fraser Coast region	DERM/QPWS, Regional Council, Fraser Coast RTO, Dept Infrastructure and Planning, TQ, Burnett Mary Regional Group	Comprehensive community consultation required prior to lodging the region as a potential biosphere reserve with UNESCO Concept is to provide innovative approaches to conservation and sustainable development

Infrastructure Projects

Project	Locations	Key stakeholders	Comments
-33- Project: Connect CBD to Urangan via light rail or similar using elements of disused rail corridor	Hervey Bay	Queensland Transport, Fraser Coast Regional Council Department of Planning	Need to encourage easier access around Hervey Bay Road traffic management issues due to current road congestion Assess options for using what elements of old rail corridor exist and currently used as pedestrian walkway (noted to have wide width) Determine via cost benefit study options for light rail, heritage tram to provide attractive transport option and stimulate less vehicle movements Assess potential to develop circular route which creates circuit from CBD to Urangan and back via Esplanade.
-34- Project: Construct more overtaking opportunities for both Bruce & Isis Highways	Bundaberg and Fraser Coast regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning	Need to improve road safety, reduce travel time and create closer synergy for business and tourism between Hervey Bay and Bundaberg Increase the number of passing lanes to improve the road capacity Volume of current traffic doesn't support dual lane road expansion currently but Main Roads should continue to monitor the actual growth in traffic on an annual basis to assess whether eventual dual laning is justified Should drive visitor numbers increase as a result of the TOP initiatives, consider dual-lane highway earlier than 2020 Prepare to create dual lane highway in following 10 year period Fed Govt support for highway expansion associated funding

Infrastructure Projects

Project	Locations	Key stakeholders	Comments
-35- Catalyst Project: (Ref – Bundaberg CTP 7) Creation of a “low impact” Great Coastal Walk from Hervey Bay to Bundaberg	Bundaberg and Fraser Coast regions	Dept of Infrastructure and Planning, DERM/QPWS, DEEDI, TQ, RTOs, local councils, private developers	Regions focus on eco-nature experiences but lack of active eco-experiences in regions other than on Fraser Island Opportunity to develop coastal “great walk” of approx 60km offering 2-3 day and 4 day walk options using eco-coastal nodes as accommodation Permission from DERM/QPWS, State Government land and private land holders for access to land Encourages visitor activity away from vehicle use and opens up coastal areas not usually seen Develop guided nature/heritage walks
-36- Catalyst Project: (Ref – Fraser Coast CTP 1) Site Redevelopment at Lake McKenzie	Fraser Island	DERM/QPWS, Fraser Coast Regional Council, Industry Stakeholders, Community Stakeholders, Fraser Coast South Burnett Tourism	This site requires improvements to reduce user conflict, reduce congestion, improve the visitor experience, spread the visitor load and maintain the natural beauty of Main Beach. DERM/QPWS has identified this as its highest priority for Fraser Island. A new toilet block (with waste treatment plant), roadworks, upgraded parking for private vehicles and tour buses, picnic areas, and improved signage as well as improved lake access is required. There is also a proposal for “filtering” users between Main and Second Beach to better manage carrying capacity at this site. The tourism industry should show strong collaborative support for these redevelopments in order to ensure visitors have excellent experiences when on Fraser Island.



Hervey Bay Boat Club

Infrastructure Projects

Project	Locations	Key stakeholders	Comments
-37- Catalyst Project: (Ref – Fraser Coast CTP 1) Restoration works at Indian Head on Fraser Island	Fraser Island	DERM/QPWS/, Fraser Coast Regional Council, Industry Stakeholders, Community Stakeholders, Fraser Coast South Burnett Tourism	<p>Indian Head is a sacred site to the Butchulla Indigenous People. Due to cultural sensitivity, Indian Head remains undeveloped.</p> <p>Uncontrolled use is causing damage to the area.</p> <p>DERM/QPWS has identified this area as its second highest priority for the island.</p> <p>Work required includes formal pedestrian access at the site, stop off-walkway activity, construction of a barrier at the headland to ensure visitor safety and allow a new indigenous tour operator to decide on story-telling, signage and appropriate brochures for the site.</p> <p>Whilst the Butchulla People would prefer visitors not to visit the site, they recognise that visitation is already occurring.</p> <p>An opportunity exists for an indigenous tour operation to be created whereby visitors could go to Indian Head accompanied by a Butchulla guide.</p>
-38- Catalyst Project: (Ref – Fraser Coast CTP 1) Management of Eli Creek on Fraser Island	Fraser Island	DERM/QPWS, Fraser Coast Regional Council, Industry Stakeholders, Community Stakeholders, Fraser Coast South Burnett Tourism	<p>Eli Creek is an environmentally and culturally sensitive site that requires careful management.</p> <p>It is one of the most popular sites for visitors to Fraser Island.</p> <p>This is ranked third in priority by the DERM/QPWS for the island</p> <p>Parking improvements including prohibiting parking at the track entrance, converting the track to a one-way circuit, providing interpretative signage and redeveloping the pathway to the toilet block</p> <p>The Butchulla people may prefer to limit access and prevent swimming upstream of the first creek crossing.</p> <p>The steep northern creek bank and history of creek bank collapse prohibit track construction close to the creek.</p>
-39- Main Road Signage	Bundaberg and Fraser Coast regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning, RTOs	<p>Directional signage enhancements needed on regional roads and Bruce and Isis Highways to assist visitors</p> <p>Study to identify key locations for new signage indicating main highways and destinations</p> <p>Need to ensure clearer directional signage to assist visitors</p> <p>Assists drive trails and visitor dispersion throughout the regions</p>

Infrastructure Projects

Project	Locations	Key stakeholders	Comments
-40- Using the rail line from Maryborough to Monto for occasional tourist (passenger) trains for hinterland events, festivals, market days	Bundaberg and Fraser Coast regions	Queensland Rail, DEEDI, Dept Infrastructure and Planning, TQ, RTOs, regional councils	Encourage use of rail as alternative transport for visitors and dispersal of visitors into hinterland Offer themed rail experiences (jazz train, fruit festival excursion, Cania Gorge package), steam train options Need confirmation from QR that the line is in good working condition; The rail line is an under-utilised asset for tourism and can offer an all weather attraction It can help other tourism product such as country markets, town events and festivals and build profile
-41- Ensuring ample water supply for the Bundaberg & Fraser Coast Regions	Bundaberg and Fraser Coast regions	Dept of Infrastructure and Planning, Wide Bay Burnett Regional Planning Advisory Committee, Water Utility companies	Lack of regular or adequate potable water in regional locations may curtail tourism development and visitor growth without investigating alternative solutions including possible Artesian Basin potable water Adequate potable water supply is expected to 2018 and beyond as Dam expansion occurs Dam development to increase capacity e.g. raising of Borumba Dam by 2025 to increase capacity from 46kML to 350kML Proposed Traveston Crossing Dam may assist in providing for population growth & agricultural & other sectors expansion in the Wide Bay Area
-42- Improving the supply of telecommunication services particularly in remote parts of the region	Bundaberg and Fraser Coast regions	Dept of Infrastructure and Planning, Wide Bay Burnett Regional Planning Advisory Committee, telecom companies	Limited coverage in some regional areas (dead spots) Tourism growth impeded without expanded mobile and internet coverage Time frame for introduction of regular reliable supply is required Cost to operators (network structure charges) of expanded services to be known in advance
-43- Sealed road between Noosa and Cooloola Coast	Fraser Coast	Dept Infrastructure and Planning, Dept of Main Roads, Fraser Coast Regional Council	Need for a greater number of tourist routes to be sealed rather than gravel. Although this project is proposed south of the region, sealing Counter Road will benefit drive visitors travelling north to Fraser Coast. Counter Road development is identified as a short-term goal in the Wide Bay Integrated Transport Plan. Current issues with a non-sealed road include economic loss, lost tourism opportunities, additional traffic on other highways and environmental damage

Infrastructure Projects

Project	Locations	Key stakeholders	Comments
-44- Expansion of marinas at Hervey Bay	Hervey Bay	Dept of Infrastructure and Planning, DERM/QPWS, Fraser Coast Regional Council, private developer	Hervey Bay has 586 existing berths and 215 planned at Urangan Harbour Major marina development approved in 2008 for Urangan Harbour High demand for marina berths state wide identified by DEEDI analysis Current development will provide interim supply for next 5 years + Further marina expansion or new marinas in Hervey Bay post 2014
-45- New marinas (total of 440 berths)	Mary Harbour and Port Maryborough Marine Industry Park	Dept Infrastructure and Planning, Fraser Coast Regional Council, private developers	Two separate initiatives planned which will support a range of tourism activities for this regional centre.
-46- Restoration of Urangan Pier	Hervey Bay	Fraser Coast Regional Council	This is an iconic Hervey Bay landmark The pier will support a range of tourist activities including recreational fishing An improved structure will add to Hervey Bay's tourist image
-47- New Coastal Route	Bundaberg and Fraser Coast regions	Dept of Main Roads, DEEDI, Dept Infrastructure and Planning, RTOs	Increased traffic flow between two major regional centres requires greater tourist road options There may be a need for additional touring routes and creating linkages for eco-adventure coast This road whilst desired may be a long-term project. This infrastructure project should be referenced to the Wide Bay Integrated Transport Plan. This proposal would also need to be considered against other relevant regional planning projects such as Alternative Patterns of Development and Infrastructure Audit.

Appendix 3: Increase in the number of rooms for the Bundaberg Region

(Figures based on y/e June 2007 data)

Demand Driven (visitor growth needs)		Demand Driven and Supply Led (to fill current and new rooms)		Supply Led (to fill current, new and planned for rooms)	
Base Visitor Growth Scenario Current Room Stock Only		(assumes all approved development goes ahead) Current Actual Developments		(assumes all approved development goes ahead) Current and Proposed Developments	
2008–2018		2008–2018		2008–2018	
Additional overnight visitors expected in commercial accom by 2018	98,343	Additional overnight visitors expected in commercial accom by 2018	98,343	Additional overnight visitors expected in commercial accom by 2018	98,343
Additional overnight visitors expected including vfr	113,421	Additional overnight visitors expected including vfr	113,421	Additional overnight visitors expected including vfr	113,421
Average length of stay in commercial accom	3.0	Average length of stay in commercial accom	3.0	Average length of stay in commercial accom	3.0
Est visitors in 2018 staying in commercial accom	422,818	Est visitors in 2018 staying in commercial accom	422,818	Est visitors in 2018 staying in commercial accom	422,817
Total required room stock by 2018	2,139	Total required room stock by 2018	2,139	Total required room stock by 2018	2,139
Annual room nights required	507,381	Annual room nights required	507,381	Annual room nights required	507,381
Additional new rooms required from 2008-2018	555	Additional new rooms required from 2008-2018	535	Additional new rooms required from 2008-2018	341
Forecast room occupancy level in 2018	65%	Forecast room occupancy level in 2018	65%	Forecast room occupancy level in 2018	65%
Current room capacity (2008)		Current room capacity (2008)		Current room capacity (2008)	
Current room stock	1,584	Current and under construction rooms	1,604	Current, under construction and planned rooms	1,798
Annual room nights available	578,160	Annual room nights available	585,460	Annual room nights available	656,270
Average annual occupancy rate (assumes 2007 visitor numbers)	58%	Average annual occupancy rate (assumes 2007 visitor numbers)	57%	Average annual occupancy rate (assumes 2007 visitor numbers)	51%
Average length of stay in commercial accom	2.1	Average length of stay in commercial accom	2.1	Average length of stay in commercial accom	2.1
Average guests per room ratio	2.0	Average guests per room ratio	2.0	Average guests per room ratio	2.0
2007 Overnight visitors in commercial accom	324,474	2007 Overnight visitors in commercial accom	324,474	2007 Overnight visitors in commercial accom	324,474
Total 2007 visitors including vfr in private homes	502,100	Total 2007 visitors including vfr in private homes	502,100	Total 2007 visitors including vfr in private homes	502,100
Current commercial only room nights required	332,586	Current commercial only room nights required	332,586	Current commercial only room nights required	332,586
Indicative new investment required	\$97,053,814	Indicative new investment required	\$93,553,814	Indicative new investment required	\$59,603,591
Assumed refurbishment cost for existing	\$102,960,00	Assumed refurbishment cost for existing	\$104,260,000	Assumed refurbishment cost for existing	\$116,870,000

Appendix 4: Increase in the Number of rooms for the Fraser Coast Region

(Figures based on y/e June 2007 data) – Hervey Bay – Maryborough

Demand Driven (visitor growth needs)		Demand Driven and Supply Led (to fill current and new rooms)		Supply Led (to fill current, new and planned for rooms)	
Base Visitor Growth Scenario Current Room Stock Only		(assumes all approved development goes ahead) Current Actual Developments		(assumes all approved development goes ahead) Current and Proposed Developments	
2008–2018		2008–2018		2008–2018	
Additional overnight visitors expected in commercial accom by 2018	192,883	Additional overnight visitors expected in commercial accom by 2018	192,883	Additional overnight visitors expected in commercial accom by 2018	222,883
Additional overnight visitors expected including vfr	267,925	Additional overnight visitors expected including vfr	267,925	Additional overnight visitors expected including vfr	267,925
Average length of stay in commercial accom	3.0	Average length of stay in commercial accom	3.0	Average length of stay in commercial accom	3.0
Est visitors in 2018 staying in commercial accom	870,453	Est visitors in 2018 staying in commercial accom	870,453	Est visitors in 2018 staying in commercial accom	900,453
Total required room stock by 2018	4,403	Total required room stock by 2018	4,403	Total required room stock by 2018	4,4554
Annual room nights required	1,044,544	Annual room nights required	1,044,544	Annual room nights required	1,080,544
Additional new rooms required from 2008-2018	1,194	Additional new rooms required from 2008-2018	814	Additional new rooms required from 2008-2018	65
Forecast room occupancy level in 2018	65%	Forecast room occupancy level in 2018	65%	Forecast room occupancy level in 2018	65%
Current room capacity (2008)		Current room capacity (2008)		Current room capacity (2008)	
Current room stock	3,209	Current and under construction rooms	3,589	Current, under construction and planned rooms	4,489
Annual room nights available	1,171,285	Annual room nights available	1,309,985	Annual room nights available	1,638,485
Average annual occupancy rate (assumes 2007 visitor numbers)	64%	Average annual occupancy rate (assumes 2007 visitor numbers)	57%	Average annual occupancy rate (assumes 2007 visitor numbers)	45%
Average length of stay in commercial accom	2.2	Average length of stay in commercial accom	2.2	Average length of stay in commercial accom	2.2
Average guests per room ratio	2.0	Average guests per room ratio	2.0	Average guests per room ratio	2.0
2007 Overnight visitors in commercial accom	677,570	2007 Overnight visitors in commercial accom	677,570	2007 Overnight visitors in commercial accom	677,570
Total 2007 visitors including vfr in private homes	939,500	Total 2007 visitors including vfr in private homes	939,500	Total 2007 visitors including vfr in private homes	939,500
Current commercial only room nights required	745,327	Current commercial only room nights required	745,327	Current commercial only room nights required	745,327
Indicative new investment required	\$208,899,731	Indicative new investment required	\$142,399,731	Indicative new investment required	\$11,453,999
Assumed refurbishment cost for existing	\$208,585,000	Assumed refurbishment cost for existing	\$233,285,000	Assumed refurbishment cost for existing	\$291,785,000

Appendix 5: Stakeholder Consultation

Stakeholder Consultation

Name	Position	Organisation
John G F Wientjens		21 Limpus Crescent, Bundaberg
Ben de Graf	General Manager	Bargara Golf Club
Amanda Newbury	Managing Director	BBS
Casey Nelson		Beaches Backpackers
Pam Hardgrave	President	Bed & Breakfast & Farmstay Qld Inc
John Bjelke-Peterson		Bethany Cottages
Ian & Carol Williams	Directors	Biggenden News
Paul Lewin	Director Business Development	Brisbane Marketing
Naomi Barlett	Economic Development/Policy Officer	Bundaberg City Council
Mal Forman		Bundaberg City Council
Craig Hodges	Manager Tourism	Bundaberg Council
Neil McPhillips	Consultant	Bundaberg Futures
Simon Jacobs	Tourism Operations Manager	Bundaberg Region Tourism
Julie Stewart		Bundaberg Region Tourism
Mark Thomas		Bundaberg Region Tourism
Ian Williams		Bundaberg Region Tourism
Peter Selinger		Bundaberg Rum Bondstore
Mike Egan	Engineer	Burnett Shire Council
Mark Monk	General Manager	CABE Developments
Darrin Collins	Operations Manager	Caravan Trade & Industries Association of Queensland
Rose Reed	Journalist	Central & North Burnett Times
Andrew Crewe	Manager	Delfinos Bay Resort
Vanessa Williams-Leinster	Director	Direct Marketing Results
Damian Massingham	General Manager	Fraser Coast South Burnett Regional Tourism Board Ltd
Paul Massingham	Tourism Development Manager	Fraser Coast South Burnett Regional Tourism Board Ltd
Joe Minnegal	Chairman of Fraser Coast and South Burnett Tourism, Harvey World Travel	Fraser Coast South Burnett Regional Tourism Board Ltd
Andrew Jackson		Fraser Coast Regional Council
Nikki Hoppener		Fraser Magic 4WD Hire
Larry Monk	Manager Tourism & Economic Development	Hervey Bay City Council
John Wagner	Operator	Hinkler House
Diane Kerr	Councillor	Isis Shire
David Hay	General Manager – Tours & Marine	Kingfisher Bay Resort
Mary Wong Jenkins	Managing Director	Kyko Group
Leon Pink		Mantra Hervey Bay
Andrew Jackson	Economic Development Officer (Infrastructure)	Maryborough City Council
Tracey Ambler		Maryborough City Council

Stakeholder Consultation

Name	Position	Organisation
Lisa Stephenson		Maryborough City Council
Peter Huth	Councillor -and owner	North Burnett Regional Council and La Maison de Citroen
Andrew Schultz		People for Eidsvold
Damian Sillars		Peppers Pier Resort
Bill Mawley	Chief Executive Officer	Port of Bundaberg now Port of Brisbane owned
David de Bruin		Qantas Link
Lance Christiansen		Queensland Government Department of Main Roads
Graham Duldig		Queensland Government Department of Main Roads
Russell Fisher		Queensland Government Department of Main Roads
Peter Wilson		Queensland Government Department of Main Roads
Mark Gahan	Regional Development Officer – Bundaberg	Queensland Government Department of Tourism, Regional Development & Industry
John Strano	Executive Director – Manufacturing & Investment	Queensland Government Department of Tourism, Regional Development & Industry
Michael Whiting	Director, Bundaberg	Queensland Government, Department of Tourism, Regional Development & Industry
Magdi El Hag	Executive Director, Policy Coordination & Design – Strategic Policy	Queensland Government, Local Government, Sport & Recreation
Megan Cobb	Senior Planner	Queensland Government Southern Queensland Regional Planning Department of Infrastructure & Planning
Frank Smith	TradeStart Export Adviser	Queensland Government, State Development, Bundaberg Export Hub
Adam Vieglaiss	Senior State Development Officer	Queensland Government, Department of State Development
Alan Feely	Executive Director, Directorate – Parks	Queensland Government, Environmental Protection Agency
Karen Hooper	Director, Tourism Visitor Management Branch	Queensland Government, Environmental Protection Agency
Moyra McRae		Queensland Government, Environmental Protection Agency
Rob Allan	Regional Director	Queensland Government, Environmental Protection Agency
Alan Debold	Senior Manager	Queensland Government, QPW (Fraser Island)
Peter Huth	Employment Consultant	Sarina Russo Job Access
Glen Winney	Managing Director	Seashift Properties
Peter Daly	Development Manager	Seymour Group
Neil McPhillips	Director	Starfire Solutions
Julie Stewart		Stewart & Sons
Paul Lewin	Managing Director	Story Bridge Adventure Climb
	Committee Members	SVC (TIPA) Committee
Peter Symington	Customer Technology Specialist Country Coast & Capricornia	Telstra Country Wide
Barbara Wells		Telstra
Shane Boyd	Director	The Fraser Island Company

Stakeholder Consultation

Name	Position	Organisation
Gary Smith	Director	Tourism Leisure Corporation
Lynne Banford	Regional Director, Bundaberg	Tourism Queensland
Cassie Browning	Destination Management Coordinator Bundaberg & Central Queensland	Tourism Queensland
Monica Groenert	Regional Director, Fraser Coast	Tourism Queensland
David Morgans	Product Development Director	Tourism Queensland
Anna Patterson	Destination Management Coordinator Tropical North Queensland & Townsville	Tourism Queensland
Birte Zurhold	Market Development Manager	Tourism Queensland
Vanessa Williams	Project Manager	Vanessa's Farmers Markets & Gourmet Food Fairs
Ralph Gehrman	Queensland Business & Development Manager	Walker Corporation Pty Limited
Dale Bainbridge	Managers	Whale Cove Holiday Resort Apartments
Cameron Bisley		Wide Bay Area Consultative Committee
Peter Gregory	Local Small Business Advisor	Wide Bay Area Consultative Committee
Corrie McColl	Manager, Planning	Wide Bay TAFE
David Wiskar	General Manager	Wide Bay Water Corporation
Giselle Rowe	General Manager	Widelinx



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