

ADVANCING MOUNT MORGAN STRATEGY



CONTENTS



MAYORS MESSAGE	3	Prehistoric, Cultural and Historical Destination Plan	18
PRIORITY ACTIONS	4	Case Study - Dinosaur Tourism	20
FUTURE PROJECTS MAP	5	Adventure Tourism Plan	22
MOUNT MORGAN	6	Mount Morgan Pride Plan	24
A GOLDEN TOWN WITH A BRIGHT FUTURE	8	Projects	26
ADVANCING MOUNT MORGAN PLANS	10	Marking, Tourism and Events Program	28
Business Development and Support Plan	12	IMPLEMENTATION SCHEDULE	30
Employment, Education and Training Plan	14		
Mount Morgan Dam Plan	16		



Margaret Strelow
Mayor
Rockhampton Regional Council

MAYOR'S MESSAGE

Every time I drive into Mount Morgan, the Big Stack catches my eye almost immediately. It stands tall on the shoulders of giants – a mine whose history is synonymous with the gold and wealth which shaped our country.

Since the mine's closure, it has been a tough road for the town. Attempts to diversify the economy have had mixed success. Tourism has ebbed and flowed along with the town's fortunes.

We all know how we reached this point. What has been unclear is how Mount Morgan charts its path forward. That's why we asked you. More than 125 people joined the November 2018 Roundtable and you told us your vision for your future.

The document you are about to read is that vision. It includes your priorities, your ambitions and your hopes (tempered with a little bit of pragmatism).

It sets out a path forward to Advance Mount Morgan by focussing on what's important to the community – developing businesses, increasing employment and education opportunities, activating the dam, creating adventure tourism and building on the town's history.

The initiatives we have in here are varied. Some, like reopening the Fireclay Caverns, are large multi-million dollar projects. Others, like improving signage for tourists, are smaller but still vitally important.

That's because we know we can't just do one thing and rely on it to work forever. Mount Morgan locals know all too well that doesn't work.

But what we can do is work together to see Mount Morgan thrive as a tourism destination again.

We know that we can't achieve everything here in the very short term, but we would hope to make a fair go of this strategy within 2 to 3 years.

Day by day, program by program, we will build a future for Mount Morgan to stand tall. And we will do it together, starting with the pages you're about to read.

Priority Actions



Business Development and Support Plan

/ Digital Solutions Program

/ Certificate IV in Small Business Management Course



Employment, Education and Training Plan

/ Skilling Queenslanders for Work program

/ Mine Training Program



Mount Morgan Dam Plan

/ Mount Morgan Mountain Bike and Rail Trail Project

/ Mount Morgan Dam Jetty



Prehistoric, Cultural and Historical Destination Plan

/ Reopening of Fireclay Caverns

/ Mount Morgan Dinosaur Festival



Adventure Tourism Plan

/ Feasibility study for a Mount Morgan Adventure Tourism Plan



Mount Morgan Pride Plan

/ Population increase



Marketing, Tourism and Events Plan

/ Mount Morgan Branding Project

/ Signage

All listed programs and projects outlined in the Advance Mount Morgan Strategy is subject to funding decisions and resource allocations some of which include Council's approval and budgetary processes.



Mount Morgan to Gracemere Rail Trail Link

Mount Morgan Mountain Bike Trail Project

Dam Jetty

Observatory + Fireclay Carverns

Mount Morgan Rail Project

Mount Morgan Gold & Copper Project

Prehistoric Museum

Mount Morgan Dam
Fish Habitat | Rehabilitation Program

Mount Morgan Rail Trail Project

NOTE: Mount Morgan Adventure Plan
Feasibility Study to identify options.
www.advancerockhampton.com.au 5

Mount Morgan

The Mount Morgan Township was founded in 1882 after the discovery of gold in the area. Commencing operations in 1882, the Mount Morgan Mine became one of the richest gold mines in Australia, and for a period of time, the world.

Today, Mount Morgan is the perfect destination for all ages to enjoy with a fascinating past to discover. It's a service centre within the Rockhampton Region offering shopping, medical, education and tourism operators in the area. It is located 38 kilometres south-west of Rockhampton with a population of approximately 3,000.



Location: 38KM South West of Rockhampton

Land Area: 49,157 Hectares

Estimated population: 3,000

Unemployment rate: Very High

Mount Morgan age demographic breakdown (2016)

Age	Number	Percentage	Queensland
0-4	132	4.5%	6.3%
5-11	213	7.2%	9.4%
12-17	199	6.7%	7.5%
18-24	173	5.9%	9.2%
25-34	251	8.5%	13.8%
35-49	478	16.2%	20.2%
50-59	498	16.9%	12.8%
60-69	535	18.1%	10.7%
70-84	397	13.4%	8.3%
85 and over	77	2.6%	1.8%
TOTAL	2,953	100%	100%

Photo: Mount Morgan 19XX from the CO Collection, Rockhampton Regional Libraries

MOUNT MORGAN - 100 YEARS OF GOLD



A GOLDEN TOWN WITH A BRIGHT FUTURE

When the final shift hooter sounded in 1981, it not only signified the end of the shift, but the end of almost 100 years of active mining in Mount Morgan. Smelting of copper from Tennent Creek and tailings retreatment continued until 1990 and along with it came the final closure of the once famous gold and copper mine.

Throughout its 99 years the mine produced almost 250,000 kg of gold, 37,000 kg of silver and 360,000 tonne of copper and was considered as one of the richest mines in the world. It started as an underground mine known as Ironstone under a syndicate comprised of William Knox Darcy, Walter Russell Hall, Thomas Skarratt Hall, and Thomas, Frederick and Edwin Morgan. Ironstone Mountain was later renamed Mount Morgan after the Morgan members of the syndicate.

In October 1886, the syndicate became the Mount Morgan Gold Mining Company Limited, with James Wesley Hall, the younger brother of Walter Russell and Thomas Skarratt Hall, as the first general manager. The Mount Morgan Gold Mining Company Limited operated using underground mining methods until 1927 when fire destroyed underground workings. The company deliberately flooded its underground workings in response to the fire and went into liquidation.

The Mount Morgan Mine was re-established using open-cut mining methods in 1928, operating as Mount Morgan Limited.

Conversion to open-cut operation included substantial modernisation of Mount Morgan's mining infrastructure and mining techniques. Mount Morgan Limited became a subsidiary of Peko Wallsend Limited in 1968 and continued operations until 1974, when Mount Morgan Limited began to reach the end of its ore body. Mount Morgan Limited progressively scaled back its workforce and operations until it reached the end of its ore body in 1981.

From 1982 to 1990, Mount Morgan Limited began processing tailings of its previous operations at the Mount Morgan mine site. In parallel, Mount Morgan mine facilities

were used to process materials from other Peko Wallsend operations.

There is little doubt that in the early days of Open Cut mining, the mine pioneered many mining technologies. The mine itself was self-sufficient with own assay labs, brickworks, foundry, power, carpentry, electrical and plumbing workshops and water supply.

Wealth from the Mount Morgan mine funded Persian oil exploration, establishing the Anglo-Persian Oil Company, which became BP in 1954. Wealth from the Mount Morgan mine was also bequeathed in 1912 to establish the Walter and Eliza Hall Institute of Medical Research.

As with most turn-of-the century mining communities, the fate of the town was inextricably entwined with the fate of the mine. Mount Morgan is no different, with historical patterns showing corresponding rises and falls in population with the good and bad time experienced by the mining companies who took on the task of extracting the wealth from the ground.

Since 1882, Mount Morgan's people have proved to be resilient, ingenious and innovative overcoming immense obstacles. As the development of the mine grew, so too did the need for an alternate form of transport, other than horse-drawn drays, to deliver the timber and manufactured items to the site. In 1898, Mount Morgan's Rack Railway was opened and this facilitated the development of the mine, adding another important link in the chain of Mount Morgan's history. The Technical College built for training mining apprentices, became the first State High School in Queensland.

All throughout Mount Morgan's history there are milestones and "Mount Morgan Firsts" which have not only cemented the town's place in history, but has built onto the town's extraordinary legacy. Advancing Mount Morgan is in the DNA of its residents and with the implementation of this strategy it will again be a town with a bright future.



Photo: Five men at the mining shaft, Mount Morgan, from the CQ Collection, Rockhampton Regional Libraries

ADVANCING MOUNT MORGAN



Business Development and Support Plan

Local businesses are key to Mount Morgan's economic prosperity. They provide goods and services, employment, and contribute taxes and rates. Businesses must be informed, engaged and supported to develop in a way that maximises opportunity. The implementation of this Strategy will help to increase business skills in the areas of marketing and promotion and to increase tourism visitation rates, which will have a positive economic flow on effect for the entire township.

Employment, Education and Training Plan

Mount Morgan's unemployment rate is very high, sitting well above the Queensland average. This is a high rate of unemployment and Advance Rockhampton is committed to working with the community on a variety of initiatives to assist job seekers find work. This strategy seeks to provide direct employment opportunities for local construction initiatives, education and training initiatives for industry areas where there is a high need for job seekers such as mining, transport and logistics and heavy civil engineering.

Mount Morgan Dam Plan

The Mount Morgan Dam and surrounding bushland area provides the local community with a unique opportunity to tap into mountain bike, bushwalking, recreational fishing and aquatic sports. The proposed mountain bike trails would link into a broader rail trail project that takes riders or walkers past many of Mount Morgan's cultural, tourism and natural assets. Whilst the dam is the community's water supply, it can also be leveraged from a tourism and business development perspective.

Prehistoric Cultural and Historical Destination Plan

Mount Morgan has a unique set of cultural and historical destinations that can attract a wide variety of visitors. From ancient dinosaur footprints, traditional custodians with 40,000+ years of history in the area, two significant museums (historical and railway) and a cast of historical figures, Mount Morgan has a culture worth celebrating and promoting to the world.



To assist in the revitalisation of the Mount Morgan CBD, Rockhampton Regional Council completed the Mount Morgan Streetscape Improvement Project. The \$2.4M project is a key foundation for the community which blends historic elements with modern facilities, green spaces, seating and icons such as the Mafeking Bell. The new streetscape aims to improve the look and feel of the main street and lift Mount Morgan's tourism appeal.

Adventure Tourism Plan

The Adventure Tourism Plan is aimed at creating additional tourism options. Adventure sports have dedicated followers who are seeking out different recreation opportunities. It is proposed that where possible adventure training platforms are provided to enhance tourism products.

Mount Morgan Pride Plan

The population of Mount Morgan has been declining over the past number of years. With the stance that a great place to live is a great place to visit, building the population base and pride of the Mount Morgan area is vital to moving it forward. Mount Morgan residents are proud of their township and this plan seeks to help them showcase the township through a variety of different initiatives.

Marketing, Tourism and Events Plan

Having an ongoing marketing, tourism and events schedule which builds on the success of the Golden Mount Festival will help to attract more visitors to the township over a 12 month period. Mount Morgan could provide new sports events such as mountain bike triathlons, cross country tournaments and freshwater fishing tournaments such as the Golden Gills.

Business Development and Support Plan



To help existing local businesses, a variety of initiatives will be undertaken to build skills that can be implemented on the ground such as using social media for promotions, marketing techniques, planning and budgeting. All initiatives will be undertaken in Mount Morgan.

Advance Rockhampton will implement business attraction initiatives to build the number of Mount Morgan businesses focusing on areas in which the township has either a competitive advantage or an opportunity.

STAKEHOLDERS

- / Advance Rockhampton
- / Department of Employment, Small Business and Training
- / Mount Morgan businesses
- / Rockhampton Regional Council
- / SmartHub Rockhampton



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Digital Solutions Program	Improve local business skills in areas of social media, websites and online marketing.	Digital marketing is a key promotional platform, particularly for tourism and service industries.	Immediate	Advance Rockhampton	Sponsored
Certificate IV in Small Business Management Course	Improve local business skills in areas of planning, budgeting and marketing.	This intensive and mentor-led course is designed to be completed over a month. Participants will improve their skill-set and update their business plan at the same time.	Immediate	Advance Rockhampton	Sponsored
Entrepreneur Course	Provide an education program for those wanting to start a new business.	Small businesses are a key driver of any economy. This program would provide the fundamentals of how to start and operate a small business.	High	Advance Rockhampton	\$3,000
Mount Morgan Dam Paddle Business	Increase business development opportunities at the dam including kayaks, canoeing and fishing.	Mount Morgan Dam is under-utilised and this business would leverage from the Dam's serene aspect.	High	Business community	Commercial
Local Business Profiling	Promote local businesses to the broader Region.	Advance Rockhampton to promote local businesses.	High	Advance Rockhampton	Internal cost
Mount Morgan Fossicking Tourism Business	Establish a gold panning and fossicking business in Mount Morgan.	Mount Morgan's history is draped in gold. To build on this theme Council would invite private enterprise to establish a gold tourism business.	Pending expression of interest	Business community	To be determined

Why Mount Morgan?

Tony Davys - Great Divide Tours 4WD Training

Originally from Braidwood, New South Wales

"We saw the opportunity that exists here. After visiting friends last September who had recently relocated to Mount Morgan for their fishing guiding business and

meeting with Advance Rockhampton, I saw that this was a place where we would have the ability to set up our own business branch in a supportive environment.

I also saw the affordability of properties in the area. When you're "Kiwi refugees" whose business was destroyed by the Christchurch earthquakes, feeling that you will be able to buy your own home again is a really good feeling".

Employment, Education and Training Plan



To help decrease Mount Morgan's current unemployment rate, a broad range of initiatives will be implemented to help residents of Mount Morgan, particularly younger residents, to develop the skills and experience they need to obtain regular employment.

Mount Morgan has two high quality schools, the Mount Morgan Primary and High School. The Council sees the ongoing provision of local education to be crucial to the township's future.

Other initiatives will need to be implemented to help those that are unemployed get to workplaces in Rockhampton and Gracemere.

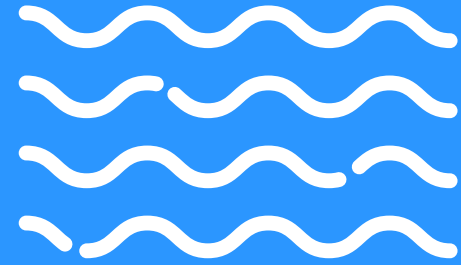
STAKEHOLDERS

- / Advance Rockhampton
- / Centrelink
- / Department of Employment, Small Business and Training (DESBT)
- / Job agencies
- / Local businesses
- / Rockhampton Regional Council
- / Training providers



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Tourism education and development program	Improve tour guide and customer service skills	Mount Morgan volunteers require further training to help them improve their customer service skills	Immediate	Advance Rockhampton	\$5K
Skilling Queenslanders for Work program	Assist those that are unemployed build entry level skills in industries that can be readily accessed.	There are potential community based projects such as the Mount Morgan Mountain Bike and Rail Trail Project where an application can be made to this program.	High	Advance Rockhampton	Dependent on programs
4WD driving program	Assist local community members that want to build 4WD skills enter different industries.	A local business will be initiated in Mount Morgan providing a 4WD driving education program.	High	Great Divide Tours 4WD Training	Commercial
Truck driving program	Assist youth to enter the trucking industry.	A program will be initiated focusing on school leavers wanting to enter the trucking industry.	High	Business community	Commercial
Mine training program	Assist local community members that want to enter the mining industry with advice and programs to assist their entry.	Working with DESBT and other stakeholders a program will be developed and opened to Mount Morgan residents to assist their mining career.	High	Training organisation	To be determined
Mount Morgan Morning Bus	A more flexible public transport service/timetable for workers travelling to Rockhampton.	Providing additional options for workers to be able to travel to Rockhampton at the start of the working day will assist in broadening employment opportunities for the residents of Mount Morgan. Early morning transport is required.	High	Community	To be determined
Mentoring and Work experience Program	Provide avenues for large, medium and small businesses in Rockhampton to provide mentoring and work experience opportunities.	This program would seek willing businesses across the Region to provide mentoring and work experience to Mount Morgan younger residents	High	Advance Rockhampton	Internal cost

Mount Morgan Dam Plan



Whilst the Mount Morgan Dam is the community's main water reservoir it provides a fantastic opportunity for a wide variety of tourism opportunities such as bush walks, mountain biking and fishing. To assist these opportunities, numerous construction projects will need to be undertaken. Each of these projects will seek to use training programs focused on improving local workforce skills and work experience.

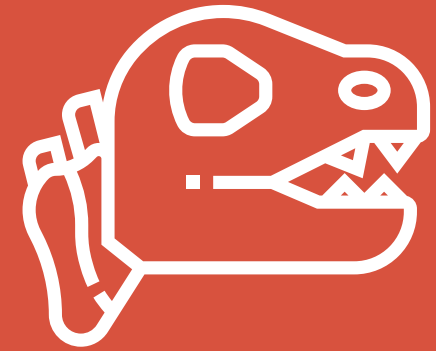
STAKEHOLDERS

- / Advance Rockhampton
- / Department of Agriculture and Fisheries
- / Department of Environment and Science
- / Fitzroy River Water
- / Local Tourism Operators
- / Rockhampton Regional Council



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Mount Morgan Mountain Bike and Rail Trail Project	<p>Develop a world-class mountain bike trail that links all major tourism destination together.</p> <p>Develop a mountain bike skills park.</p> <p>Investigate the Mount Morgan to Gracemere trail.</p>	Mountain Bike related tourism is a booming area. The Rockhampton Region's First Turkey Mountain Bike Reserve has been a massive success and this project would provide unique experience interlinking with Mount Morgan and other tourism destinations.	Immediate	Advance Rockhampton	Expected cost over \$1M
Mount Morgan Fish Habitat Rehabilitation Program	Develop a range of fish habitat areas that assists the rehabilitation of fish stocks at the dam for fishing tourism.	The Council and the Department of Agriculture and Fisheries are investing over \$300K to implement fish habitat in the Mount Morgan Dam. A variety of fish species will be introduced to the dam including the iconic Saratoga.	Immediate	Advance Rockhampton	\$300K
Mount Morgan Dam Jetty	Provide a unique setting on the dam whereby fishing into deeper depths can be done without the use of a vessel.	The Mount Morgan Dam Jetty is proposed to be located close to the small vessel launch coming off William Street.	High	Rockhampton Regional Council	To be determined
Waterski Queensland Tournament Buoys	Provide unique water ski tournament competitions on the dam.	The Central Queensland branch of Waterski Queensland has expressed their interest in an ongoing program of four tournaments per year. Tournament buoys will be required to assist this program.	High	Waterski Queensland (CQ)	To be determined
Mount Morgan Dam Amenities Improvement Program	To improve community facilities at the Mount Morgan Dam	The Mount Morgan toilets are ageing and new all-accessible toilets are required. Tables, chairs and other amenities will be reviewed.	Medium	Rockhampton Regional Council	To be determined
Promote the Bicentennial National Trail (BNT)	Promote a variety of trail options.	The Bicentennial trail is Australia's long distance multi-use trekking route. Section Four of the route takes trekkers through Mount Morgan. Advance Rockhampton to engage with BNT.	Medium	Advance Rockhampton	To be determined

Prehistoric, Cultural and Historical Destination Plan



Before the Fireclay Caverns closed in 2011, Mount Morgan received around 5,000 visitors per year that travelled to see the township's dinosaur footprint collection. Areas such as Winton, Richmond and Hughenden have leveraged on fossil finds and Mount Morgan should look to do the same.

The township also has opportunities to celebrate the Traditional Custodians, their story and also the recent history of Mount Morgan.

STAKEHOLDERS

- / Advance Rockhampton
- / Department of Innovation, Tourism and Industry Development
- / Department of Natural Resources and Mines
- / Traditional Owners
- / Mount Morgan Historical Museum
- / Mount Morgan Railway Museum
- / Rockhampton Regional Council



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Mount Morgan Historical Museum Expansion	Celebrate the history of Mount Morgan through the promotion of the townships artefacts.	The Mount Morgan Historical Museum has a significant collection that has grown significantly and an expansion is now required.	Very High	Mount Morgan Historical Museum Inc	To be determined
Mount Morgan Historic and Cultural Interpretative Project	Celebrate Mount Morgan's historical, cultural and sporting past.	The historic interpretive project would have information intertwined into the Mount Morgan Mountain Bike and Rail Trail Project.	High	Advance Rockhampton	Over \$10K
Indigenous Cultural Recognition Project	To celebrate the history of the local Indigenous people.	This project will engage with the local Indigenous people and develop collectively different ways to celebrate Indigenous culture.	High	Rockhampton Regional Council	To be determined
Mount Morgan Mine Admin Building upgrade	Provide another important historical tourism product for Mount Morgan.	There is a significant historical story in the Mount Morgan Mine Admin Building of the history of Gold mining from the 1880's. The upgrade will seek to create another tourism asset for the township.	High	Rockhampton Regional Council	To be determined
37 Morgan Street Options Analysis	Undertake a options analysis to make a recommendation for the utilisation of council land.	Council has vacant land next to the Mount Morgan School of Arts building to ensure that this space is adequately utilised an options analysis will be undertaken.	Medium	Rockhampton Regional Council	\$30K
Mount Morgan Railway Tourism Project	Investigate railway options that celebrate Mount Morgans past.	Mount Morgan has a long history with the railways including unique tracks such as the rack and rail system. This project will investigate different options for the railway tourism project.	Medium	Mount Morgan Railway Museum	To be determined
Mount Morgan Real Life Dinosaur and Fossil Collection	Obtain a series of sculptured dinosaurs for display.	A significant collection of CQ dinosaur sculptures and fossils would be organised for the existing Historical Museum.	Pending feasibility	Rockhampton Regional Council	To be determined
Fireclay Caverns Reactivation Project	Re-open the Fireclay Caverns for dedicated tours.	The Fireclay Caverns was one of Mount Morgan's prime tourism attractions. Re-establishment of this site would assist in increasing tourism activities include dedicated tours.	Currently negotiating	Rockhampton Regional Council	To be determined



CASE STUDY

Dinosaur tourism - Winton

The Australian Age of Dinosaur Museum of Natural History

Winton has leveraged from a unique tourism opportunity. A site was found with the world's only recorded evidence of a dinosaur stampede, and as such a museum was established.

Winton moved on this opportunity and is now home to the world's most significant collection of large Australian dinosaur fossils.

Apart from fossils the museum also provides a life size version of the dinosaur stampede and life size versions of dinosaurs.

In terms of tourism products, Winton has established a VIP pass for admission and guided tour to the Australian Age of Dinosaur Museum and Dinosaur Stampede National Museum at Lark Quarry Conservation Park. Prices as at February 2019 for this tour range from \$37 to \$75. Family package \$170.

Basic admission without tour ranges from \$30 to \$55. Family package \$115.

Mount Morgan could potentially link the proposed museum with a Fireclay Caverns tour.



Fireclay Caverns

Adventure Tourism Plan



Advance Rockhampton sees a different kind of tourism opportunity for Mount Morgan which could include various forms of adventure tourism.

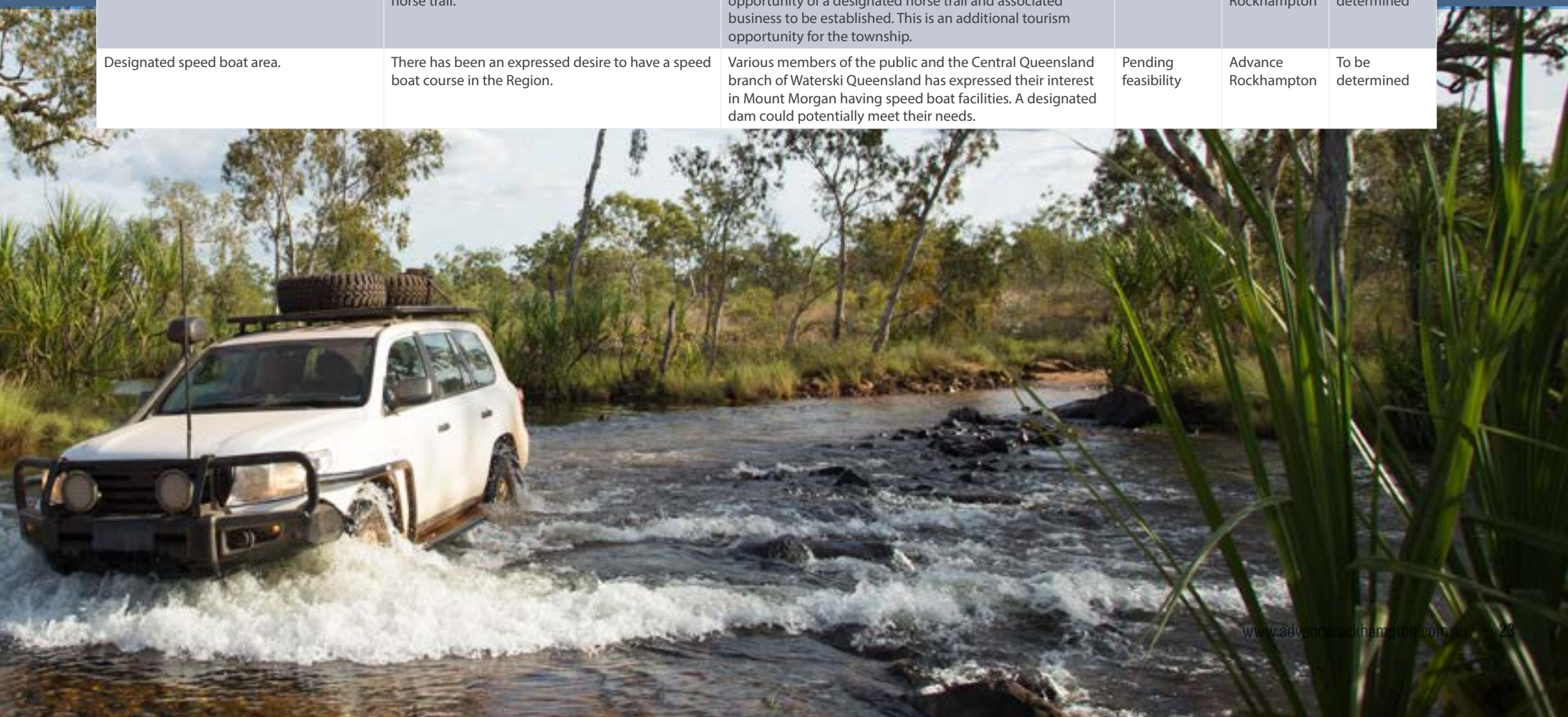
A feasibility study would be undertaken to understand options. Adventure tourism opportunities could be potentially commercially driven.

STAKEHOLDERS

- / Advance Rockhampton
- / Department of Transport and Main Roads
- / Rockhampton Regional Council
- / Tourism Operators



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Feasibility study to inform the Mount Morgan Adventure Tourism Plan.	Understand options for adventure tourism opportunities.	Given the hilly terrain of Mount Morgan there are a wide variety of tourism options to be explored.	High	Advance Rockhampton	To be determined
Feasibility study on horse trail riding areas.	Understand options and costings for a designated horse trail.	The Mount Morgan area given its terrain opens up the opportunity of a designated horse trail and associated business to be established. This is an additional tourism opportunity for the township.	Medium	Advance Rockhampton	To be determined
Designated speed boat area.	There has been an expressed desire to have a speed boat course in the Region.	Various members of the public and the Central Queensland branch of Waterski Queensland has expressed their interest in Mount Morgan having speed boat facilities. A designated dam could potentially meet their needs.	Pending feasibility	Advance Rockhampton	To be determined



Mount Morgan Pride Plan



A great place to live is a great place to visit, and when the local population is proud of the town and the region it provides a great base for atmosphere, connectivity and lifestyle. Building local pride across Mount Morgan through physical upgrades, improvement schemes and community building initiatives will help increase the positive perception of the town for potential new residents and visitors to the region.

STAKEHOLDERS

- / Advance Rockhampton
- / Department of Transport and Main Roads
- / Mount Morgan Community
- / Mount Morgan Businesses
- / Rockhampton Regional Council



INITIATIVE	NEEDS	OVERVIEW	PRIORITY	DRIVER	COST
Mount Morgan Mates	To encourage visitors and locals to interact more and ensure a friendly environment	The implementation of a volunteer program during high tourist season which encourages locals to wave at travellers and visitors to the region.	High	Mount Morgan volunteers	Volunteer based
Mount Morgan Tree Planting Program	To improve tree cover, shade and appeal of Mount Morgan streetscapes.	The Tree planting program will identify which is the preferred planting palette for Mount Morgan and then roll out a planting program for the town.	High	Rockhampton Regional Council	To be determined
Lookout upgrade project	Improve local lookouts to provide a better tourism experience	Upgrade Mount Morgan lookouts including Arthur Timms and Frank Golding lookouts.	High	Advance Rockhampton	To be determined
Mount Morgan Clean Up Week	Improve the township	Work with the local community to undertake a Clean Up event	High	Rockhampton Regional Council	To be determined
Youth Centre Investigation	Improve youth outcomes.	Undertake a detailed investigation in the potential development of a PCYC styled Youth Centre for Mount Morgan.	Medium	Rockhampton Regional Council	\$50K
Environmental improvements program	Improve the local environment including land and waterways.	Mount Morgan has an extensive history of mining and large populations at various times compared to its infrastructure. This program seeks to improve the local environment including the Dee River.	Ongoing	Dept of Environment and Science	To be determined
Façade Improvement Scheme	Improve the aesthetic appeal of Mount Morgan's CBD.	Council will match up to 50% of eligible costs to a maximum of \$5,000 per CBD street front façade. This program has proved successful in the Rockhampton CBD.	Ongoing	Rockhampton Regional Council	Budget allocated



PROJECTS

Fireclay Caverns

The Fireclay Caverns are located within the abandoned Mount Morgan mine sitting alongside the Mount Morgan township. Excavated between 1906 and 1927 for clay to supply local brick making, the caverns later became one of Mount Morgan's biggest tourist attractions as dinosaur tracks could be seen in the sandstone roof above the clay layer that had been extracted.

Visitors have the opportunity to see firsthand hundreds of theropod and ornithopod dinosaur footprints, dating back to 195 million years to the early Jurassic period.

During 2011, the attraction registered 5,000 visitors to the site from registered tourism operators.

Next steps

1. Understand road, car park and amenity costs
2. Undertake an economic impact assessment
3. Make a recommendation to Council based on feasibility study

The Mount Morgan Mountain Bike and Rail Trail Project

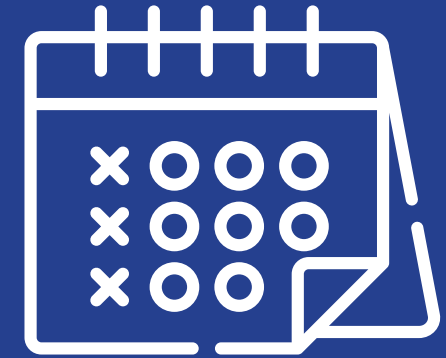
The Mount Morgan Dam and surrounding bushland area provides the local community with a unique opportunity to tap into mountain bike, bushwalking, recreational fishing and aquatic sports. The proposed mountain bike trails would link into a broader rail trail project that takes riders or walkers past many of Mount Morgan's cultural, tourism and natural assets. Whilst the dam is the community's water supply it can also be leveraged from a tourism and business development perspective.

Next steps

1. To complete the Mount Morgan Mountain Bike and Rail Trail concept master plan.
2. Engage the Mount Morgan community on the proposed concept master plan.
3. Seek council approval to commence the project.



Marketing, Tourism and Events Plan



Developing a Marketing, Tourism and Events Plan that promotes the diversity of tourism products and the character of Mount Morgan will highlight its bright future.

STAKEHOLDERS

- / Advance Rockhampton
- / Local Businesses
- / Mount Morgan Community
- / Tourism Events Queensland



INITIATIVE	NEEDS	OVERVIEW	TIMEFRAME	DRIVER	COST
Artist in Residence and Arts Workshops	Encourage the arts to thrive in Mount Morgan.	Development of an Artist in Residence Program that encourages artists from different areas to visit and experience the Mount Morgan region and interact with a community rich in history.	Immediate	Rockhampton Regional Council Art Gallery	Internal cost
Mount Morgan TV and Radio campaign	Increase Regional tourism spend in Mount Morgan	Through a designated campaign promote lifestyle and tourism of Mount Morgan across the broader Region.	Immediate	Advance Rockhampton	\$15K
CBA building options analysis	Review costed options to re-use the old CBA building on Morgan Street	The old CBA building is located in the main street of Mount Morgan. It is owned by Council and is currently unused.	Very High	Advance Rockhampton	\$20K
Mount Morgan Branding Project	Review current Mount Morgan branding, branding cut through and reach and decide whether to refine Mount Morgan's branding strategy.	Ensure clear, concise and enticing messaging is developed specifically for Mount Morgan.	High	Advance Rockhampton	Internal cost
Signage	Better signage to Mount Morgan and around Mount Morgan's various attractions.	Develop and implement a project plan that enhances vehicle and pedestrian signage across the region.	High	Advance Rockhampton and Transport and Main Roads	To be determined
Focus Marketing and Promotion – Social Media	A specific marketing and communications plan for Mount Morgan.	Development of an integrated marketing and communication plan specific for Mount Morgan based around identified hero experiences targeting key audiences.	High	Advance Rockhampton	Internal cost
Story Telling Development and Workshops	Ensure the art of storytelling is strong.	Story Telling is vital to the visitor experience, and with the rich history within Mount Morgan the development of key stories and the delivery of these stories is vitally important.	High	Rockhampton Regional Council Art Gallery	To be determined
Tour Group Engagement	Drive visitation through organised tours.	Identify key tour organisations that currently travel through the region and develop unique itineraries to ensure Mount Morgan is integrated into their program.	High	Business Community	Commercial
Mount Morgan Itinerary Project	Refine Mount Morgan Itinerary to reflect newly established tourism opportunities.	Development of new itineraries on a continual basis for Mount Morgan based on new businesses and attractions.	Ongoing	Advance Rockhampton	Internal cost
Golden Mount Festival	Support the successful Golden Mount Festival.	The Golden Mount Festival is over 40 years old and celebrates the township with iconic competitions such as Running the Cutter.	Ongoing	Golden Mount Festival Committee	Dependent on Festival
Gold Rush Hill Sprint	Ensure success of new regional and significant events within Mount Morgan.	Work with event organisers around the logistics of the Gold Rush Hill Sprint to ensure it has maximum positive impact on the Mount Morgan Community.	Ongoing	Central Queensland Motor Sporting Club	Dependent on event
Lively Mount Morgan	Activate Mount Morgan through new events.	Promote and support local community groups to develop events that activate the CBD precinct area.	Ongoing	Advance Rockhampton	Budget allocated
Drive Inland Promotions Association	Encourage the drive tourists to stop and stay in Mount Morgan.	Work in conjunction with Drive Inland Promotions Association through the development of content, storytelling and itineraries that promote staying in Mount Morgan.	Ongoing	Advance Rockhampton	Internal cost

IMPLEMENTATION SCHEDULE

Projects and Programs to begin immediately

1. Digital Solutions Program for Small Businesses
2. Certificate IV in Small Business
3. Mount Morgan Mountain Bike and Rail Trail Project
4. Mount Morgan Fish Habitat Rehabilitation Program
5. Slalom Waterski special events

Mount Morgan Events Calendar | Existing and proposed

JAN - Dam Days (*proposed*)

FEB - Mount Morgan Arts Program (*existing*)

MAR - Waterski Slalom Tournament (*existing*)

APR - Golden Gills Fishing Tournament (*proposed*)

MAY - Golden Mount Festival and Rodeo (*existing*)

JUN - Trex Mountain Bike Triathlon (*proposed*) and Artist In Residence Program (*existing*)

JUL - Gold Rush Hill Sprint (*existing*)

AUG - Mount Morgan Historic Walk (*proposed*) and Mount Morgan Show (*existing*)

SEP - Mount Morgan Dinosaur Festival (*proposed*) and Mount Morgan Wattle Day (*existing*)

OCT - Sunday Sessions (*proposed*)

NOV - Waterski Slalom Tournament (*existing*)

DEC - Christmas Tree Parade (*existing*)





ADVANCE
Rockhampton

220 Quay Street, Rockhampton Qld 4700
PO Box 1860, Rockhampton Qld 4700
07 4932 9000 or 1300 22 55 77
advancerockhampton@rrc.qld.gov.au

ADVANCEROCKHAMPTON.COM.AU