

# The Council Quarterly

Official Newsletter of Longreach Regional Council

Jun/Jul 2019



**Longreach  
Regional  
Council**

Ilfracombe Isisford Longreach Yarakah



## Council collaborates on tourism with new plan

Two neighbouring councils in Outback Queensland are joining forces to grow Tourism in their region with the help of a new plan developed in partnership with industry.

The Longreach and Winton Sub-Region Tourism Activation Plan was jointly commissioned by Longreach Regional Council and Winton Shire Council to make the most of major developments underway at the Australian Age of Dinosaurs Museum, Australian Stockman's Hall of Fame, Qantas Founders Museum, and Waltzing Matilda Centre.

Winton Mayor Gavin Baskett said it  
Longreach Regional Council

was important for the two councils to take full advantage of the work underway, for the benefit of the region.

“There’s been a lot of investment in the big attractions between the two towns, so it’s important to maximise the benefit to our communities. The best way to do that is if we work together.”

Mayor of Longreach Regional Council, Ed Warren, agrees.

“It makes sense for us to go to market together. Between us we have the lion’s share of the major attractions in the central-west, we

have the most product, and there’s already a lot of wholesale itineraries built around visiting Longreach and Winton together.”

The councils estimate over \$50M of State and Federal funding has been invested between the two communities in recent years. This includes \$7M at the Australian Age of Dinosaurs Museum; \$20M in refurbishments at the Australian Stockman's Hall of Fame; \$14.5M for projects at the Qantas Founders Museum; and \$9.2M to rebuild the Waltzing Matilda Centre.

The new plan identifies strategic  
*Continued on page 2*

## Council survey to help combat spread of Sticky Florestina



For the past five years Council has been spraying along the Ilfracombe-Barcaldine Highway for Sticky Florestina. Although it is not a prohibited or restricted plant, it is particularly invasive.

It is often confused with Parthenium; however the leaf structure is different as illustrated above.

Over the next couple of months Landholders in proximity of this weed will receive a survey and a property map to complete and return to Council.

If you receive one, please complete and return it to our Rural Lands team – the information will assist in obtaining future funding for research and control.

If you have Sticky Florestina on your Property and don't receive a survey, please contact Council on **(07) 4658 4111** to have one provided to you.

More information on Sticky Florestina can be found on the Department Agriculture and Fisheries website: [daf.qld.gov.au](http://daf.qld.gov.au)

## Council appoints new Chief Executive Officer



his commencement in June.

Mr Murphy joins us from the Brisbane office of law firm Gadens, where he is Commercial and Marketing Director. He replaces outgoing CEO Ian Bodill, who is stepping down after four years in the position.

Mayor Ed Warren said Mr Murphy was bringing some unique private-sector experience to his first local government role.

“I’m delighted to be appoint an executive of Mitchell’s calibre and standing as our new CEO. His professional services, administration, and stakeholder engagement experience will be invaluable in taking our region forward.

“We’re an ambitious council – and we think he’s got the skills to really take us to the next level. We went in to this recruitment process saying it would take someone really special for us to appoint from outside the local government sector.

“Mitchell is that someone special.”

Mr Murphy has a decorated resume, possessing a Master of Business Administration, with a track record of transformational change in the

professional services, media and sports administration. He is a long-serving member of the Harvard Business Review Advisory Council and a member of Australian Institute of Company Directors.

His media industry background is distinguished by a series of high profile editorships with Fairfax in Australia and New Zealand, including a term as Group Editor-In-Chief of Fairfax Community Newspapers in Australia – a stable of 48 titles.

Mr Murphy spearheaded the return of the Brisbane Bullets to the national sporting landscape in 2016, and was previously CEO with A-League side the Newcastle Jets and Football Federation Victoria.

Mr Murphy said he was looking forward to the challenge of local government.

“What I’m really excited about is working for a great regional community. There’s boundless opportunity in our regions – and local government is where the rubber hits the road in realising that potential.

“There isn’t a more iconic region, or one with more potential, than the Longreach region. I can’t wait to make a contribution here, and become a part of such a proud community.”

Mitchell Murphy commenced in the role on 3 June, and is based full time in Longreach.

### *Councils collaborate on tourism with new plan – continued from Page 1*

priorities such as resolving infrastructure constraints, reducing seasonality and building year-round appeal. It backs these up with a series of catalyst projects, tackling air access issues, conducting shared market research, and developing workforce skills and business capabilities.

Mayor Baskett said including a cross section of businesses is

important.

“As they say, tourism is everyone’s business” he explained. “All our businesses have a role to play in making this plan work. We need to make sure that our whole community delivers on the region’s promise to consumers.”

Cr Warren said his experience, as a former Mayor of Winton and current

Mayor of Longreach, led him to believe the partnership could work.

“There’s sometimes a bit of healthy competition among the communities in Western Queensland” he told reporters. “But ultimately, we all want the same thing for our region. So I think by working together, we’ll benefit the whole of Outback Queensland – beyond our two towns.”



## Council sheds light on Longreach Library's latest location

Quiet spaces for study and reflection, meeting rooms with teleconferencing facilities, and a maker space for innovation are all on the table as Longreach Regional Council prepares to relocate the Longreach Library into new premises on Eagle Street later this year.

The move was made necessary when the current premises rented by the library were sold last year; leaving Council with a confirmed deadline in which to vacate the building and relocate the facility.

Public Facilities Manager, Brendon Harvey, said Council had to carefully consider its options in deciding what to do next.

“We basically looked at three concepts – constructing a brand new building, buying one of the few existing buildings for sale, or finding new premises to rent. It took a long time, and a lot of diligence on our part, to make sure we were doing the right thing.

“We ran each option through our Project Decision Framework, which assesses not only the up front costs but the total cost over ten years – and buying an existing building outright was by far the best value

option. It was much better value than building something new.”

The new premises Council has purchased, at 104 Eagle Street (pictured), are located only a few doors from the current library.

“It’s great that we can keep the Library in the main street” Mr Harvey said. “It’s easier for people to find and just more convenient all-round.”

Council has taken possession of the new premises, and expects doors to open on the redeveloped facility by the end of July. Mr Harvey explained that despite not constructing a new building Council will still be re-fitting the new premises to deliver enhanced and upgraded services.

“The new digs have a bit more usable space, so we’ve got an opportunity to really create something that can be more things to more people. Libraries aren’t just about books anymore – they’re more valued for their spaces and the opportunities they create for the community.

“Things like support for education, access to technology, and help for local businesses and start-ups are all part of a modern library – and that’s what we want to create.”

One piece of new technology is already available at the current library, with the arrival of teleconferencing equipment last week. The new kit utilises the Zoom Room meeting application to allow users to hold online meetings and discussions with participants anywhere in the world.

The newly installed touch screen unit contains the camera and microphone enabling simple and effective meetings with minimal setup for participants. The online meeting rooms can be utilised for a wide variety of purposes including job interviews, online appointments and collaborative group discussions. There are no costs involved and Council is encouraging the public to try out the newly installed meeting room.

Mr Harvey said he was excited to see the new facility take shape.

“There’s a lot to be done in a short time, even though we’re only moving a few doors up the street. But at the end of the day it’s a really exciting opportunity to create a new facility that attracts more people to make use of the library.”

# Leafy line-up offers lush Longreach welcome



A new one-kilometre-corridor of tree plantings on the eastern approach to Longreach will provide a leafy welcome to our outback town.

Longreach Regional Council is planting 100 of the Yellow Flame Trees (*Peltophorum pterocarpum*) in two rows along the Landsborough Highway between the Longreach Pastoral College and the Australian

Stockman's Hall of Fame. Around 1.7km of poly-pipe is being laid at the same time to irrigate the feature using a dripper system.

The corridor of trees will complement landscaping work underway at the iconic 'Welcome to Longreach' sign that will encourage visitors to stop for a photo opportunity, raising the profile of the town. Together

these projects will make the eastern entrance to Longreach more photogenic and welcoming; as well as project community pride.

The landscaping makes extensive use of native trees, shrubs and groundcovers and will feature local rock.

## Disaster assistance extended to Longreach region primary producers



Disaster assistance has been extended to primary producers in the Longreach Regional Council Local Government Area as they continue to recover from Severe Tropical Cyclone Trevor.

Producers who have suffered a significant loss of income can now access concessional loans up to \$100,000 to continue operations. In addition to this, concessional loans of up to \$250,000 can be applied for to

assist with repairs to damaged buildings, plant and equipment or livestock. Also available are freight subsidies of up to \$5,000 for the movement of stock, feed, machinery, fuel, water, building and fencing materials.

More information can be found on the Queensland Government's Website [disaster.qld.gov.au](http://disaster.qld.gov.au) and the Australian Government's Disaster Assist Website: [disasterassist.gov.au](http://disasterassist.gov.au).

## Free E-resources at the Library

Did you know that you can download audio books, e-books, magazines, music and more with your library membership? Drop in to any Council Library and we'll show you how to access a wide range of e-resources which you can download anywhere, anytime.

## Weekly Events E-Newsletter

Want to know what's happening in our region? Subscribe to our weekly events e-newsletter - published every Tuesday. Email [assist@longreach.qld.gov.au](mailto:assist@longreach.qld.gov.au) to subscribe, or access it online: [longreach.qld.gov.au/events](http://longreach.qld.gov.au/events)