

Flinders Shire Council

FLINDERS DISCOVERY CENTRE DEVELOPMENT PLAN



**SHIRE OF
FLINDERS**

Explore Create Engage

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Content produced by



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Executive Summary

The Flinders Discovery Centre is a museum based on fossils from the local area and other parts of the world and is the home of 'Hughie' the replica skeleton *Muttaborrasaurus*. The museum is the number two attraction for Flinders Shire on Tripadvisor, second to Porcupine Gorge. The museum is housed in a large tin shed, which is accessed via the visitor information centre (VIC).

The staff at the VIC are well regarded by visitors to the centre and often applauded in feedback and online reviews.

This small team of employees and volunteers manage the VIC including a large array of merchandise for sale in the VIC, perform back-end tourism marketing tasks and the museum. The space they have to perform their responsibilities has not kept pace with the increase in visitor numbers and the customer experience is also hindered by both space and design.

The museum has been an award winning attraction in its earlier life, but the experiences offered are now outdated and not in step with consumer expectations and competitor offerings. The redevelopment of the museum presents a strategic opportunity to position Hughenden and surrounding areas as must-dos on drive itineraries, to target families as a growth market and to encourage longer stays in the region, in line with the objectives of the Tourism Development Plan.

The redevelopment opportunities presented in this document are based on an integrated model with four key areas with the visitor experience at the centre of the design concepts. The four key areas include the museum; visitor services; gallery and arts centre; and tourism community centre. All parts would come together in a transformed Flinders Discovery Centre that is designed around visitor experience and the goals of the Tourism Development Plan to extend visitors overnight stays.

Consumers are seeking a high level of interactivity and authentic experiences within museums and educational attractions. The suggested experiences and design concepts for a redeveloped museum focus on creating lifelong memories through interactivity. Use of digital and modern imaging technology to bring local culture and history to life are features of the proposed concepts.

Visitor centres need to maintain their strategy of friendly visitor servicing, but in parallel transform to become visitor inspiration centres so they can play an important role in motivating the visitor to extend their stay in region to experience the major consumer draw-cards. The Tourism Development Plan focuses on product and experience development and will therefore support this recommended shift in focus.

In line with a desired focus in Flinders to support the local arts community and to meet consumer needs for authentic, local souvenirs, a dedicated gallery/exhibition area and interactive arts centre is part of the integration model.

This plan for redevelopment of the Flinders Discovery Centre aims to support many of the strategic opportunities proposed in the Tourism Development Plan including actively engaging the community in tourism planning and building business capability. The fourth element of the model is the creation of a tourism hub for the community to use as a home base for business network meetings, business training and tour guide training. The facility would be multi-purpose and also serve the needs of proposed interactive learning initiatives like art workshops and school group experiences.

Expanded space for staff and volunteers will be an essential improvement as part of the redevelopment.

Redevelopment strategies will need to consider options around extension and renovation of existing assets versus new development. To understand the required investment and best way forward for the development Council should enlist the services of an appropriately qualified design specialist with experience in experiential retail spaces and attractions.

Introduction

As part of their tourism development planning project, Flinders Shire council is seeking a report that specifically addresses issues relating to the Flinders Discovery Centre and may be viewed as a site-specific Flinders Discovery Centre Development Plan thus, enabling the ability for Council to go forward with concept plans for future development and expansion if required for the Flinders Discovery Centre.

Council has advised that as matters stand, the Tourism division of the Community Services Department is stagnating for a number of reasons, including outgrowing the existing facilities. While it serves the community and visitors to the Shire effectively, there is scope for improvement. Council would like to identify if there is a need for an enlarged, dedicated tourism venue and discover what is needed from that space so the document can also be used as a background planning document in future funding opportunities. Details or constraints/opportunities and other issues relating to any proposed changes to operations or presentation of the Flinders Discovery Centre (FDC) are to be responded to in this document.

Any recommended development of the FDC must support the objectives of the Tourism Development Plan and align with the proposed Marketing Strategy.

The FDC is promoted as being on the Overlander's Way and part of Australia's Dinosaur Trail. The FDC houses an amazing exhibition of fossils and gems from around the world, as well as an extensive and growing display of fossils from the local area. "Hughie" is the star attraction: a life size replica skeleton of the Muttaborrasaurus.

The FDC is housed inside the visitor information centre, which acts as a booking agent for Travel Train, Regional Express Airlines and Queensland Parks and has an extensive range of information on many destinations as well as an extensive range of merchandise.

Current Situation

Presently the Flinders Discovery Centre (the museum) is housed within the Flinders Visitor Information Centre (VIC), which is an accredited VIC.

The VIC is resourced by a small team of Council employees and a volunteer program.

The VIC team is responsible for the maintenance of the Flinders Discover Centre (FDC), which is a key attraction in the region. The FDC is housed in a large tin shed where 'Hughie' the replica Muttaborrasaurus is on display along with a large display of fossils, historical artifacts, interpretive boards, cinema and life on the land adjunct to the building, with sheep shearing demonstrations moved away from the VIC (but this space will need to be considered for the future).

Overall, the servicing of visitors and the museum experience that are being delivered are well received and this is evidenced in the written feedback in the FDC and on Tripadvisor where the average star rating for the FDC is 4.5 stars.

3.1 Flinders Visitor Information Centre

When looking for the centre when you're walking or driving down the street it's hard to see where it is, despite the flags. There is no signage that is lateral to the footpath. It's in a good location just around the corner from the main shops and on the main road.

The dinosaur feet covers on the bin are tired and need repainting, but fun for young families nonetheless.

When you enter the centre the first impression is that there is a lot of merchandise, with a small counter for servicing visitors. The merchandise is very tidily displayed and a credit to the team.

The vast majority of the merchandise is commercially made and not specifically representative of Flinders Shire nor authentically Flinders Shire. There is some good quality merchandise suitable for an enthusiastic outback traveller to purchase gifts and souvenirs.



Nikki R

11 1



Reviewed 6 July 2017 via mobile

Pleasant Surprise

The museum is very educational, and i enjoyed learning about the history of the country and sheep in the area, as well the main attraction of the Muttaborrasaurus. It was an awesome sight as soon as you walk in the door.

The staff were extremely friendly and helpful. Went over and above, nothing being too much trouble. Have a great knowledge of the surrounding area and the attractions to visit.



The visitor servicing space is crowded and the counter area doesn't appear to be a professional retail fit-out. It feels more like a small business office, than a retail servicing area. At busy times people build up and don't know where to stand to wait to be served.

The office and storage areas are inadequate:

- Space running short in storeroom for brochures and merchandise.
- No room to process incoming stock.
- Office space is tight with three desks (built for two persons only).
- Behind front counter is tight when serving customers and doing camping, rail or air bookings (one till-Bepoz).
- Difficult for particular staff members to work solely on particular projects i.e. business plans etc. without being disturbed by the front counter.
- Customers walk around the counter to the office space.
- Separation of secure office space for staff needed and designated counter for ambassador program.
- Public toilet set up needs to be expanded to match current visitor numbers.
- Requires assessment to ensure meets WPHS standards.

OPPORTUNITIES

- ▶ Whilst the users of regional visitor centres may not expect a sophisticated retail experience, there are missed opportunities to enhance the visitor experience and inspire them to discover more about the region.
- ▶ Improved customer flow for busy periods is a priority for consideration in a new centre. Need to consider a larger space or re-allocation of space within existing premises and a re-fit.
- ▶ A relaxed, cool space for visitors to sit and use the free wi-fi should be considered.
- ▶ Office, kitchen and storage areas need to comply with workplace standards, create efficiencies and promote well-being.
- ▶ The design should support the tourism and marketing strategies, be on brand and assist to tell the story of the Flinders Shire.
- ▶ Merchandise should be refocused to authentic local products as well as a range of best sellers other gifts and souvenirs.

3.2 Flinders Discovery Centre (the museum)

The entry to the museum is humble by any standards and does not create excitement about what lays ahead. The entrance also needs to be more of a turnstile system, so that it feels more welcoming than a closed door. Having said that at a price of only \$5 to enter, visitors would not be expecting a great deal and based on the visitor feedback they are pleased with what they see.

It is good for visitors and the community for local arts and crafts to be available in the centre, but the museum is not the best place for these.

The museum should have a clear focus as an experience of discovery.



It would be good to see the local arts and crafts amongst the products available for sale in the VIC to bring a stronger local flavour to the offerings...a place of their own to attract a stronger contribution from local artisans.

There is an impressive array of display cabinets with different collections and from visitor feedback it is clear that many people enjoy the depth and breadth of the collection. In a new museum these may have a space or room of their own with more interpretive content to support discovery and appropriate lighting to enhance the displays...the 'collections room'

The current configuration of the displays is limited and simplified to work with the one big open space that is available in the shed. This does the job, but does not invite the visitor to go on a journey to discover the different aspects of the current offerings.

Corners and dividers are used to create zones and by their nature as temporary solutions, do not enhance the visitor experience.

The cinema and shearing shed add-on to the building have a feel of purposeful design to them and also create a sense of discovery when you walk into them.

The audio visual content that plays in the cinema along with the lightbox display still holds up, but film has advanced a great deal since this was developed and there are opportunities, at reasonable costs, to update this story told in video format and to use more audio visual content throughout the museum and event outside of the museum and online.

The children's activity area is basic and no doubt enjoyed by young children. To make a lasting impression on families, the parents as well, there is significant opportunity to incorporate more interactive, on brand, activities, throughout the museum, not just in one central place, so the children can be engaged throughout the journey through the 'discovery centre'.

The interpretive fossil displays and boards along the side wall are good quality and appealing.



'Hughie' as a result of his towering size creates a sense of awe and works well as a centrepiece. Opportunities exist to amplify the experiential impact of the replica Muttaborrasaurus.

For example, build elevated viewing platforms at different heights so visitors can get very close to him, put the replica into surroundings, flora and fauna of his time physically or through digital film techniques, develop meandering pathways that lead to Hughie as a significant highlight that can't be seen until you get there.

Review of Comparative Attractions

4.1 Riversleigh Fossil Centre

The Riversleigh Fossil Centre is based in the Visitor Information Centre (VIC) in Mt Isa. Other attractions are housed in the VIC including Outback at Isa, which is a museum showing the history of the early exploration as well as the development of the town and mining in the area. There is also a native garden and the Fish Hatchery. Therefore, the visitor is provided with multiple things to do and learn about and spend several hours at the centre.

The Riversleigh Fossil Centre specifically is a museum and interpretive centre for the fossils extracted from the nearby Riversleigh fossil fields. Now a World Heritage Area, the fossils fields are home to one of the most significant and exciting fossil deposits in the world.

Admission:

Adult: \$15.00

Concession: \$8.00

Child: \$6.00

Family: \$33.00 (2 adults + 2 children)

Free for locals

Group prices available

Opening Times: 8.30am - 5.00pm daily

(Closed Christmas Day, New Year's Day, Good Friday and Boxing Day.

Riversleigh Fossil Centre Laboratory Tour

10.00am daily

Fossil enthusiast Alan, provides tours through the laboratory, showing how specimens are sorted and cleaned and fossils extracted.

Admission (in addition to above admission):

Adult: \$5.00

Family: \$10.00 (2 adults + 2 children)





The entry creates a sense of anticipation and the initial impact is positive with large dioramas. The visitor journey is up and down and around corners, creating a sense of discovery. Use of lighting to enhance features of dioramas is impactful. The experience is a tour that is guided by VIC staff and enhances overall experience and learnings.

The laboratory is a significant feature of the attraction where visitors can experience the process of analysing and cleaning fossils. Strong incentive for school groups to visit and interact.

The cinema has been well integrated and like all parts of the attraction, there is a sense of purpose and distinct dedicated design to each area.

The 'sand pit' to dig for a fossil is a clever and basic activity for small children.

Overall this attraction delivers an educational experience. The quality and presentation of the asset is high and valued by visitors. This is demonstrated by average rating of 4.5 stars and the reviews on Tripadvisor.



KEY INSIGHTS FROM ASSESSING THIS ATTRACTION:

- ▶ Multiple attractions in the one centre
- ▶ Designed around a clear purpose of education
- ▶ Guided tours by enthusiasts of the topic creates better learning and builds memories
- ▶ Ability to get involved and interact with the key purpose of the attraction
- ▶ Designed to take the visitor on a journey of discovery
- ▶ Design concepts are quite run of the mill and no modern digital technologies are in play



4.2 Hinkler Hall of Aviation

The number two attraction for Bundaberg (after the rebuilt Bundaberg Rum Distillery) on Tripadvisor is the Hinkler Hall of Aviation. This Council owned and operated asset is housed in a dynamic and unique structure of glass and steel made in the shape of an aircraft wing. It is set in the Bundaberg Botanic Gardens and the building serves as a Visitor Information Centre as well. The Hinkler Hall of Aviation brings to life the adventures and achievements of Australia's famous pioneer solo aviator Bert Hinkler.



Part of the original attraction is Bert Hinkler's house (above), which was relocated from England and is another museum.



'Fairymead' (above), is a famous heritage listed house, located in the Botanic Gardens and houses the Sugar History Museum.

Similar to the Mt Isa example, visitors are able to experience multiple attractions in the one location and in this case, could spend a full day at the Botanic Gardens precinct. The VIC within the Hinkler Hall of Aviation is the hub from which to purchase tickets for all attractions and get information about them and other attractions in Bundaberg.

Admission:

Hinkler Hall of Aviation

Adult: \$18
Child (4-17) \$10
Infant (0-3) Free
Concession Card Holder: \$12
Family (1 adult, 2 Chn): \$28
Family (2 adults, 2 Chn): \$40

Fairymead House:

Adult: \$7
Child (4-17) \$3
Infant (0-3) Free
Concession Card Holder: \$5
Family (1 adult, 2 Chn): \$10
Family (2 adults, 2 Chn): \$15

Combined Attraction Ticket:

Adult: \$24
Senior \$17



The stand-out feature of the Hinkler Hall of Aviation is the multitude of interactive experiences that enhance learning and entertainment and create lasting memories.

They have employed a range of techniques, low and moderately high-tech, to cater for all age groups, but you get the sense that they had families at the centre of their design decisions.

You can book guided group tours, but the museum is designed to be self-guided and this may be a missed opportunity for them to create an even greater level of engagement. Having said that there is so much to entertain yourself with and more than enough easy to digest information in the multiple formats eg. reading board, audio visual presentations, that history enthusiasts are satisfied.

It is ranked very favourably by visitors on Tripadvisor with 4.5 stars.

A remarkable feature of this experience is that you do not have to have any interest in aviation history, yet you exit with strong sense of enjoyment and feel quite fulfilled by way of what you've learned.

Visitors can sit in the replica Avro Baby aircraft and also view the original from his Hinkler's record setting 1921 flight.

Visitors can **become part of the story** through interactive displays like flying like Bert on glider simulators and multiple flight simulators are a draw card for a wide range of ages, providing a first-time experience for many.

Audio visual content is a significant content asset amongst the experiences, for example headsets with diorama. Speaking with the manager, this has caused some challenges, when the system lets them down. Having said that, they have so many other things you can do in the museum that if one interactive display is out of order, it is not a major problem.



The high level of interactivity creates memories the visitor wants to share. Council has capitalised on the moments that visitors are in by providing an email photo facility. The visitor is telling their story for them as they have a photo with a fun/branded border they can instantly share with friends on social media. The photo is of them in costume reflective of Hinkler's time.

KEY INSIGHTS FROM ASSESSING THIS ATTRACTION:

- ▶ Multiple attractions in the one precinct (walking distance, wheelchair friendly); you can spend an entire day experiencing the four connected attractions
- ▶ Designed around a purpose of entertainment first, then education
- ▶ High level of interactivity and entertainment builds memories
- ▶ The visitor becomes part of the story
- ▶ Design concepts employ a good deal of audio visual technology and content

What Consumers Want

5.1 Museum Experiences

When asked to rank what they find to be the most beneficial features of museums, respondents chose as their top three:

- educational for me and/or my family
- the ability to see real art and artifacts
- the content of the exhibits.

Guests are visiting a variety of museums, from art to history to zoos and aquariums to get the personal satisfaction of bettering themselves and their families through education and learning. The desire to see real art and artifacts contradicts a report from last year that suggested guests would be satisfied with highly accurate reproductions, as younger generations gravitate towards content and experiences, rather than originals.

[*] Our findings show that across all age demographics, guests highly value access to the authentic artifacts and art pieces available at museums, citing it as the second most important aspect of museums.

In regard to features that could improve a visitor's experience, 42 percent would like to see more interactivity incorporated, and 40 percent of respondents feel that the use of audio related to a topic or object would be beneficial. Interestingly, a small minority of respondents would like to see an increase of adult-only extended hours and events.

The interactivity guests seek is not limited to those found in digital devices. Visitors are interested in social and personal interactions that break beyond the four walls of the museums, with activities such as: after-hours events, classes and presentations from artists and subject-matter experts for children and adults, and kids crafts. They are more interested in increased human interactivity than in digital integration such as mobile apps or 3D printed, touchable objects.

In an increasingly interconnected and digital world that gives easy access to infinite amounts of data and information, the value and role of museums has come into question.

While it's clear that museums need to adapt to shifts in technology, guests still look to them for authority and authenticity.

Digital technologies can be helpful to museums in order to supplement their content, but visitors still crave social interactions, personal enrichment and access to original, authentic objects.

Customer experiences can be tailored to the individual, but guests still want those experiences to take place in a physical space with real live experts there to teach them and answer questions

* The interactivity guests seek is not limited to those 3
 "Arup | Publications | Museums in the digital age." 2014.
 1 Oct. 2014

Source: *Thinkwells-2014-Guest-Experience-Trend-Report-White-Paper.pdf*



5.2 Visitor Information Centres

The role and value of visitor information centres (VIC's) is continually brought into question by Councils and tourism bodies as they observe travellers turning to online sources and digital devices to find information and booking services to meet their needs.

The value that VIC's bring to the local tourism economy cannot be questioned in general terms as each region is different, made up of variable markets, regional attributes and tourism stakeholders.

In the case of regional outback towns the role of the VIC is undoubtedly valuable to the traveller.

The VIC provides a reliable source of advice to the visitor and assistance with planning their Outback journey. Whilst all of the information that the Flinders Discovery Centre makes available can be found online, the human factor provided by staff and volunteers is invaluable in giving the traveller confidence in their journey planning.

"The top three features that visitors look for in a visitor centre are:

1. Knowledgeable, professional staff, skilled in customer service;
2. Unbiased and authoritative information; and
3. Regional displays and stories.

...visitor centres continue to play an important role in providing information about local areas and tourism products, especially small and medium sized tourism businesses. Tourists who use visitor centres tend to stay longer and spend more in a region. Travellers see the primary role of visitor centres as providing credible, authoritative and unbiased information."

Source: The Future of Visitor Information Centres in WA, 2014

How the Flinders Discovery Centre can support the Tourism Plan

6.1 A New Vision for the FDC

- ▶ Create a memorable journey of 'discovery' through seamless integration of traveller inspiration and visitor services; and the museum experience.

6.2 Development Goal

- ▶ Develop Flinders Discovery Centre into a must-do award-winning Outback attraction for families and community tourism hub.

6.3 Design Objectives

Each element should support the tourism strategy and motivate the visitor to spend one to two nights in the shire. For example, the museum keeps them engaged longer and makes them want to see more of the area.

- ▶ Create a vibrant traveller hub that draws people to it, keeps them in it and inspires them to discover more about Flinders Shire.
- ▶ Create a vibrant tourism hub that the community is proud to be involved in.
- ▶ Create a centre for the community to share their art, culture and history with each other and visitors to the Shire.
- ▶ All parts need to seamlessly fit together and contribute to telling the story of the Flinders Shire; they all are on brand message.
- ▶ All parts are an experience of discovery.
- ▶ Interactivity builds lifelong memories.



7.0

Transforming the Flinders Discovery Centre

7.1 Muttaborrasaurus Fossilarium [museum]

Think consumer, think experience, think the Flinders story.

Develop the Flinders story with a few main themes e.g. ancient landscapes and paleo; European and Yirandali indigenous history; local culture; and art.

The story is the content platform from which to design the centre and its features to communicate the stories and create lifelong memories.

Shift the focus from see to 'discover' via a meandering journey through the displays and interactive experiences

Leapfrog the current standard and set the new standard for museums in the Outback through smart selection of technology to create memories and tell the Flinders story:

- ▶ Virtual reality booth to walk with the dinosaurs, experience ancient indigenous life, fly over Porcupine Gorge and other national parks.
- ▶ Augmented reality...virtual digs.
- ▶ Projection...bring Hughie to life.

Virtual Reality, Computer Generated Experience

Revisit the local area millions of years ago to watch dinosaurs roam the land or experience what it was like to live in a local aboriginal tribe.

Users can view this experience via a VR installation





Virtual Reality 360° Video Experience

Fly over the Flinders Shire region in the safety of the VR booth on a (optional) rotating VR seat.

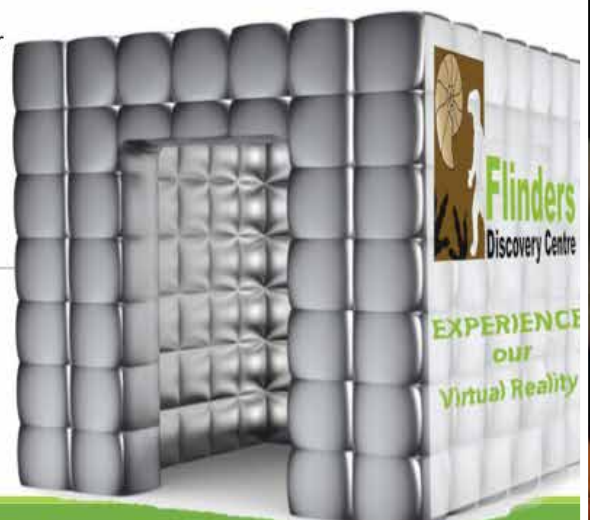


Get a 360° glimpse into the natural beauty of the Hughenden, Prairie, Torrens Creek and Stamford areas from the air or ground with uninterrupted 360° views!

Provide your visitors with an overview of the region to help them discover must see areas for their real exploration of the Flinders Shire after they leave the Discovery Centre.

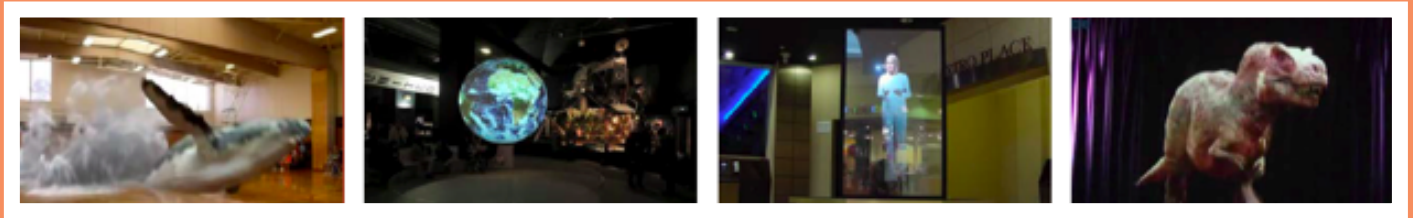


- VR booth and VR seat design options
- Creation of 'VR Flights' using the latest VR 360° and drone technology
- The 360° Videos can be interactive to give the user a choice of destination to view



Projection concept

- Using a see through custom gauze material, we surround the current dinosaur skeleton. This lets us project animated content onto the gauze, giving the impression the dinosaur has come alive.
- See the skeleton transform from bones to a moving beast.
- Use multiple animated scenes to make the skeleton look real.



- ▶ Engage children through 'doing' experiences e.g. find the dinosaur egg amongst the balls, interactive games, things they can make.
- ▶ Introduce the story of the bio-regions and display local timbers from each bio region and their turned timber products.
- ▶ Engage and educate through people. In the high season have specialist tours of the museum, focusing on different themes.
- ▶ Create multiple opportunities for interactivity, both low and high tech e.g. guided fossil digs; hands on fossil sorting and treating; take a selfie with a dinosaur.
- ▶ Use the fossil and gem collection from all over the world to compare to local product and highlight what the Flinders Shire offers.
- ▶ Authentic, live demonstrations e.g. sheep shearing, to bring history to life and create a sense of 'must see' events within the centre.
- ▶ Take the story outside through a pop-up cinema at the lake.
- ▶ Projection wrap street sculptures, water towers and the old hotel in the high season.
- ▶ Create an ongoing program of events that are changing to keep the marketing content invigorated and create a reason for repeat visitation from local intrastate market.



This photo is another example of augmented reality and how we could use it at the Flinders Discovery Centre.

Take a selfie with a dinosaur

Have visitors post images to social media with the Flinders Discovery Centre hashtag to assist online promotions.

7.2 Visitor Inspiration Centre [visitor services]

- ▶ Focus on delivering services that the traveller can't get themselves online. This will involve continuing the focus on welcoming, friendly information provision about the things visitors must do in the area and providing local advice to help them travel safely.
- ▶ Design the space so visitors know where to focus, what to do and where to wait. Whilst remaining on brand as a 'country life' experience, create a retail centre that is cool and comfortable and the consumer knows what you want them to do.
- ▶ Design the back of house work and storage space to provide a comfortable work area for staff and volunteers.
- ▶ Redesign the retail experience to focus on more local quality products e.g. locally made jewellery, and local arts and crafts that are directly relevant to the district, rebalancing the overall offer. Over time carry comparatively less imported commercial products.

7.3 Flinders Arts Centre [gallery and arts centre]

- ▶ Dedicated exhibition space for local artisans to display and sell their creations (e.g. gallery space specifically for displaying art).
- ▶ Arts experiences e.g. live demonstrations, 'learn to' workshops by local artisans.
- ▶ Create an ongoing program of exhibitions, demonstrations and workshops that are changing to keep the marketing content invigorated and create a reason for repeat visitation from local intrastate market.
- ▶ Take the art outside through pop-up exhibitions and workshops at the new lake.





7.4 Flinders Tourism Hub [tourism community centre]

Tourism is important to Flinders so it deserves a community centre that the business owners and residents are proud to be involved in.

The tourism community centre will be manifested in a multi purpose conference room. This functional and relaxed space will be the place to conduct:

- ▶ Tourism community / business network meetings
- ▶ Business training
- ▶ Tour guide training
- ▶ School groups activities
- ▶ Art workshops

Development Considerations

8.1 Site and Required Space

The site of the existing FDC is excellent, located on the main road, alongside the library. The location is central to the town centre of Hughenden and close to hospitality and retail businesses.

The proposed integrated tourism hub will require more space than what is available in the current building and property assets and Council is presently considering opportunities to purchase the adjoining property.

This could provide a feasible solution to expand and renovate the existing buildings rather than building anew or locating to a new site.

The existing assets in the large museum shed and VIC could be used as a base and extended. Providing property and building development decisions are made based on design considerations that will achieve the sought experiential and tourism planning objectives, extension and renovation could be a viable way forward and make use of existing Council assets.

8.2 Budget and Development Strategies

To determine a budget estimate concept drawings and architectural plans need to be developed. Tendering to find a specialist in experiential retail / attractions design would be a suitable next step to achieve the drawings and budget estimates.

This tender could be combined with recommendations regarding renovate or rebuild options and the feasibility of remaining on the existing site and acquiring the adjoining property.

Alternatively Council could set the parameters for the concept drawings and architectural plans to work with available property/properties and assets and follow a strategy to maximise use of existing assets.

Notes

[illegible]

[illegible]

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Flinders Shire Council

FLINDERS DISCOVERY CENTRE DEVELOPMENT PLAN



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