Gympie Gold Mining Precinct
Strategic Plan
For discussion purposes

Gympie Regional Council
DRAFT July 2019
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This strategy was created by Gympie Regional Council in July 2019.

This strategic plan is based on the Gympie Gold Mining and Heritage Precinct Preliminary Strategic Plan, created for Gympie Regional Council by Converge heritage + community, Version 1.1, July 2019.
Executive summary

Our story is one of passion, of resilience and of triumph. It’s a real story; one of the pioneers that saved Queensland. Walk in their footsteps and experience how they lived, worked and played. Immerse yourself in our golden past and make their story part of your story. It is more than you expect. (Gympie Gold Mining Precinct Brand Story 2019)

Gympie Regional Council identified an opportunity to enhance the heritage offering of our region through the development of the Gold Mining Precinct centred around Brisbane Road, Monkland. The precinct comprises three significant heritage sites in various stages of activation:

- The No. 1 Scottish Gympie Mine and Battery
- The Gympie Gold Mining and Historical Museum
- Monkland Railway Station.

The Gold Mining Precinct offers an authentic heritage tourism experience that tells of the passion and perseverance of our pioneers. It provides an opportunity for visitors to experience life on the goldfields and in a mining township in the 1880s. The intention of the strategic plan is to revitalise the existing heritage assets, adapting their use to meet a contemporary audience while maintaining their historical integrity. The plan has adapted the Heritage Tourism Experience Development Framework, created by the National Trust of Australia, to ensure consistency of approach across the precinct.

The extensive museum collection, in-situ mining machinery and heritage listed mine site offer a unique experience for both heritage and education tourism.

The following Unique Selling Propositions (USP’s) for the site have been identified:

- An authentic, heritage-listed mining landscape
- Unique mining cottages, community buildings and artefacts depicting life in an 1800s gold mining township
- A vast collection of working, steam powered machinery
- Authentic environments for education and field studies
- Engaging education experiences directly aligned to the Australian Curriculum
- Gateway to a region proudly steeped in heritage.

The challenges and opportunities present in the precinct have been refined into a defined set of recommendations and an action plan that allows for incremental development over a number years, developing the USP’s into a range of signature experiences designed to attract tourism to the region while conserving the historical value of the offering.

The actions documented on pages 28 and 29 of this plan detail a staged approach to developing the visitor experience in the precinct and includes a number of recommendations for each of the elements and the precinct as a whole.
1. Introduction

Gympie Regional Council is working to consolidate the heritage offering in Monkland into a cohesive tourist experience focusing on gold mining and life in the 1800s. Identified as the ‘Gold Mining Precinct’, the area comprises three main sites situated along Brisbane Road, currently offering different levels of attraction.

1. The No. 1 Scottish Gympie Mine and Battery.
2. Gympie Gold Mining and Historical Museum.
3. Monkland Station and the Mary Valley Rattler rail line.
This strategic plan is aligned with the Gympie Region Tourism Strategy which recommends that Gympie township elevates its credentials in heritage tourism. The plan will adapt the Heritage Tourism Experience Development framework, created by the National Trust of Australia to guide development of the precinct.

The framework was developed to provide a structure for the revitalisation of heritage places and the adaption of their use to meet a contemporary audience. The framework provides a foundation on which the unique stories held within all heritage places can be presented to inspire current and future visitor markets.

Adapting the framework to the Gold Mining Precinct will provide consistency across the precinct while enabling each individual site to develop in a unique way, enhancing the visitor experience.

The higher level, global elements of Brand Promise, Unique Selling Propositions and Themes, should be common across the precinct, creating an integrated context for visitors, volunteers and staff. The specific experience elements will help to bring the higher level messages to life within each site.

### Introducing the Heritage Tourism Experience Development Framework

<table>
<thead>
<tr>
<th>Framework</th>
<th>Components</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GLOBAL</strong></td>
<td></td>
</tr>
<tr>
<td>Brand Promise</td>
<td>Your Brand Promise is the unique offering that sets you apart from your competitors and goes with you everywhere you go. From the idea of travel to post trip storytelling, your core message needs to be strong, clear, unique and memorable.</td>
</tr>
<tr>
<td>Unique Selling Propositions</td>
<td>Your Unique Selling Propositions are the specific elements about your offering that set you apart.</td>
</tr>
<tr>
<td>Guiding Principles and Experience Lenses</td>
<td>The guiding principles set the overall core intent and messaging that we want to ignite for guests. The experiences form a menu of how to achieve each principle in practice.</td>
</tr>
</tbody>
</table>

| SPECIFIC                   |                                                                             |
| Regional Themes and Stories| The opportunity to showcase the specific history of the region, by bringing to life heritage and cultural events. |
| Regional Experiences (Destination) | Regional experiences form the primary case and locations for the stories to take place. Sometimes these are not immediately apparent. |
| Signature Experiences (Products) | Within the region, these integrated products bring a unique offering for guests and visitors and form the back bone for supporting the stories and ongoing word-of-mouth referral. |

The Heritage Tourism Experience Development Framework has been developed to provide strong national consistency while maintaining local flexibility in creating new heritage tourism experiences. This is intended to promote brand promises while encouraging places such as Burra to align its unique selling propositions (USPs) with its unique story.

The global elements of the brand promise, USPs and guiding principles and experiences are common across all National Trust properties. This creates the integrated and seamless context for staff, volunteers and guests.

The specific elements help to bring the higher level messages to life within their respective local area, right down to specific products and supporting activities.

Source: The Heritage Tourism Experience Development Framework (National Trust ‘Burra Pilot Project’)

Version: 1.2  |  Created: 23/07/2019
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2. Background

Gold in Gympie

Gympie’s Gold mining heritage began with discovery of gold by James Nash in October 1867. The initial rush to Gympie was described as generating ‘one of the greatest clearings out that the capital city of any country ever witnessed’ and provided the basis of Gympie’s moniker as “The town that saved Queensland”.

Queensland in the 1860s was on the verge of economic collapse, and its sustainability as an independent colony questioned. Desperate for a source of income, the government offered a reward to anyone who discovered a payable gold field within 90 miles of Brisbane. Nash is credited with such a discovery and the region with ‘saving Queensland’.

No.1 Scottish Gympie Mine

The largest and most successful mine in the region during the mining boom of the late 1800s was the No.1 Scottish Gympie Mine opened in 1896. The mine, owned by a group of Scottish investors, was located on what was the fringes of the Gympie gold field. The mine was 1402 feet deep and was considered the premier mine in the region.

Gold mining in Gympie experienced a short term downturn in prospects early in the 1870s before rallying at the end of the decade as a result of deeper mining techniques and starting a second gold mining boom.

The late 1880s saw the rise of the union movement throughout Australia, and Queensland’s goldminers joined in the demands for improved wages and working conditions. Scottish miner and Gympie based union leader Andrew Fisher, who was active during this time, went on to establish the Labour party in Queensland and subsequently the Federal Parliamentary Labour party. Fisher served three separate terms as Prime Minister between 1908 and 1915.
The mine employed between 300 and 400 men at any given time, working in harsh, confined conditions. While most mines suffered from confined conditions and restricted ventilation, the atmosphere in the No. 1 Scottish Gympie Mine was particularly oppressive, as the shaft was smaller than those at comparable mines. Deep mining ceased on the site in 1923. Tailings were treated at an on-site cyanide plant until 1930.

Above ground, the mine and its associated activities had a significant environmental impact on the surrounding area and particularly on the quality of water in the Mary River. This impact is still felt today, with the site being listed on Queensland’s Contaminated Land Register.

Long before the town of Gympie could enjoy electricity in 1920, the No. 1 Scottish Gympie Mine had a 50hp lighting plant for surface and underground lighting systems installed. While the rest of the town was in darkness, the mine site was bathed in electric light creating a virtual light show every night.

The entire mine site, including the retort house and ruins of the battery were listed on the Queensland Heritage register in 1992.

Development of Monkland

As mining in Gympie expanded, so too did the population. The initial field and main street were focused on the area now occupied by the Gympie CBD. However, as the field expanded, and more people arrived, settlers took up land further away from the centre of the emerging town creating the suburbs of One Mile and Monkland.

In 1880, residents of Monkland held a meeting calling for the construction of a school. The nearest school at the time was One Mile and it was reputedly a long and dangerous walk for children. The Monkland School was built in 1884 and had 200 students enrolled by the end of its first year of operation. The suburb of Monkland developed around Brisbane Road, the railway station and the school.

Monkland station, on the north coast line from Brisbane, was opened in 1891. A siding was built at the No. 1 Scottish Gympie Mine, most likely when the mine was opened in 1896. A branch line servicing the Mary Valley was built in 1915. The branch line remained in commercial use until 1995. Monkland Station and the Mary Valley Branch line to Amamoor remain operational today as part of the Mary Valley Rattler, a heritage rail experience.
The Gympie Gold Mining and Heritage Museum

In 1965, the Gympie and District Historical Society was formed with the objective to establish the Gympie Gold Mining and Historical Museum on 4.5 hectares of what was the No. 2 Great Eastern Mine – a close second for the richest gold mine in the Gympie field.

The museum was officially opened in 1970 and since that time several buildings from the district have been relocated to the site as well as purpose built structures to house the museum’s extensive collection. The museum incorporates extant mining structures and equipment from the No. 2 Great Eastern Mine, including the water tank and some battery equipment. The museum is managed and operated by volunteers.

Emerging themes:
• Gold mining is the central theme of Gympie’s history.
• Gympie is the “town that saved Queensland”.
• Gympie was instrumental in shaping the Australian Political landscape.
• Gympie, in particular Monkland, was a thriving gold mining town.
• Mining had a significant environmental impact on the region.
3. Tourism and the Gympie region

Heritage and Cultural tourism is one of four pillars underpinning the tourism offer of the Gympie region. Defined as travel to experience stories, places and traditions embodied in natural and built heritage, this type of tourism is based in authenticity and includes:

- Visits to museums or art galleries.
- Visits to art/craft workshops/studios.
- Attendance at festivals/fairs or cultural events.
- Visiting historic/heritage buildings, sites or monuments.

With an extensive collection of authentic heritage assets, there is an opportunity for the Gympie region to leverage it’s built environment to create a cohesive and integrated heritage offering.

3.1 Heritage tourism in Australia

In 2016-2017, tourism in Australia contributed $122.9 billion to the national economy. This figure is set to rise to $165 billion by 2023.

Globally, cultural and heritage tourism is one of the fastest growing tourism sectors. The United Nations World Tourism Organisation estimates more than 50 per cent of tourists are now motivated by a desire to experience culture and heritage.

In Australia, this type of tourism is growing at an average of 8.5 per cent (Tourism Research Australia). The average Australian heritage visitor is aged between 50 and 54, well-educated, and will be travelling in a self-drive vehicle. They will be a domestic tourist and will stay an average of 5.1 days, spending $173 per day.

3.2 Heritage tourism in Queensland

Tourism and Events Queensland (TEQ) focus on what they refer to as ‘High Value Travellers’ (HVT). These travellers represent the major share of overnight visitor expenditure in Queensland. In order to capitalise on the tourism market, tourist experiences should specifically target relevant high value travellers.

Three distinct groups of tourists have been identified as having high value:
1. Travelling with children.
2. 18-49 travelling without children.
3. 50+ travelling without children.

Aligning with the national data, history and heritage tourism in Queensland is valued by the 50+ travelling without children market. Many are retired or work only part-time. They enjoy a relaxed lifestyle, keep up to date with current affairs and use Facebook as their main social media outlet. In addition to history and heritage, they look for value for money and good food and wine in their travel experience.

The emphasis on this market for the gold mining precinct does not preclude interest from the other identified HVT markets, however the offering will need to be tailored to meet their needs to attract other HVT’s in significant numbers.
3.3 Education tourism

A growing sector in the tourism space is education tourism.

The Gympie region is currently active in this market, working with Tourism and Events Queensland to develop the Mary Valley Rattler Education Program. The Gympie Gold Mining and Historical Museum also has an offering to school students, however the two experiences are not cohesive or complementary.

Gympie and the Gold Mining precinct have an opportunity to take further advantage of this market by developing existing student experiences and school resources to align to the Australian Curriculum.

The following extract is taken from the Australian Curriculum website for Year 5:

“The Year 5 curriculum focuses on colonial Australia in the 1800s and the social, economic, political and environmental causes and effects of Australia’s development, and on the relationship between humans and their environment ... Students investigate how the characteristics of environments are influenced by humans in different times and places, as they seek resources, settle in new places and manage the spaces within them. They also investigate how environments influence the characteristics of places where humans live and human activity in those places. Students explore how communities, past and present, have worked together based on shared beliefs and values.

The curriculum introduces studies about Australia’s democratic values, its electoral system and law enforcement. In studying human desire and need for resources, students make connections to economics and business concepts around decisions and choices, gaining opportunities to consider their own and others’ financial, economic, environmental and social responsibilities and decision-making, past, present and future.”

The description is worth quoting in full to highlight the relevance of the Gold Mining Precinct, and the convergence of the story it tells, to the Australian Curriculum. This reference focuses on Year 5, however synergies with the precinct are present in the Humanities and social sciences stream across all year levels.

3.4 Existing Gympie heritage experiences

The Gympie region provides a number of authentic heritage sites and experiences that present an opportunity for Gympie to embrace heritage as its unique selling proposition and position itself as South East Queensland’s premier heritage location.

3.4.1 Heritage trails

Gympie region heritage trails cover the entire region. While mining heritage is included in the trails, the story of mining is not a prominent feature. The trails are grouped under four geographic areas:

- Gympie
- Goomeri/Kilkivan
- Mary Valley
- Cooloola Coast.
The geographic division of the trails is helpful for the development of the mining precinct Strategic Plan. Gold was the catalyst for the establishment of Gympie and the proximity of No. 1 Scottish Mine to the town and its inclusion in the Gympie trail ensure the historic connection of gold mining to Gympie’s development is clearly made.

3.4.2 Museums

The region hosts three public museums:
- Gympie Gold Mining and Historical Museum
- Woodworks Museum
- Kilkivan Museum.

The Woodworks Museum and Interpretative Centre is located on the north side of Gympie. The museum and centre provide a detailed look at the history of the timber industry in the region.

The Kilkivan Museum, located in Bligh Street, Kilkivan, comprises eight historic buildings housing items of local (Kilkivan/Goomeri), cultural and social interest.

The region is also home to the Elgin Vale Mill, located in the south western corner of the region. The heritage listed saw mill, in its retention of its original fabric, demonstrates the process of using steam technology to drive a working timber mill.

3.4.3 Mary Valley Rattler

The Mary Valley Rattler is an operating tourist heritage railway that runs from Gympie to Amamoor. The Gympie terminus is at the heritage listed Gympie Historical Railway Station. The station houses an exhibit of heritage railway equipment. Rolling stock includes both steam and diesel engines and a collection of carriages and other rail vehicles depicting the history of rail in the area.
3.5 Gympie Region Tourism Discussion Paper 2018-2028

This paper, released at the end of 2018, explores opportunities to improve tourism in Gympie and the contribution it makes to the regional economy.

The discussion paper identified several points relevant to this strategic plan:

- Current tourism trend is for real, authentic, original, artisan experiences.
- A whole-of-council approach is required to capitalise on the significant heritage assets.
- Regional tourism requires cohesion and integration of ‘like’ offerings to enhance the overall visitor experience.
- There is a lack of motivating (paid) experiences in the region.
- Regional tourism assets are being leveraged.
- Poor impressions, Mary Street and other heritage nodes have ‘tired’ interior and exteriors.
- Unique selling point of the region is its heritage.
- Need to align heritage experiences to Australian Curriculum to attract education tourism.

The discussion paper further noted the following:

- An opportunity to ‘own’ the heritage experience in Queensland through the creation of a ‘Gympie Heritage Collection’ featuring several paid attractions.
- The region requires an overarching regional Heritage Strategic Plan and coordination across the heritage offering.
- Regional tourism assets (e.g. The Gympie Gold Mining and Heritage Museum) are not being leveraged. There is no consistency of message or economy of scale between attractions.
- Gold Mining and Historical Museum to consider a name change to reflect the ‘village’ experience on offer and highlight the importance of this museum to Australia’s heritage.
- Professional curation of heritage exhibits would further enhance the collections.
- Introduction of augmented reality to bring passive exhibits to life.
- Consider connectivity of Scottish Mine site and Gold Mining and Historical museum.

3.6 Comparative mining heritage experiences

Successful mining heritage experiences in Australia present a pertinent reference point to inform this plan. The most successful of these is Sovereign Hill in Ballarat, Victoria. Opened in 1970, Sovereign Hill remains one of Australia’s best-known and enduring tourist attractions, with 789,000 visitors in 2015/2016. The Sovereign Hill Museums Association consists of three main attractions:

- **Sovereign Hill Outdoor Museum (SHOM):** This is a recreation of the historical gold-mining town, with staff clothed in period dress, working bakeries, lolly shops, photography studios. SHOM also includes hotels, theatrical performances, trades, Chinese miners’ camp, cottages and hosts activities such as steam engine demonstrations and gold panning.

- **Aura:** An evening sound and light show dramatising the Wadawurrung creation story, protests, gunfights and the gold rush. The evening show offers a value add to the daytime offering.
• **The Gold Museum (GM):** The gold museum collects, conserves, and interprets the mining, social, cultural and environmental history of the Ballarat region. It is offered as an extension of the SHOM. The museum building features permanent and temporary exhibition spaces and a gift shop specialising in the sale of gold nuggets, Australian-made gold jewellery and fine giftware. The museum is accredited by Museums Victoria and receives support through Arts Victoria.

A report prepared by the accounting firm Ernst and Young in 2017 found that Sovereign Hill contributed $259.9 million a year to the Victorian economy and a staggering $183 million to the host city, Ballarat, alone. It generates a total of 1,665 jobs in Victoria with 1,216 jobs in Ballarat.

Sovereign Hill is true to its theme with life on the goldfields in the 1850s being central to the activities, demonstrations and buildings. The thematic focus evokes a sense of authenticity.

The buildings are organised to reflect a logical pattern, and demonstrations and experiences relate to common activities on the gold field. The underground mine experience adds excitement and gold panning represents one of a number of hands-on activities. Sovereign Hill has developed a very strong focus on education and provides substantial teaching resources and mentoring that reflect the State education curriculum over a number of learning areas.

While there are a number of other gold mining heritage experiences in Australia, none are as comprehensive as Sovereign Hill.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Location</th>
<th>Ore/Gem</th>
<th>Key Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charters Towers</td>
<td>Charters Towers, QLD</td>
<td>Gold</td>
<td>The town leverages heritage places to offer gold mining themed heritage tours.</td>
</tr>
<tr>
<td>Hard Times Mine</td>
<td>Mount Isa, QLD</td>
<td>Tourist mine</td>
<td>Immersive underground mine experience.</td>
</tr>
<tr>
<td>The Coalface Experience</td>
<td>Collinsville, QLD</td>
<td>Coal</td>
<td>Static museum experience exploring the stories and experience of coal mine workers in the early 20th century.</td>
</tr>
<tr>
<td>Miners’ Heritage</td>
<td>Sapphire, QLD</td>
<td>Sapphire</td>
<td>Underground sapphire mine tour, above ground museum.</td>
</tr>
<tr>
<td>Central Deborah Gold Mine</td>
<td>Bendigo, VIC</td>
<td>Gold</td>
<td>Authentic underground mine experience of what was a working mine. Features original surface mine equipment and buildings, education packages and school excursions. Mine is not supported by ancillary experiences.</td>
</tr>
<tr>
<td>Pioneer Settlement</td>
<td>Swan Hill, VIC</td>
<td>Township</td>
<td>Re-created Mallee township depicting heritage of the Mallee region and life on the Murray River.</td>
</tr>
<tr>
<td>Heritage Blinman Mine</td>
<td>Blinman, SA</td>
<td>Copper</td>
<td>Underground mine tour of a tourist mine using an ‘innovative’ sound and light system.</td>
</tr>
<tr>
<td>Beaconsfield Mine and Heritage Centre</td>
<td>Beaconsfield, TAS</td>
<td>Gold</td>
<td>Former gold mine buildings and related mining infrastructure, strong industrial theme, interactive heritage centre, guided tours.</td>
</tr>
<tr>
<td>West Coast Heritage Centre</td>
<td>Zeehan, TAS</td>
<td>Silver lead</td>
<td>Intact mining town related to mining. Mainly a town heritage experience with strong focus on local mining history.</td>
</tr>
</tbody>
</table>

3.7 Conclusions

The following key points are evidenced in the analysis of tourism:

• Heritage is a growing market of the tourism sector.
• Tourists seeking heritage experiences crave authenticity.
• Heritage tourists are predominantly in the HVT category of 50+ travelling without children.
• Education tourism is a growing sector, particularly experiences that are well resourced and align to the Australian Curriculum.
• The gold mining precinct, together with Gympie city, has a significant opportunity to capitalise on the education market.
• Gympie region has a wealth of heritage experiences that can be leveraged to build the heritage offering of the region.
• Victorian immersive mining experience Sovereign Hill makes an enormous economic contribution to the Victorian economy, especially the town of Ballarat. It offers a broad range of experiences that attract different tourist markets and combines commercial, community and cultural offerings.
• There is no cohesive gold mining offering in Queensland, equivalent to that which currently exists within the precinct.
4. The current setting

4.1 No. 1 Scottish Gympie Mine and Battery

The No. 1 Scottish Gympie Mine and Battery is located on Lot 356 SP 230904. At its western boundary, the mine site borders Old Brisbane Road; at the northeast it borders the Mary Valley Rattler rail corridor; part of its western border is adjacent to Bas Lewis Drive and the southern section borders Langton Road. The site is partially fenced.

The highest point of the site is located at the northern extent; from here, the land slopes south-east to an expansive floodplain in the centre of the lot, before rising slightly at its southern end.

No. 1 Scottish Mine and Battery

The site is entered on the Queensland Heritage Register (600536).

The site is comprised of several key features, each with significance to Gympie’s gold mining history.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scottish No. 1 Ruins area</td>
<td>This area includes archaeological evidence of mining including footings for mining equipment (e.g. Winding House) and underground mines. Physical evidence of the battery – where the ore mined from the ground was crushed – is also evident. The Assay Office, where the ore was tested for purity, is the only extant building on the site and it forms the most recognisable historical marker of the former mine and battery. Other remains include concrete footings for machinery and a timber hopper and shed.</td>
</tr>
<tr>
<td>El Dorado Workings</td>
<td>Modern sheds that were part of later mining activities on the site. Set over the No. 1 mine shaft.</td>
</tr>
<tr>
<td>Railway siding</td>
<td>This was the railway siding for the gold mine, connecting the mine to the North Coast Railway and southern markets.</td>
</tr>
<tr>
<td>Langton’s Gully</td>
<td>The gully acted as a dam during the mine operations, providing the mine with water for the steam engine and other operations.</td>
</tr>
<tr>
<td>Former settlement</td>
<td>The former settlement area is believed to relate to houses used by mine staff during the operation of the mine. The area consists of artefact scatters (bottle dump and other domestic-related artefacts) and a possible structure foundation.</td>
</tr>
<tr>
<td>El Dorado and No. 3 Scottish Mine</td>
<td>Very minor physical evidence of former mining activities. Mullock heap in the southern section of the site.</td>
</tr>
</tbody>
</table>
No1. Scottish Mine site and battery precinct masterplan

The Scottish mine site was the subject of a draft master plan prepared in 2013. The master plan identified a number of opportunities for the site that have been considered in the development of this plan, specifically:

- Consolidate current understanding of the main issues and opportunities affecting the future public use of the site.
- Reveal aspects of the site’s potential as an exciting visitor destination which will enhance the overall experience of the precinct at Monkland, including the Lake Alford Park and the historical museum.
- Provide a basis for future detailed investigations and suggest priorities for ongoing design and concept development.
- Assist in framing a long-term vision of the potential of the site as a tourist destination and aid in sourcing potential funds to this end.
- Expand the tourist attractiveness of the mining story in Gympie and extend visitor stay.

Develop the site as a family visitor attraction which builds on the site’s unique mining history, supports and enhances the historical museum and Lake Alford Park, and creates a basis for a continuing successful additional attraction for Gympie.

LEGEND
1. Water bodies enhanced
2. Event field
3. Future Visitor Centre and viewing deck
4. Themed adventure play area
5. Car park
6. Overflow car parking on filled area
7. Screen planting
8. Viewing slopes
9. Vehicle entry
10. Historic mine shaft, possible storage for mine related historical items
11. Pedestrian access
12. Existing development (outside site)
13. Stage 1 Interpretation Centre
14. Archaeological digs
15. Possible pedestrian access across road
16. Access
17. Preserved dam wall
18. Water polishing terraces will help retain contaminated sediments
19. Viewing deck
20. Bridge
21. Shelter
22. Provide for high flows without resuspending contaminated material
23. Water story interpretation
24. Water polishing pools
25. 1:33 paths
26. Reticulation of water from Lake Alford via existing pipe (unused)
27. Maintenance yard
28. Phytoremediation areas using local plant species
29. Drainage swale with water
30. Foot and cycle bridge
31. Guided trails
32. Possible future link to Mary Valley Rattler
33. Restored historic link gate
34. Pedestrian and cycle access from historic area
35. Maintenance access

Items deleted from the master plan as a result of site constraints. Further explanation is in the next column.
• Educate and inform the local community of their own stories and narratives. Develop an overall interpretation strategy which links with the historical museum and the wider Gympie community stories.

• Demonstrate the successful restoration of former mining sites and ensure a sustainable legacy for the future.

When created, the master plan identified a number of recreational and operational opportunities across the whole of site. Subsequent site studies do not encourage this type of development. Such features are provided at Lake Alford without risk to the authenticity and heritage value of the site and as such have been deleted from the mine site master plan.

4.2 Museum

The Gympie Gold Mining and Historical Museum is bound by Brisbane Road in the east, the Lake Alford Recreational Area in the west and south, open grassed areas on the northeast corner and a residential property in the northwest. Nicholas Christopher Drive transects the site towards the southeast from east to west leading from Brisbane Road to the Bruce Highway in the west. The main vehicular access to the site is via Nicholas Christopher Drive and there are also walkways connecting the museum with the Lake Alford Recreational Area on the southwest corner. The Museum incorporates part of the original No. 2 Great Eastern Mine.

The southern section of the museum is accessed via a gantry that runs from the museum displays in the north to the shaft, headframe and boiler house located towards the southern boundary.

The original No. 2 Great Eastern Mine site has been greatly altered following the cessation of mining activities in the 1920s, however the topography, the mine shaft and the connectivity between the shaft, the stamper heads and the water tank are still in situ and have been assessed as retaining a high heritage significance and are considered to offer great potential for interpretation.
4.2.1 Buildings and features

The museum comprises many structures of varying significance. These include:

- Original buildings relating to the No. 2 Great Eastern Mine and the Monkland community
- Relocated historic buildings (some with modifications) from within and outside the region.
- Purpose-built structures using traditional techniques intended to replicate former structures on the mine site.
- Relocated buildings and purpose-built structures with no historic significance.

Historic buildings on site, fall into different thematic categories, namely:

1. Gold mining, both on the site and within the broader region;
2. Houses, cottages and huts from the region;
3. Education (relocated school buildings);
4. Dairy/trades;
5. Railway;

4.2.2 The collection

The museum’s movable collection comprises items falling within the following categories:

- Mining – assaying, crushing and milling, equipment, extraction, headworks, relics, surface/underground equipment, winding.
- Machinery – compressors, steam engines, pumps.
- School – furniture, equipment.
- Essential service – ambulance, firefighting, hospital, prison.
- Military History – army.
- Numismatic – medals.
- Musical instruments – various.
- Societies – religious, Oddfellows, Scouts.
- Civic mementos – Honour boards, plaques.
- Commerce – shop equipment, furniture.
- Domestic items – various.
- Furniture – domestic, hospital, dental.
- Toys – various.
- Trades – blacksmithing, printing, tools.
- Clocks.
- Photography – equipment, prints.
- Rural industry – agriculture, dairying, farm machinery.
- Ethnographic material – hunting, gathering, household, miscellaneous.
- Natural history specimens – geology.
- Performing arts – cinema equipment, furniture.
- Arms – firearms.
- Containers – commercial, domestic.

Parts of the collection are of local significance with individual items being potentially of state significance, including the original stamper heads from the No. 2 Mine.

4.2.3 Ownership and management

The Museum is operated by the Gympie and District Historical Society (GDHS), a volunteer organisation, on land leased from the State and Council (State land held in trust by council). The current standard lease is managed by council. Council is responsible for the maintenance of the grounds.
The Society owns most of the buildings and structures except for the ‘House’ (No. 6) and the ‘Church’ (No. 5) which are owned by council. The Union Church of Gympie conducts regular services in the church building.

It is understood that the shaft under the Headframe is part of the original No. 2 Great Eastern Mine and was subsequently modified and reutilised by El Dorado Gold Mine in the 1980s and 1990s, as a ventilation shaft and emergency exit for their operations.

The front-of-house service including the reception, the restaurant and shop, and the opening and closing of the buildings are conducted by a commercial contractor on behalf of GDHS.

### 4.2.4 Activities

The museum offers a variety of activities to visitors:

- Guided group tours of the exhibits.
- Gold panning.
- Miniature train rides.
- Demonstration of the original stampers powered by the steam engine and boiler on the first Monday of each month.
- Annual Steam Festival which is held on the site over three days, and includes the operation of the steam engine and boiler, compressors and winding engine in the generator and boiler house next to the shaft.
- Blacksmith demonstrations.
- Education tours for school groups, including provision of education resources.
- Bi-monthly markets at the adjoining Lake Alford Park, organised by the front-of-house contractor on behalf of the museum.

### 4.2.5 The People

The museum relies heavily on the knowledge and time of a relatively small and dedicated team of GDHS volunteers for the operations of the museum. Volunteers maintain the buildings and site, manage the collection, operate and maintain the machinery, generate site maps and educational resources and host guided tours of the museum.

The capacity of this small volunteer group to continue the current levels of service while working to grow and develop the museum is limited. In the face of reducing volunteerism, the current model is not sustainable.

### 4.3 The Mary Valley Rattler and Monkland Station

The Monkland Railway Station is located on the Mary Valley Rattler line. The Mary Valley Rattler is a well-known tourist attraction that showcases the picturesque Mary Valley from the carriages of historic steam trains. The line directly passes the No. 1 Scottish Gympie Mine and Battery site and is near the Gympie Gold Mining and Historical Museum.

The Mary Valley Rattler railway line is located approximately 400m from the intersection of Tin Can Bay Road and Nicolas Christopher Drive. A section of the former Monkland Railway station building is located approximately 100m east of the intersection of the railway line and the road; the remainder of the railway station building has been relocated to the museum. The railway corridor traverses for approximately 650m before it meets the highest point of the No. 1 Scottish Gympie Mine and Battery site.

Monkland station is currently used as a southern terminus for short train journeys, however rail passengers are not encouraged to alight onto the platform.
5. Applying the framework – the global elements

The global elements have been developed from the research into the site and an understanding of the current tourist market. These elements should underpin all development on site and deliver a common, cohesive vision for all stakeholders.

Brand Promise
Our story is one of passion, of resilience and of triumph. It’s a real story; one of the pioneers that saved Queensland. Walk in their footsteps and experience how they lived, worked and played. Immerse yourself in our golden past and make their story part of your story. It is more than you expect.

Unique Selling Propositions (USP)
• An authentic, heritage-listed mining landscape.
• Unique mining cottages, community buildings and artefacts depicting life in an 1800’s gold mining township.
• A vast collection of working, steam powered machinery.
• Gold panning in an authentic gold mine.
• Authentic environments for education and field studies.
• Engaging education experiences directly aligned to the Australian Curriculum.
• Gateway to a region proudly steeped in heritage.

Guiding Principles
Connection
• Historical ‘a ha’ moments.
• Clear story lines linking people and places.
• Opportunities to engage with locals.
• Sharing iconic stories.

Immersion
• Be a part of the experience.
• Learn life-long skills.
• Turn on the senses.

Authenticity
• Real stories, real places.
• Supporting conservation and restoration of important places.

Experience Lenses
• Be part of the story.
• Learn a new skill.
• Go behind the scenes.
• Give something back.
6. Challenges and opportunities

6.1 Heritage obligations

The No. 1 Scottish Mine and Battery (600536) and Andrew Fishers Cottage (600537), located at the museum, are listed on the Queensland Heritage Register.

Monkland Railway Station is listed on the Gympie Regional Council Local Heritage Register.

Entry on the Queensland Heritage Register and, to a lesser degree, the Local Heritage Register, protects heritage places from development that may compromise the heritage integrity of a place. Development on these sites must give consideration to the heritage listing and obligations therein.

Generally, Queensland heritage-listed places benefit from having conservation management plans (CMP) in place to guide management, maintenance and future work for a place. A simplified version of a CMP should also be in place for Monkland Railway Station. Within the museum, significant buildings (church), structures (such as original machine footings and concrete reservoir) and equipment (e.g. stampers) should be treated with the same reverence as heritage listed places. Consideration should be given to adding these additional places to the Local Heritage Register.

6.2 Challenges

Turning the features of No 1 Scottish Mine, Monkland Railway Station and the Gympie Gold Mining and Historical Museum into a vibrant tourist precinct is not without its challenges. Challenges common to all sites include:

- **Heritage obligations**: Any listed place on a heritage register may be subject to development restrictions and require approval for development.
- **Access between the elements**: The key locations are geographically separated. While the physical distances are relatively small, Brisbane Road provides a key obstacle to connectivity throughout the precinct.
- **Visibility**: The key elements are located just off the main road into Gympie – and yet are not readily visible or recognisable as a tourist destination.
- **Flooding**: The No.1 Scottish Mine and Battery and the Museum fall within the 100 year flood zone, restricting expansion and development and posing a threat to existing infrastructure and the museum collection.

The following table lists challenges specific to the mine and the museum. There are no significant challenges facing the Monkland Railway Station.
<table>
<thead>
<tr>
<th>Location</th>
<th>Challenge</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1 Scottish Gympie Mine</td>
<td>Contamination</td>
<td>Preliminary contamination investigations were commenced in 2019. Contamination may impact the extent of allowable development on site. Where development is allowable, costs to remediate the site could be significant.</td>
</tr>
<tr>
<td></td>
<td>Heritage</td>
<td>The whole of site is listed on the Queensland Heritage Register. The historical significance of the site will restrict extensive development over most of the area.</td>
</tr>
<tr>
<td></td>
<td>Access</td>
<td>The site is currently accessed for maintenance purposes via both Brisbane Road and Langton Road. No formal public pedestrian or vehicular access currently exists. General public access from Brisbane Road will require significant road junction and parking improvements. The Langton Road access currently services a small Council yard and would also require access improvements if public access was to be delivered from this point. Access from, and connectivity to the museum is restricted due to busy Brisbane Road and a lack of suitable pedestrian crossings or alternative safe access options.</td>
</tr>
<tr>
<td>Museum</td>
<td>Buildings</td>
<td>Proliferation of non-heritage buildings and/or buildings that do not relate to key heritage themes (i.e. mining) affect the integrity and authenticity of the site. The buildings and structures are placed very close to each other in an ad hoc fashion in the main display area. This has obscured individual buildings, detracting from their significance and interpretation and interrupts the connectivity of the buildings.</td>
</tr>
<tr>
<td></td>
<td>Collection</td>
<td>The existing Mission Statement and the Collection Policy of the museum are general in nature and do not provide definitive future direction for the museum or the collection. As a result of this the museum has amassed a large and eclectic collection that does not provide a cohesive story. The inconsistent themes and over-abundance of items dilute the visitor experience and lead to demand for more structures and maintenance which in turn causes new challenges.</td>
</tr>
<tr>
<td></td>
<td>Future sustainability and growth</td>
<td>The management, maintenance, development and operation of the museum by an ageing volunteer organisation with decreasing member numbers is not a sustainable model as there is no capacity for growth or succession planning within the organisation.</td>
</tr>
</tbody>
</table>
6.3 Opportunities

The Gympie Gold Mining Precinct presents a unique opportunity to develop a multi-faceted heritage experience, the likes of which is not replicated anywhere else in Queensland.

<table>
<thead>
<tr>
<th>Area</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precinct</td>
<td>Consolidate the precinct offerings and develop as a whole to ensure the offering crosses a range of sectors, interests and tourist lenses and aligns to the greater Gympie heritage offering.</td>
</tr>
<tr>
<td></td>
<td>Establish a holistic precinct that features the mine, museum and station and includes Lake Alford, Monkland State School and Brisbane Road.</td>
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<tr>
<td></td>
<td>Create a strong and distinct brand identity for the precinct, including a name, slogan and signage, that supports the brand promise and encapsulates the unique attributes of the precinct.</td>
</tr>
<tr>
<td></td>
<td>Develop a heritage trail that tells the story of the precinct and connects all the elements in a cohesive manner and is consistent with other regional heritage nodes.</td>
</tr>
<tr>
<td></td>
<td>Consolidate and develop the precinct offering to secure the education market.</td>
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<tr>
<td></td>
<td>Position the precinct as the central experience in Gympie’s Heritage offering and consolidate management to ensure cohesion.</td>
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<tr>
<td></td>
<td>Capitalise on authenticity through careful conservation of assets.</td>
</tr>
<tr>
<td></td>
<td>Increase the use of digital technology to share the precinct stories</td>
</tr>
<tr>
<td>No. 1 Scottish Mine</td>
<td>Adopt the 2013 Master Plan as a template for developing the site.</td>
</tr>
<tr>
<td></td>
<td>Interpret the evocative archaeological landscape to transport people back in time to the heyday of the Gympie gold field and acknowledge its environmental impact.</td>
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<tr>
<td></td>
<td>Construct a state-of-the-art Interpretive centre at the southern end of the site, including a licensed restaurant/café overlooking the site.</td>
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<tr>
<td></td>
<td>Re-create the feelings evoked when the mine was the only powered site in the region through an innovating sound and light show.</td>
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<tr>
<td></td>
<td>Develop the site as an archaeological and environmental resource that promotes the history and heritage of the region and offers learning opportunities for further education.</td>
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<tr>
<td></td>
<td>Develop an underground experience through the use of immersive digital technology</td>
</tr>
<tr>
<td></td>
<td>Integrate the site into the Mary Valley Rattler experience.</td>
</tr>
<tr>
<td>Gympie Gold Mining and History Museum</td>
<td>Develop a clear and refined thematic approach to the buildings, demonstrations and collection ensuring the museum is an integral part of the precinct.</td>
</tr>
<tr>
<td></td>
<td>Curate the museums buildings and collection, ensuring relevance to the defined thematic approach, planned conservation and growth</td>
</tr>
<tr>
<td></td>
<td>Expand, re-arrange and refine the museum to form a historical township that includes real living, working, retail and recreations experiences.</td>
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<tr>
<td></td>
<td>Develop the visitor experience to include increased opportunities for hands on experiences, re-enactments and digitally enhanced self-guided tours.</td>
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<tr>
<td></td>
<td>Support the work of the volunteers through a collaborative partnership with Council.</td>
</tr>
<tr>
<td></td>
<td>Capture, preserve and transmit the extensive knowledge of the museum volunteers to ensure longevity of the stories and skills.</td>
</tr>
<tr>
<td>Monkland Railway Station Building</td>
<td>Through careful conservation and landscaping make the Monkland Railway Station a landmark in the heritage experience.</td>
</tr>
<tr>
<td></td>
<td>Incorporate the railway corridor an integral part of the heritage experience.</td>
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<tr>
<td></td>
<td>Activate the station as an entry point to the precinct.</td>
</tr>
</tbody>
</table>
7. Applying the framework – the specific elements

The specific elements have been developed from the global elements and a further understanding of the challenges and opportunities the precinct presents.

Themes and stories
- How Gympie ‘saved Queensland’; the discovery of gold and its importance in the story of Gympie.
- Working the minefields and the shaping of the Australian Political landscape.
- Living in the 1880s; how people lived, worked and played in a mining township.
- The lasting legacy, the archaeological and environmental impact of mining, learning from the past.

Signature Experiences – Those moments that reinforce the USPs
- Tour the archaeological landscape, walk among historic buildings and machinery, understand the environmental impact, appreciate the harsh conditions of a working mine.
- Learn about the importance of the Gympie Gold field and its part in Australia’s history.
- Visit the home of former Prime Minister Andrew Fisher and learn how the Gympie gold fields helped shape Australian Politics.
- Study in authentic conditions, aligned to learning outcomes from primary to tertiary and beyond.
- Experience life as an underground gold miner using the latest immersive technology.
- Pan for gold and experience the thrill of your own gold discovery.
- Experience life in an authentic nineteenth century gold mining town, hear the real stories while standing in real buildings lovingly preserved and filled with original artefacts.
- Experience the thrill as huge steam-powered machinery comes to life.

Supporting/Ancillary Experiences – Moments that complete the story
- Travel to the historic Gympie station on board the Mary Valley Rattler.
- Marvel at the majestic buildings in the Gympie CBD, built on the wealth of gold.
- Explore the regions diverse heritage from country to coast, through the Gympie heritage trails.
- Gold mining precinct heritage trail, linking the elements to tell the whole story.
- Connection and cohesion across the precinct:
  - directional signs
  - interpretive signs.
- Trained tour guides.
- Virtual tours (on-line/app based).
- Access to further information about the region, town and trail guides.
- Comprehensive learning support materials for teachers and students.
- Access to quality merchandise, food, drinks and amenities.
7.1 Brand promise and hero experiences

Our story is one of passion, of resilience and of triumph. It’s a real story; one of the pioneers that saved Queensland. Walk in their footsteps and experience how they lived, worked and played. Immerse yourself in our golden past and make their story part of your story.

In order to meet this brand promise, four hero experiences are proposed that permeate all components of the precinct.

- **Gold! How Gympie saved Queensland**
  - Authentic Gold Mine: No. 1 Scottish Gympie Mine.
  - Extensive collection of gold mining equipment and infrastructure.
  - Region founded on gold.

- **Paving the way Gympie, Federation and Labour**
  - Federation and Prime Ministers.
  - Andrew Fisher’s cottage.
  - Stores of miners, bosses and the Labour Movement.

- **Living in the 1800s! Live, work and play in a gold mining town**
  - An historic village.
  - Working steam powered machinery.
  - Artefacts of a bygone era.

- **Learning from the past The legacy of mining**
  - An environment impacted by mining.
  - Areas of archaeological significance.
  - Authentic learning environments.
7.2 Through the experience lens

To narrow the focus of the strategy, four experience lenses, most commonly aligned with the 50+ tourist and education tourism target markets, have been applied.

**Behind the scenes**
- Virtual and augmented reality experiences.
- Guided archaeology tours.
- Demonstrations of steam equipment.
- Tour the gold mining precinct with an experienced guide, sharing tales of life on the goldfields.

**Take your place**
- Visit Andrew Fisher’s Cottage.
- Learn about the rise of the Labor movement in Queensland.
- Experience life in a gold town in the 1800s.
- Learn in an authentic 1800s classroom.

**Learn a new skill**
- Learn how to pan for gold.
- Learn how people lived in the 19th century?
- See traditional trades in action.
- Watch as steam-powered machinery comes to life.

**Be part of the Story**

Share your stories and add to the rich history of the region.

Join our volunteers, the heart of the experience.
8. Recommendations

This strategic plan focuses on planning for the experience. It is intended to provide a high level overview of what is possible, how it relates to the story, how it will attract an audience and how it adds value to the collective heritage tourism experience in Gympie.

The following recommendations are aligned with the Gympie Region Tourism Strategy 2019-2024, and reflect the wealth of opportunities the precinct presents to build on the visitor experience and share the stories of Gympie.

8.1 The precinct

Recommendations for the whole of the precinct:

1. Use the Experience Development Framework and opportunities identified in the strategic plan to guide development of the Gympie Gold Mining and Heritage Experience, including all subsequent planning and interpretation development.

2. Allocate a museum liaison officer within council to oversee the implementation of the actions recommended in this report and to manage the overall experience through its development and ongoing use.

3. Prepare a Precinct Concept Plan, drawing all the elements into a cohesive story. The concept plan will visualise the precinct including specific attractions, connectivity, layouts, signage, interpretation trails, experiences, views and vistas.

4. Develop a brand identity for the precinct that can be used in subsequent signage and marketing. Create a web presence with the brand identity that connects with the larger Gympie Region heritage experiences. Include all elements within the precinct.

5. Prepare and implement an Education Market Plan to develop education tourism to the precinct incorporating primary secondary and tertiary education opportunities.

6. Develop and install a Gympie Gold Mining/ Monkland Heritage Trail, linking the key elements and allowing for an experience without direct entry to the museum and/or mine site. The trail should encourage return visitation and invoke a desire to enter the paid attractions.

7. Ensure Conservation Management Plans for the state and local heritage-listed assets in the precinct, as well as other significant assets, not listed on any register (e.g. church) are in place. The CMPs should include detailed information about heritage approval processes and legislative obligations to support council and stakeholder management of heritage-listed assets.

8.2 The mine

The mine site is heritage listed and as such any work undertaken must first obtain heritage approval. The site is also listed on the contaminated land register so it is imperative to ensure land contamination issues are appropriately addressed.

Recommendations for the mine:

1. Use the 2013 draft master plan as the basis for future planning of the No 1 Scottish Gympie Mine site.

2. Develop the ‘ruins’ area to include pathways and interpretive signage, accessible through guided tours.
3. Develop engaging on site experiences using virtual and augmented reality and other technologies.

4. Construct an interpretive centre at the southern end of the site to enhance the visitor experience and serve as a platform for education tourism.

5. Develop the site as an active archaeological an environmental learning resource through partnership with education institutions.

8.3 The museum

The museum serves an important purpose and hosts a large and eclectic collection of items. The site provides a two level opportunity to tell the story of the precinct. The collection and historic buildings depict life in a mining settlement, they tell the stories of work, life, politics, religion, health care and recreation. The site itself and the associated equipment and structures in-situ provide an opportunity to illustrate historic mining activities through demonstrations and hands on experiences.

Recommendations for the museum:

1. Review the management, operations policies and procedures of the museum with a view to the incorporation of professional curation of the collection, increased support of volunteers, and long term business continuity and contingency planning.

2. Develop a clear and thematic approach to the buildings, demonstrations and collection ensuring relevance to life in the region from the late 1880s.

3. Undertake a significance assessment of the current collection and develop a Collection Management Policy.

4. Develop a strategic business plan for the museum incorporating, layout and interpretation of the site with an aim to expand the current museum into a historical township depicting life in the region from the late 1800s and incorporating relevant retail offerings.

5. Curate the collection to tell a cohesive and immersive story, refining the current collection, storing or disposing of items in accordance with significance and/or collection aims.

6. Construct an appropriate storage, facility out of flood zone to store items of significance not required in permanent display. The facility could also be used for archival storage and research purposes to support museum operations and education tourism.

8.4 The railway

1. Re-activate the Monkland Railway Station building and make the station complex a heritage landmark through thoughtful conservation, interpretation and landscaping.

2. In conjunction with the Rattler Railway Company, incorporate the rail corridor as part of the heritage experience through appropriate vegetation management, signage and on-board story telling.

3. In conjunction with the Rattler Railway Company, activate the station as an entry point to the precinct.
9. Action plan

The following agencies will be directly involved in the implementation of this strategic plan:

- Gympie Regional Council (GRC)
- Gympie and District Historical Society (GDHS)
- Rattler Railway Company (RRC).

While a lead agency is identified for each of the actions it is the expectations that a cohesive working relationship be developed between all three parties to support implementation of this strategic plan.

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Element addressed</th>
<th>Lead agency</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the Experience Development Framework and opportunities identified in the strategic plan to guide development of the Gympie Gold Mining and Heritage Experience, including all subsequent planning and interpretation development.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC</td>
<td>High</td>
</tr>
<tr>
<td>Allocate a museum liaison officer within council to oversee the implementation of the actions recommended in this plan and to manage the overall experience through its development and ongoing use.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC</td>
<td>High</td>
</tr>
<tr>
<td>Prepare a Precinct Concept Plan, drawing all the elements into a cohesive story. The concept plan will visualise the precinct including specific attractions, connectivity, layouts, signage, interpretation trails, experiences, views and vistas.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC</td>
<td>High</td>
</tr>
<tr>
<td>Develop a brand identity for the precinct that can be used in subsequent signage and marketing. Create a web presence with the brand identity that connects with the larger Gympie region heritage experiences. Include all elements within the precinct.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC/GDHS</td>
<td>High</td>
</tr>
<tr>
<td>Prepare and implement an Education Market Plan to develop education tourism to the precinct incorporating primary secondary and tertiary education opportunities.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC/GDHS</td>
<td>High</td>
</tr>
<tr>
<td>Use the 2013 draft master plan as the basis for future planning of the No 1 Scottish Gympie Mine site.</td>
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<td>GRC</td>
<td>High</td>
</tr>
<tr>
<td>Develop the ‘ruins’ area to include pathways and interpretive signage, accessible through guided tours.</td>
<td>No 1 Scottish Gympie Mine</td>
<td>GRC</td>
<td>High</td>
</tr>
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<td>Review the management, operations policies and procedures of the museum with a view to the incorporation of professional curation of the collection, increased support of volunteers, and long term business continuity and contingency planning.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>High</td>
</tr>
<tr>
<td>Develop a clear and thematic approach to the buildings, demonstrations and collection ensuring relevance to life in the region from the late 1880s.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>Medium</td>
</tr>
<tr>
<td>Recommendation</td>
<td>Element addressed</td>
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<td>Priority</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------</td>
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<td>Develop and install a Gympie Gold Mining/Monkland Heritage Trail, linking the key elements and allowing for an experience without direct entry to the museum and/or mine site. The trail should encourage return visitation and invoke a desire to enter the paid attractions.</td>
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<td>GRC</td>
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</tr>
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<td>Ensure Conservation Management Plans for the state and local heritage-listed assets in the precinct, as well as other significant assets, not listed on any register (e.g. church) are in place. The CMPs should include detailed information about heritage approval processes and legislative obligations to support council and stakeholder management of heritage-listed assets.</td>
<td>Gympie Gold Mining Heritage Precinct</td>
<td>GRC/GDHS</td>
<td>Medium</td>
</tr>
<tr>
<td>Undertake a significance assessment of the current collection and develop a Collection Management Policy.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>Medium</td>
</tr>
<tr>
<td>Develop a strategic business plan for the museum incorporating, layout and interpretation of the site with an aim to expand the current museum into a historical township depicting life in the region from the late 1800s and incorporating relevant retail offerings.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>Medium</td>
</tr>
<tr>
<td>Curate the collection to tell a cohesive and immersive story, refining the current collection, storing or disposing of items in accordance with significance and/or collection aims</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>Medium</td>
</tr>
<tr>
<td>Construct an appropriate storage, facility out of flood zone to store items of significance not required in permanent display. The facility could also be used for archival storage and research purposes to support museum operations and education tourism.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS/GRC</td>
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<tr>
<td>Re-activate the Monkland Railway Station building and make the station complex a heritage landmark through thoughtful conservation, interpretation and landscaping.</td>
<td>Monkland Railway Station</td>
<td>RRC</td>
<td>Medium</td>
</tr>
<tr>
<td>Incorporate the rail corridor as part of the heritage experience through appropriate vegetation management, signage and on-board story telling.</td>
<td>Monkland Railway Station</td>
<td>GRC/RRC</td>
<td>Medium</td>
</tr>
<tr>
<td>Activate the station as an entry point to the precinct.</td>
<td>Monkland Railway Station</td>
<td>GRC/RRC</td>
<td>Low</td>
</tr>
<tr>
<td>Develop engaging on site experiences using virtual and augmented reality and other technologies.</td>
<td>No 1 Scottish Gympie Mine</td>
<td>GRC</td>
<td>Low</td>
</tr>
<tr>
<td>Construct an interpretive centre at the southern end of the site to enhance the visitor experience and serve as a platform for education tourism.</td>
<td>No 1 Scottish Gympie Mine</td>
<td>GRC</td>
<td>Low</td>
</tr>
<tr>
<td>Develop the site as an active archaeological an environmental learning resource through partnership with education institutions.</td>
<td>No 1 Scottish Gympie Mine</td>
<td>GRC</td>
<td>Low</td>
</tr>
<tr>
<td>Re-develop the museum site to reflect an authentic township, incorporating current buildings and equipment of significance and including themed retail opportunities.</td>
<td>Gympie Gold Mining and Historical Museum</td>
<td>GDHS</td>
<td>Low</td>
</tr>
</tbody>
</table>