

# Phase B Engagement Report

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Showgrounds Strategy

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April 2023



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## Showgrounds Strategy

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### Acknowledgement of Country

Delos Delta would like to acknowledge the Ngunnawal, Boon Wurrung and Wurundjeri Peoples who are the traditional custodians of the land on which we work. We would like to express our respect for their Elders past and present.



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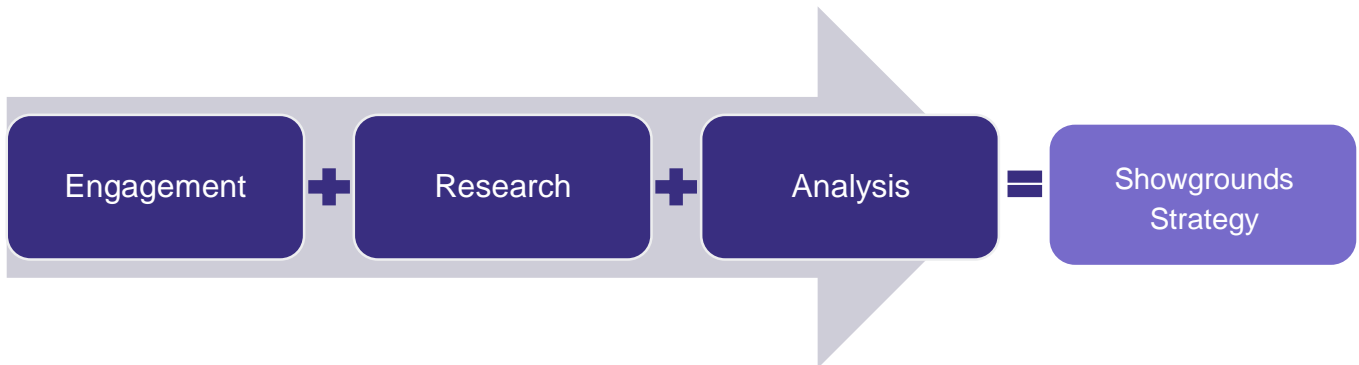


# 1. Introduction



Western Downs Regional Council (Council) is developing a Showgrounds Strategy (the Strategy) to set the course of the management, upkeep, operation, and investment in showgrounds across the region. Delos Delta has been contracted by Council to develop the Strategy.

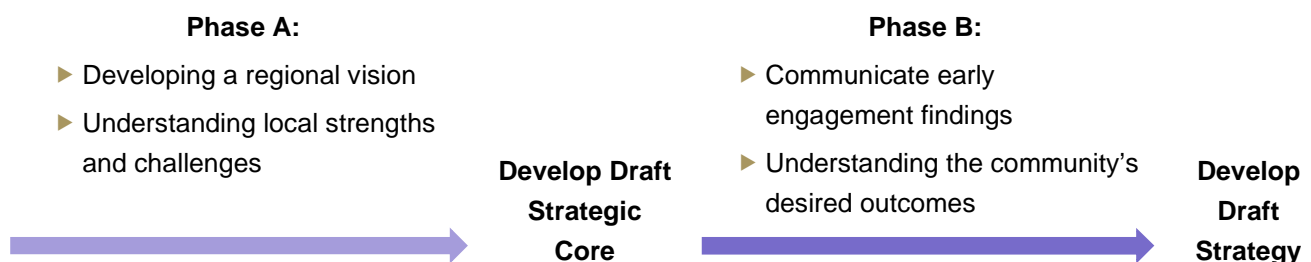
In support of its development, an extensive community and stakeholder engagement process has taken place. The insights and views gathered will play an important role in informing the development of the Strategy.



Engagement has been split over two phases. Phase A was conducted in December 2022, and Phase B followed in March 2023. This Engagement Report summarises insights from Phase B only.

## 1.1 Engagement Approach

The overall approach to engagement is depicted below. The insights from Phase A formed the basis of the Draft Strategic Core of the Strategy. Insights from Phase A can be found online in the Showgrounds [Phase 1 Summary](#).



Phase B engagement sought feedback from Council staff, key internal and external stakeholders and the community on the Draft Strategic Core. The insights from Phase B will help to refine and strengthen the Strategic Core, ultimately informing the development of the Strategy.

## 1.2 Who We Engaged

The following engagement mechanisms took place in Phase B of engagement:

- ▶ In-Person Staff Roundtables (x6)
- ▶ In-Person Community Roundtables (x6)
- ▶ Digital External Focus Group (x1)
- ▶ Key External/ Internal Interviews (x9)
- ▶ Community Survey (37 respondents)

## 1.3 In-Person Session Attendance

Sessions across Phase B were well attended. Attendance for each session is indicated below (excluding Council officers who attended multiple sessions).

Date	Time	Attendance	Duration	Location	Session	Audience	Project
Monday 20 March	2:00pm-3:00pm	11	1:00	Dalby	Roundtable	Staff	Showgrounds
Monday 20 March	5:30pm-6:30pm	9	1:00	Dalby	Roundtable	Community	Showgrounds
Date	Time		Duration	Location	Session	Audience	Project
Tuesday 21 March	9:30am-10:30am	9	1:00	Bell	Roundtable	Community	Showground
Tuesday 21 March	1:30pm-2:30pm	8	1:00	Jandowae	Roundtable	Community	Showgrounds
Tuesday 21 March	3:00pm-4:00pm	5	1:00	Jandowae	Roundtable	Staff	Aquatic & Showgrounds
Tuesday 21 March	7:00pm-8:00pm	3	1:00	Chinchilla	Roundtable	Community	Showgrounds
Date	Time		Duration	Location	Session	Audience	Project
Wednesday 22 March	9:00am-10:00am	3	1:00	Chinchilla	Roundtable	Staff	Aquatic & Showgrounds
Wednesday 22 March	12:15pm-1:15pm	2	1:00	Wandoan	Roundtable	Staff	Aquatic & Showgrounds
Wednesday 22 March	3:00pm-4:00pm	14	1:00	Wandoan	Roundtable	Community	Showgrounds
Wednesday 22 March	7:00pm-8:00pm	9	1:00	Miles	Roundtable	Community	Showgrounds

Date	Time		Duration	Location	Session	Audience	Project
Thursday 23 March	11:00am-12:00pm	9	1:00	Miles	Roundtable	Staff	Aquatic & Showgrounds
Thursday 23 March	2:00pm-3:00pm	5	1:00	Tara	Roundtable	Staff	Aquatic & Showgrounds
Thursday 23 March	7:00 pm-8:00pm	5	1:00	Tara	Roundtable	Community	Showgrounds
<b>TOTAL</b>		<b>92</b>					

*Note: Chinchilla Community Session includes two Councillors in attendance (Cr Saxelby and Cr Maguire).*

*Jandowae Community Session includes one Councillor in attendance (Cr Saxelby)*

*Miles and Tara Community Session includes one Councillor in attendance (Cr Moore).*

## 1.4 Digital Attendance

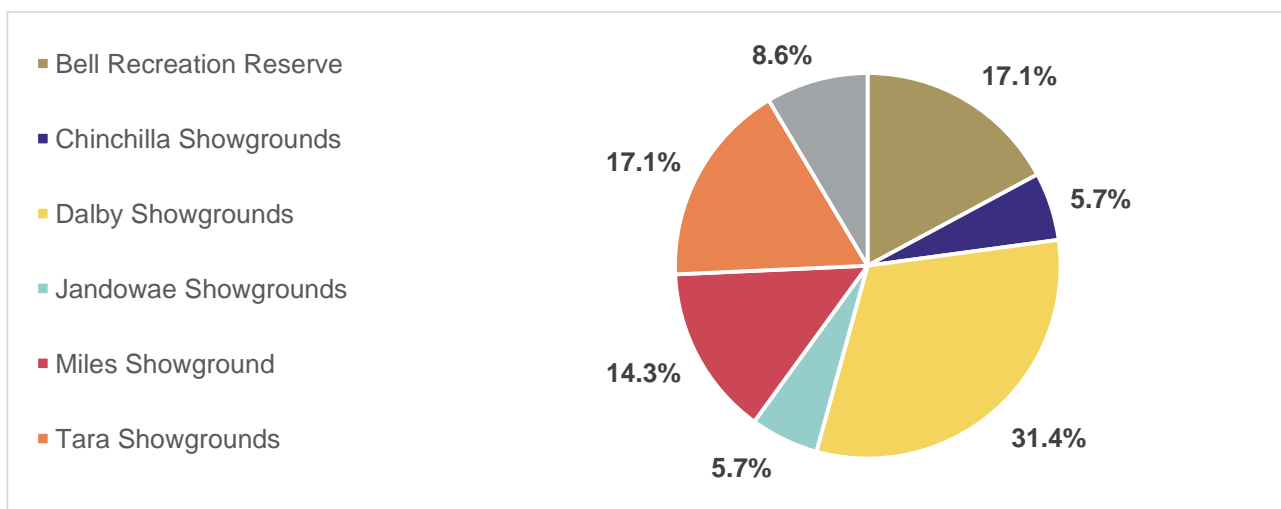
The digital focus group session occurred on Thursday 30<sup>th</sup> March from 11:00am-12:00pm. The sessions were attended by five key external stakeholders from the following localities:

- ▶ Miles
- ▶ Dalby
- ▶ Chinchilla
- ▶ Regional (x2)

## 1.5 Survey Respondents

The Phase B Showgrounds Survey attracted 37 total respondents with 27 online and 10 paper submissions. Respondents represented a broad spectrum of users, with interest in most showgrounds in the Western Downs (Graph 1).

**GRAPH 1.** WHAT SHOWGROUND ARE YOU MOST INTERESTED IN?



## 2. Regional Themes



The Western Downs is a unique region, with a range of tight communities across a large geography, tied together by a common identity. This dynamic leads to a series of engagement insights that are consistent across the region. This section consolidates all engagement insights to identify key themes from across the region. Individual site insights are outlined in Section 3.

### Community-wide benefits

Stakeholders identified Showgrounds as important social spaces for people to meet and connect, contributing to a sense of community. Outcomes should reach beyond the immediate users extending to diverse user groups, such as providing a space for travellers to feel at home or a safe location for the community during emergencies.

### Economic development

Stakeholders were cognisant of the economic potential for growth and innovation at Showgrounds and their ability to drive economic activity (by hosting events, sales etc) Showgrounds were viewed as an important economic driver for region, often due in part to their camping and accommodation facilities / amenities, and their ability to host large scale events (attracting visitors from outside the region).

### Showcasing the region

Showgrounds were seen to provide a space to showcase unique features of a region, such as culture, heritage and natural resources. In this way, showgrounds were considered a way to help attract national sporting and agricultural events to the region.

## 2.1 Vision for Showgrounds

Stakeholders were asked to provide feedback on the below draft Vision for the Strategy, and which elements of the Vision resonated with them most.

*Showgrounds and recreation reserves in the Western Downs play a pivotal role in the community as spaces that support recreational, sporting, and community opportunities.*

*They will continue their transformation to become thriving hubs of community and commercial activity. Our showgrounds and recreation reserves help foster a sense of community and support the economic development of our region.*

Feedback heard across the entire region (including the survey) revealed stakeholders resonated most with the following elements of the Vision:

- ▶ Supporting recreational, sporting, and community opportunities
- ▶ Supporting economic development
- ▶ Fostering a sense of community
- ▶ Developing as hubs of community and commercial activity

Key themes stakeholders suggestions as additional elements to the Vision included:

- ▶ Community connection
- ▶ Celebrating culture, heritage, and the region's agricultural roots

## 2.2 Initiatives and Actions

As part of the discussion on the initiatives and actions stakeholders wished to see implemented in Showgrounds in their area, the following key themes emerged:

### Management and governance

Stakeholders identified improving management and governance processes as priority future actions at Showgrounds. Issues such as liability, communication, accountability, equity, coordination, maintenance planning, and retaining volunteers were all things stakeholders said could be improved by updating, formalising and considering the approach to management and governance models.

### New events and site uses

Examining the feasibility for new events and site uses was a key focus area for future initiatives and actions that stakeholders identified. Diversifying site uses by considering non-traditional events or events based around features of the local area could attract business and drive growth of the region. Leveraging under-utilised areas could also build commercial viability and enhance potential of Showgrounds.

### Community development

Stakeholders highlighted the potential for showgrounds to further support community development through volunteer training, information sharing, and as a space for community members to meet and connect. Advocacy for funding and support through programs were some suggested actions Council could take to support community development through showgrounds, including retention and further consideration of the capital improvement allocation for each showground (currently \$20,000 a year).



## 3. Site Specific Insights



### 3.1 Bell Recreation Reserve

Engagement took place in Bell on Tuesday 21<sup>st</sup> March with Recreation Reserve and community stakeholders. The discussion gave rise to the following themes.

#### 3.1.1 Outcomes and Vision

Stakeholders at Bell discussed outcomes and contributions showgrounds make to the region. The following points noted highlighted that showgrounds are:

- ▶ Acting as a regional focal point, with room for ongoing improvement and recognising they are not static environments
- ▶ Providing a space for diverse user groups, however the need to balance competing interests, as well as encourage use and volunteerism by younger generations will be important moving forward

Bell stakeholders discussed the draft Vision for showgrounds. Key points included:

- ▶ Potential to acknowledge the Community Centre as it is in close proximity to the grounds
- ▶ Potential to recognise or include agriculture or Indigenous heritage
- ▶ Economic development is an important part of the vision for Bell due to the flow on effects to the township and the region due to events held at the Recreation Reserve

#### 3.1.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
Management and Governance	<ul style="list-style-type: none"><li>▶ Potential for independent voice/chair to assist in decision making (and overcome potential user group conflict)</li><li>▶ Potential for formalising model that assists to improve communication and accountability</li><li>▶ Consider Council representation at meetings to encourage coordination and communication</li></ul>
Employment and Volunteering Pathways (Youth Attraction)	<ul style="list-style-type: none"><li>▶ Youth employment pathways through school partnerships to encourage younger generation (Golf Club)</li></ul>
Events Planning	<ul style="list-style-type: none"><li>▶ Possibility for new events based on local environment as a point of difference and considering patrons come from East e.g. Bunya nut festival</li><li>▶ Cooperation and organisation of events calendar to minimise clashing and maximise patronage at all events regionally</li></ul>

## 3.2 Chinchilla Showgrounds

Stakeholder engagement in Chinchilla took place on Tuesday 21<sup>st</sup> and Wednesday 22<sup>nd</sup> of March.

### 3.2.1 Outcomes and Vision

The outcomes showgrounds contribute to the region was discussed, with points noted below:

- ▶ Economic outcomes as key for Chinchilla due to large festivals e.g. Melon Festival, and availability of red loam soil, as a point of difference, that can host show jumping events
- ▶ The showgrounds provide agriculture links to the urban population
- ▶ Community use is important as an outcome for social and community connection

### 3.2.2 Potential Initiatives and Ideas

Noting the Showgrounds are privately owned, initiatives and actions were discussed at a regional level, and for Chinchilla noting the parameters Council is working within for this site.

Theme	Insights and Ideas
Community Development	<ul style="list-style-type: none"><li>▶ Council can play a community development role through supporting volunteer development/training, sharing information</li><li>▶ Council as advocate for funding opportunities, grants available</li></ul>
Data Collection	<ul style="list-style-type: none"><li>▶ Need for data collection on events and attendance to understand wider economic impacts and enable better planning for events (for Council)</li></ul>
Regional Consistency	<ul style="list-style-type: none"><li>▶ Potential for consistency in the 'face' of sites across the region e.g. consistent entrance or ticketing gatehouse</li></ul>
Co-location and New Uses	<ul style="list-style-type: none"><li>▶ Consider co-location of sporting facilities e.g. gymnastics centre that has outgrown current facility</li></ul>

## 3.3 Dalby Showgrounds and Events Centre

Engagement took place in Dalby on Monday 20<sup>th</sup> March. The discussion centred around the following themes.

### 3.3.1 Outcomes and Vision

Desirable outcomes for showgrounds highlighted by Dalby stakeholders included:

- ▶ Providing a well-known community meeting space and contributes to a sense of community
- ▶ Outcomes are broader than the immediate showgrounds users e.g. providing a place to feel at home for travellers, economic stimulus into the local community, safe space in times of emergency
- ▶ Showcasing the region's unique features via attracting sporting and agricultural events at a national level

When discussing the vision, key themes drawn from discussion in Dalby included:

- ▶ Examine 'commercial activity' – the site enables commercial activity to occur
- ▶ Potential to add social activity, recognising the community connection and cultural activity they provide

### 3.3.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
User Group and Council Collaboration	<ul style="list-style-type: none"><li>▶ Confirm and educate on roles, responsibilities, accountabilities for Council and user groups</li></ul>
Asset Management	<ul style="list-style-type: none"><li>▶ Audit current assets to determine potential for consolidation, enable asset management planning to occur</li><li>▶ Potential for Events Centre as independent managed asset considering profit as important outcome</li></ul>
Expanding Site	<ul style="list-style-type: none"><li>▶ Leverage underutilised areas (land across railway line, soccer fields) or examine potential to relocate showgrounds to encourage growth and new uses e.g. cross country equine events recognising the need for greater space with growing events</li><li>▶ Upgrade or develop more all-weather facilities and infrastructure e.g. extra undercover arena, drainage to enable more simultaneous events</li></ul>
Communications and Promotion	<ul style="list-style-type: none"><li>▶ Streamline communications e.g. through one point of contact for Council</li><li>▶ Promotion and marketing of the space to encourage hiring for events</li></ul>

## 3.4 Jandowae Showgrounds

Staff and Community engagement took place in Jandowae on Tuesday 21<sup>st</sup> of March. The following insights were revealed:

### 3.4.1 Outcomes and Vision

- ▶ Community meeting place
- ▶ Economic outcomes important due to Jandowae's established and well-utilised camping facilities

### 3.4.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
Management and Governance	<ul style="list-style-type: none"><li>▶ Recognising volunteers as key to ongoing management, and the strong need for succession planning and processes that do not deter volunteers</li><li>▶ Exploring new ways to manage into the future e.g. caretaker, sub-committees</li><li>▶ Establish process and governance for collection of camping fees, and camping management</li></ul>
Planning for New Events	<ul style="list-style-type: none"><li>▶ Examining the feasibility of new events e.g. bull sales, camp drafting on site</li></ul>

## 3.5 Miles Showgrounds

Engagement took place in Miles on Wednesday 22<sup>nd</sup> and Thursday 23<sup>rd</sup>, giving rise to the following themes:

### 3.5.1 Outcomes and Vision

Some key outcomes stakeholders in Miles see from the showgrounds include:

- ▶ A desire for entertainment activities to be held at the showgrounds. However, they also acknowledged the need to consider changing the focus of the events to remain competitive in the future.
- ▶ The showgrounds host a range of events, but stakeholders suggested that smaller, more niche events would be better suited to the space. For example, events like cattle shows, working dog competitions, and other agricultural displays.
  - In addition, stakeholders recognised that larger events may be better suited to the Centenary Oval, with the showgrounds used to help accommodate the crowd.
  - Stakeholders highlighted that there was a challenge with the high number of separate facilities in the town
- ▶ Sports and competitions were seen as a key part of the showgrounds' offerings, including rodeos and camp drafting.
- ▶ The showgrounds were also viewed as an important location for social events, where people can come together and have fun.

- ▶ The showgrounds were seen as an important economic driver for the region, particularly through camping and other short-term accommodation options.

Some key visions that stakeholders had for the showgrounds were:

- ▶ Sense of community: The showgrounds were viewed as an important community hub where people can come together and connect with each other.
- ▶ Showcase the region: Stakeholders emphasised the importance of promoting the region and its unique features, including its unique culture, heritage, and natural resources.

### 3.5.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
Management and Governance	<ul style="list-style-type: none"> <li>▶ Streamlining of governance processes to make the management of the showgrounds more efficient</li> <li>▶ Meet compliance/legislation requirements in collaboration with existing processes</li> <li>▶ More sustainable management practices to not overburden volunteers</li> <li>▶ Retaining and ensuring future of the onsite caretaker model</li> </ul>
Co-location of facilities	<ul style="list-style-type: none"> <li>▶ Consideration of co-locating racing, showground and other facilities, so that space and resources can be optimised <ul style="list-style-type: none"> <li>• Keeping in mind practicalities, history, and user groups</li> </ul> </li> <li>▶ Branding to non-traditional events (e.g. birthday parties) to maximise the use of the space</li> </ul>
Economic Viability	<ul style="list-style-type: none"> <li>▶ The continuation of camping and other initiatives that provide the main source of income</li> <li>▶ Competing with local caravan parks and providing an option for affordable housing</li> </ul>

## 3.6 Tara Showgrounds

Engagement took place in Tara on Thursday 23<sup>rd</sup> March

### 3.6.1 Outcomes and Vision

Desirable outcomes stakeholders in Tara wanted from their showgrounds included:

- ▶ Using the showgrounds to build and maintain community connections, facilitate community development and cohesion, and provide space for community groups.
- ▶ Bringing events to the showgrounds as a way to drive economic development and activity as well as showcasing local economic benefits into the region and town, with potential to attract tourists, travellers, and flow on investment to the region
- ▶ The showgrounds used as a venue for entertainment activities, recreational opportunities, and sporting events.
- ▶ The showgrounds having potential for disaster management purposes.

Stakeholders view the overall vision for the showgrounds as an opportunity to create a community-focused, multi-purpose venue that serves as a hub for entertainment, recreation, sporting events, and economic development. The showgrounds are seen as an important space for building community connections and facilitating community development and cohesion, while also serving as a way to bring people to the town and the region.

### 3.6.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
Governance	<ul style="list-style-type: none"> <li>▶ Review of governance and business model</li> <li>▶ Establish local contacts to improve event management</li> </ul>
Community Focus	<ul style="list-style-type: none"> <li>▶ Examine the pricing schedule for the showgrounds and explore opportunities for modular pricing, ensuring affordability for the community</li> <li>▶ Develop showgrounds as a meeting place and space for larger events to promote vibrancy and local amenity</li> </ul>
Multi-purpose use	<ul style="list-style-type: none"> <li>▶ Explore opportunities to consolidate infrastructure and develop a multipurpose shed that can accommodate a variety of different events and activities</li> <li>▶ Upgrade infrastructure to attract larger events and activities to the venue such as music festivals or rodeos, in particular the access roads, entry ways, and amenities</li> </ul>
Economic Viability	<ul style="list-style-type: none"> <li>▶ Collaboration between different groups and organisations to help secure funding opportunities and support its ongoing development and maintenance</li> <li>▶ Explore sponsorship opportunities, although concerns around local industry and environmental issues may hinder this effort.</li> </ul>
Asset Management	<ul style="list-style-type: none"> <li>▶ Identify additional flood mitigation measures site e.g. levy bank</li> </ul>

## 3.7 Wandoan Showgrounds

Community engagement took place in Wandoan on Wednesday 22<sup>nd</sup> March, giving rise to the following themes.

### 3.7.1 Outcomes and Vision

Some desirable outcomes stakeholders in Wandoan wanted from their showgrounds included:

- ▶ Using the showground as a hub for bringing communities together and fostering a sense of identity
  - This can be achieved through hosting events and activities that cater to a diverse range of interests and age groups.
- ▶ Driving economic development and create job opportunities for the region by attracting events and visitors to the area to increase tourism and promote the region as a destination for events and activities
- ▶ Leveraging the showgrounds to generate revenue for local businesses and support the growth of new industries

- ▶ Showcasing regional and national events that highlight the strengths and unique characteristics of the region.
- ▶ Making the showgrounds accessible to a wide range of user groups and the potential for private events and functions

### 3.7.2 Potential Initiatives and Ideas

Potential initiatives and ideas for action highlighted by stakeholders included:

Theme	Insights and Ideas
Governance	<ul style="list-style-type: none"> <li>▶ Council has a key role to play in supporting events at, and users of, the showgrounds, and stakeholders noted the importance of having a local point of contact during events</li> <li>▶ Ensure adherence to regulations (e.g. the QLD Racing authority) to ensure facilities can be used effectively</li> <li>▶ Clear rules, governance and communication processes are necessary</li> <li>▶ A caretaker model to assist with the maintenance of the grounds</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>▶ Develop flexible booking arrangements to ensure the facility can be used by everyone</li> <li>▶ Funding and financing models to prioritise upgrades for safety and hygiene standard</li> <li>▶ Upgrades and maintenance of amenities, such as connection to the town sewerage, lighting for the show ring, and a septic/toilet block for the rodeo ring.</li> </ul>

## 4. Survey Insights

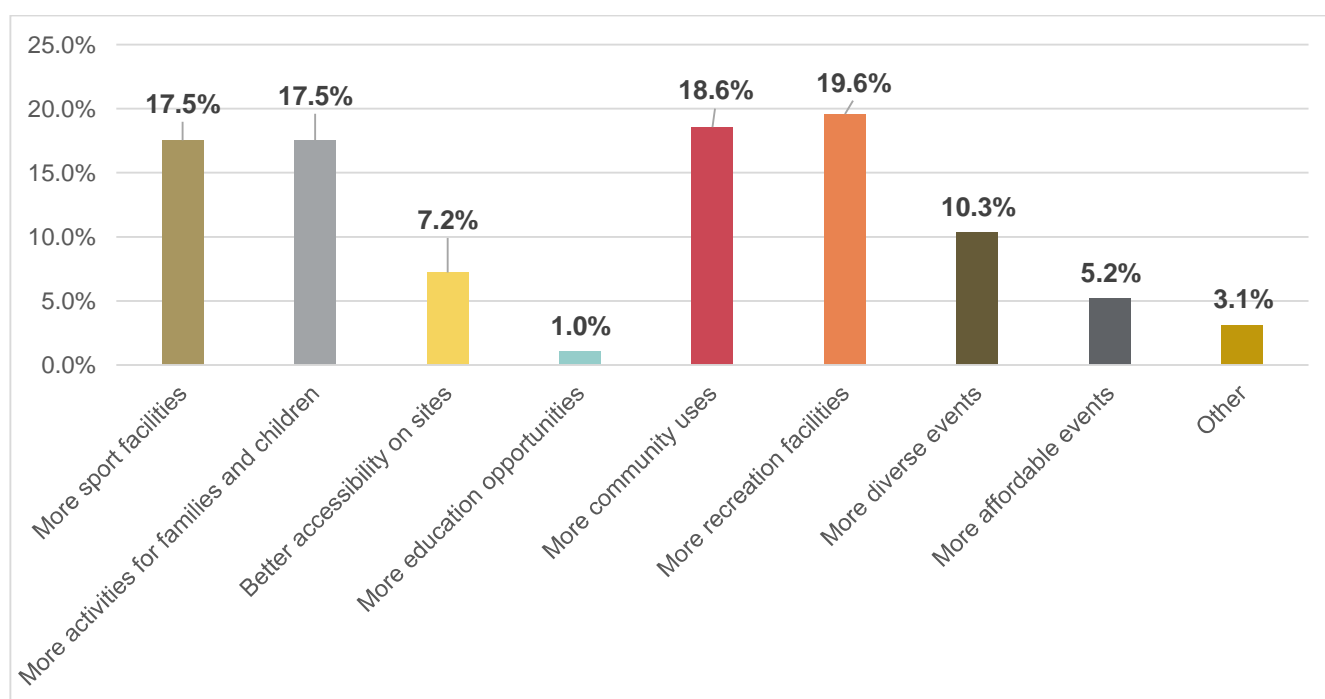


This section provides a summarised analysis from the Phase B Showgrounds Survey. Key trends and insights from the survey are identified below.

### 4.1 Use of Showgrounds

Just over half (51.4%) of respondents were either yearly or infrequent users of Western Downs showgrounds, with 42.9% being monthly users. Across survey respondents there was recognition of a range of factors that would encourage increased use of showgrounds (Graph 1).

**GRAPH 2.** WHAT FACTORS WOULD MAKE YOU USE YOUR SHOWGROUNDS MORE?



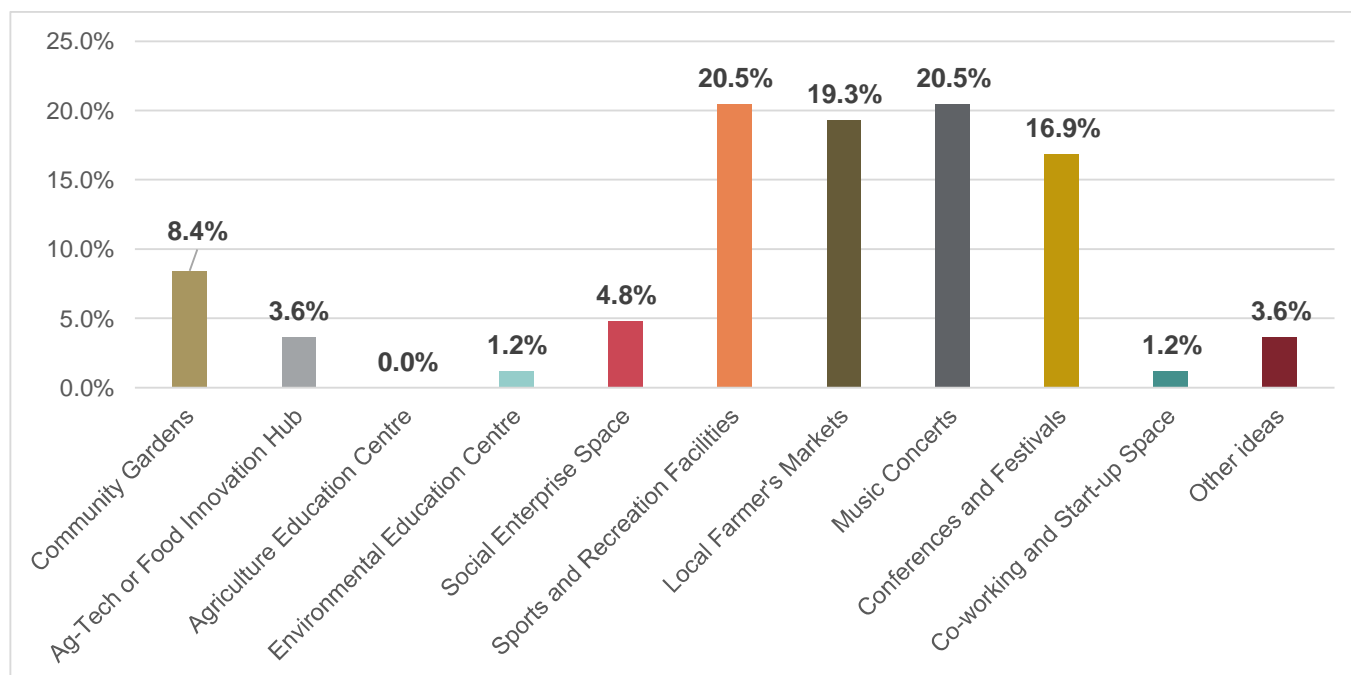
Respondents identified that more community uses (18.6%), more recreation facilities (19.6%), more sport facilities (17.5%) and more activities for families and children (17.5%) as key factors that would encourage increased visitation to showgrounds in Western Downs. Support across this range of factors reflects the importance of multi-use facilities and amenities at showgrounds to cater for different user groups.



## 4.2 Future Initiatives at Showgrounds

In line with the above, respondents wished to see a range of initiatives implemented at showgrounds. Some respondents (20.5%) showed support for increased sport and recreation facilities, aligning to traditional showgrounds use (Graph 3). However, respondents also identified music concerts (20.5%), local farmer's markets (19.3%) and conferences and festivals (16.9%) as initiatives they would like to see at showgrounds in the future. This emphasises the potential for Showgrounds to become multi-use facilities, enhancing commercial viability by attracting more diverse and bigger audiences.

**GRAPH 3.** - WHAT INNOVATIVE INITIATIVES DO YOU THINK COUNCIL SHOULD BE EXPLORING FOR THE FUTURE OF OUR SHOWGROUNDS?



## 4.3 Improvements and Challenges at Showgrounds

Key areas respondents wished to see improved at Showgrounds were cooperation between volunteers, Council and user groups (25.3%), maintenance and service plans (21.1%) and broader communication and engagement (21.1%).

This aligns to other survey responses regarding the challenges faced by showgrounds in the Western Downs. Cost of maintenance was the biggest challenge, selected by 23.4% of respondents, followed by volunteer challenges (22.1%). In both instances, the responses reflect the desire for stronger communication and partnership between user groups (and Council) and a clearer approach for the future maintenance and management of important showground facilities.

## 5. Strategic Insights



As demonstrated in this Report, a range of insights and views have been collated during the engagement process. The Strategy will be informed by, and reflect, these community sentiments. The following strategic implications have been derived from Phase B of engagement.

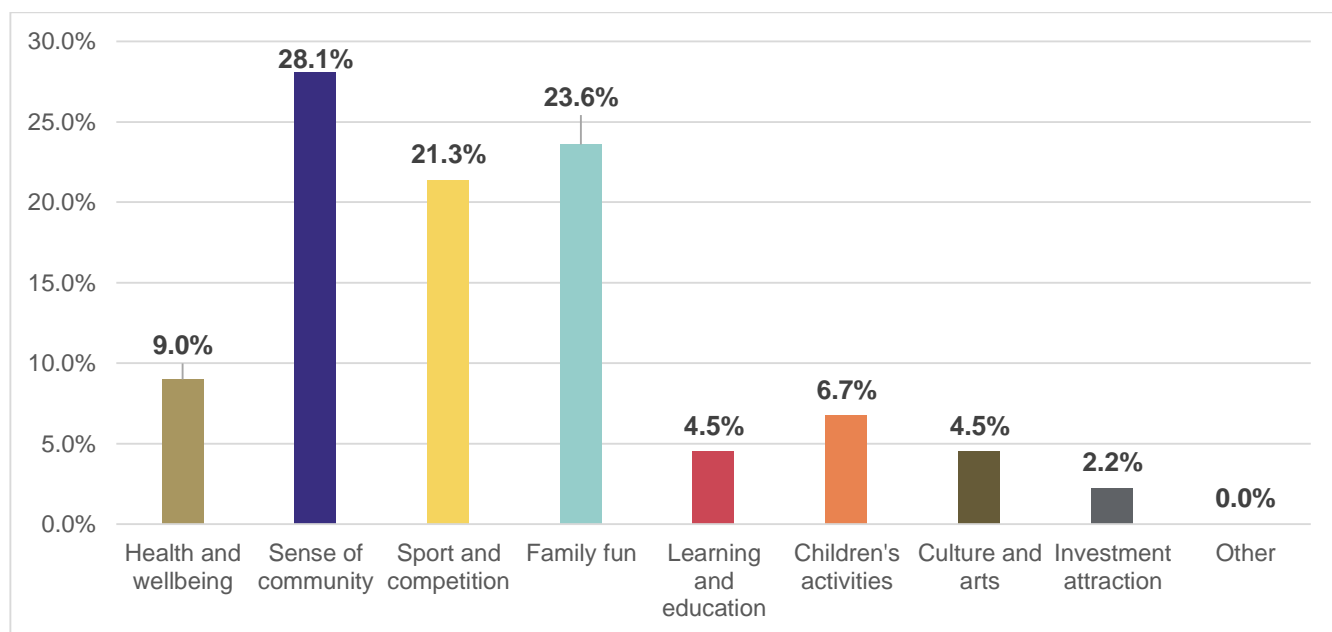
Theme	Strategic Implication
Diverse usership and uses	The Strategy should reflect and fairly represent the diverse uses and users of showgrounds and accommodate anticipated changing demographics
Considering and updating the approach to management and governance	The Strategy should identify actions to improve the user experience through more effective operating models
Social cohesion, community development, and meeting places	Showgrounds are social hubs, and there is the potential to extend their impact in this regard by further improving accessibility and through colocation of new services
Strengthening communications	Users generally noted that communications amongst user groups and between Council and user groups could be improved
Education, skills, and pathways	Volunteers are crucial to the success of showgrounds, and efforts to support the next generation of showground user should be supported in the Strategy
New uses and innovation	The Strategy should identify ways to adapt showgrounds to future uses that ensure long-term viability of these assets
Asset management and master planning	Master planning and effective asset management is necessary to ensure sites grow optimally and are resilient to changing climate and demographic impacts
Showcasing the region	The Strategy should identify ways to showcase the unique features of the region, including its culture, heritage and agricultural roots in an effort to attract additional

# Appendix A – Survey Responses

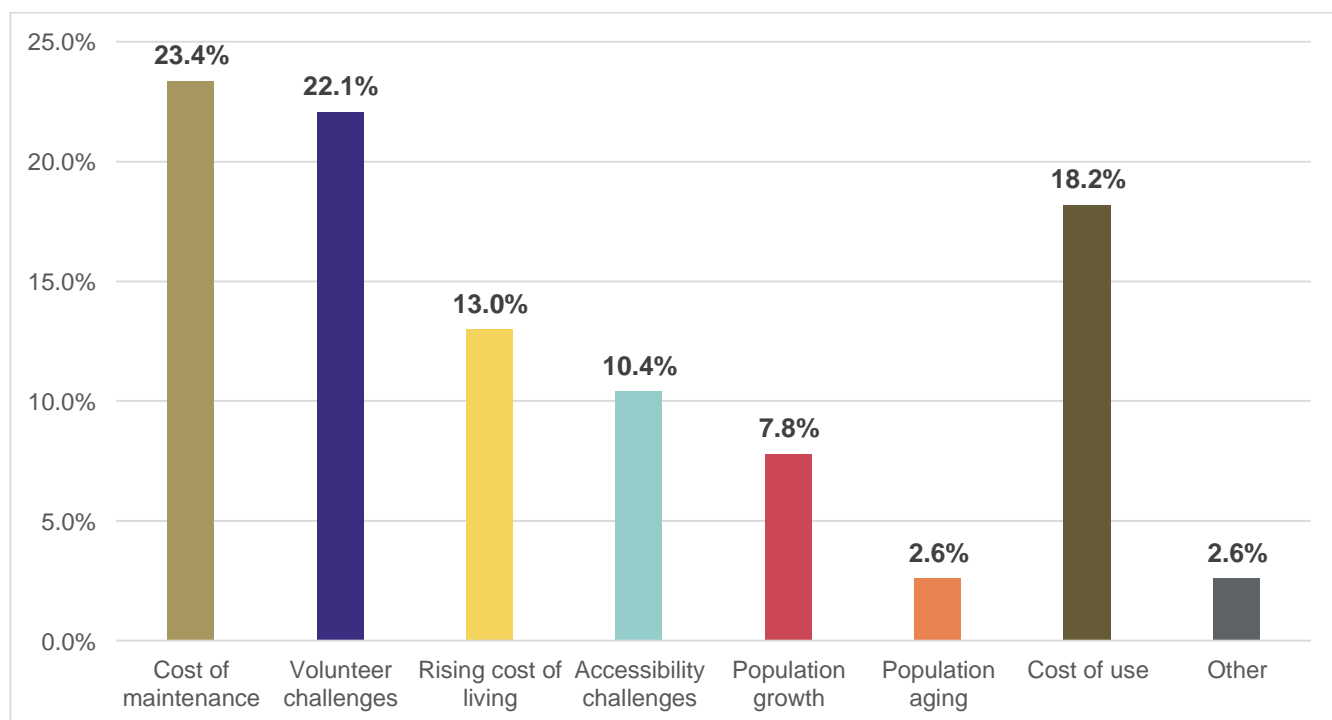


This appendix contains answers for each question in the Phase B Showgrounds Community Survey.

**GRAPH 4.** WHAT OUTCOMES ARE MOST IMPORTANT FOR YOU WHEN USING OUR COMMUNITY FACILITIES?



**GRAPH 5.** WHAT DO YOU THINK ARE THE BIGGEST CHALLENGES FACING COMMUNITY FACILITIES IN OUR REGION?



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**GRAPH 6. HOW DO YOU THINK OUR COMMUNITY FACILITIES SHOULD EVOLVE IN THE NEXT 10 YEARS TO MEET CHANGING DEMAND AND TAKE ADVANTAGE OF EMERGING TRENDS?**

**Bell Recreation Reserve**

- ▶ Community facilities need to firstly be accessible financially - we are so lucky to live in a community where we have such wonderfully set up and maintained facilities, however, there is no point having them if no one can afford to use them! Facilities should also evolve to be 100% disability friendly. Events held at facilities should endeavour to support locals within the community eg. Local musicians, local producers (from paddock to plate as an example) and should promote activities which attract & engages young people. Another factor is sufficient shade structures etc to make facilities more user friendly during extreme weather events eg. Heat waves at local shows.
- ▶ Keep investing in them! They are the backbone of our small communities!
- ▶ Try new innovations at Showgrounds to make better use of the assets

**Chinchilla Showgrounds**

NIL

**Dalby Showgrounds**

- ▶ We have a great facilities here with the Dalby Showgrounds however it needs to be maintained to continually meet the needs of the number of user groups. We need to stay relevant with the facility being provided & make sure it is a safe & accessible environment for everyone.
- ▶ Focus on providing upgrades to facilities that generate the most use, visitor use and community engagement.
- ▶ Disability friendly access. Accessibility & cost effectiveness for community users. Better toilets showers - especially Dalby Showgrounds, all weather viewing areas.
- ▶ Jump on the Olympic bandwagon and see what funding opportunities are available through various government grants. They need to link into community development objectives, support the needs of the community.
- ▶ Plans need to be dynamic and fluid, adaptive to changes required as the economic environment changes, so do the needs and expectations of the community, businesses, and volunteer organisations.
- ▶ A second indoor arena catering for dressage and Show jumping (having the correct surface and it not being changed to suit other user groups which make it dangerous for horses not of that discipline) Horses have done tendons in current indoor. A cross country course out the back (with portable jumps secured) A bigger fence around old soccer grounds making it horse friendly)"
- ▶ A Community Sub Committee of people utilising the facility regularly to report on issues and relay feedback on the changing use and demands on the Showgrounds.
- ▶ I think there should be more amenities put in to cater for the bigger events. More money spent on the roads and drainage around the Showgrounds and continued development of the facilities.
- ▶ With the grounds we have struggled recently with weather and being able to safely have visitors on the grounds. With the changing weather and climate this is something council needs to be on top of to ensure we are all weather venue. We are applying for and running world class national events but facilities are not up to the task. No disabled access showers, no laundry, not enough toilet and showers.

**Jandowae Showgrounds**

- ▶ Council should set up crews in the smaller towns to help the ageing volunteers.
- ▶ Make more ability to be able to use grounds. Upgrades to facilities. Conditions improvements including centre ring Toilets and Shower facilities. Help with general maintenance and mowing.

**Miles Showgrounds**

- ▶ I can't see the show continuing in its current format.
- ▶ Try and attract larger Horse and Cattle events to our area. Use the area for community events, Christmas Carnival, BTTB, Festivals etc.
- ▶ They should be rec grounds and accessible to all not sport centres for certain clubs.
- ▶ Showgrounds should be multi use areas utilized all year round.

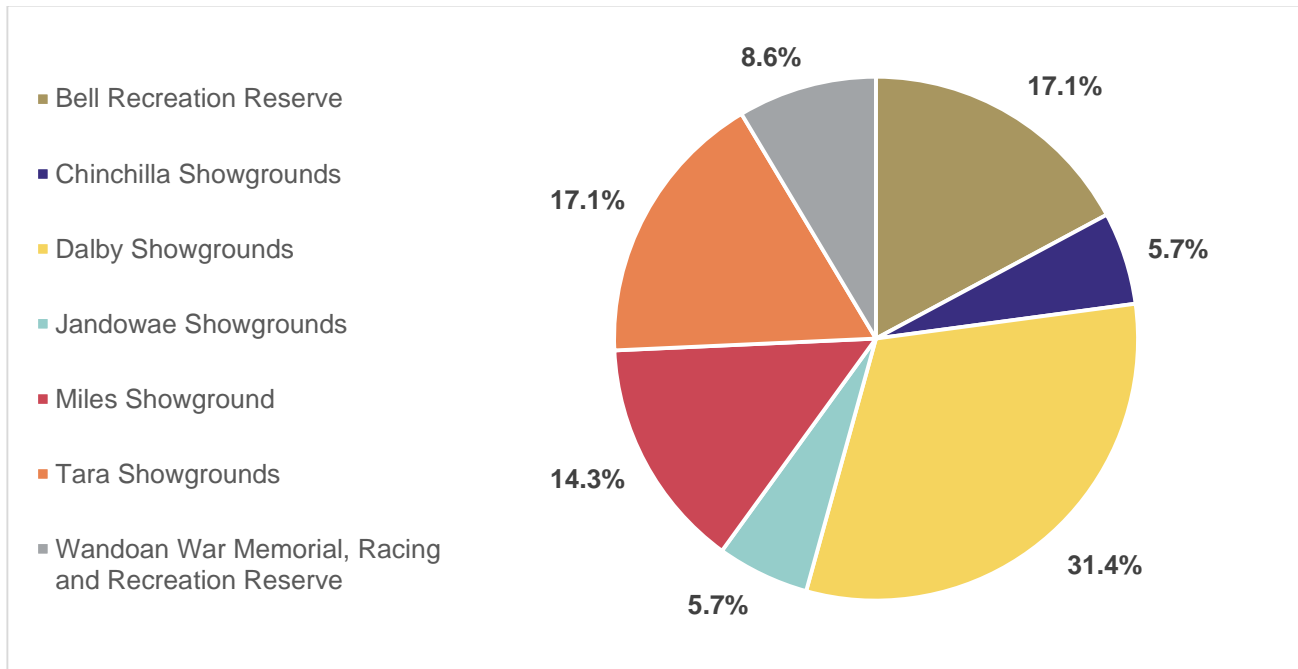
**Tara Showgrounds**

- ▶ The Lagoon and its flooded pathways during wet seasons needs to be addressed and the Showgrounds during big events needs to maybe look at two accesses into the Showgrounds to get people off the roads lined up for lengthy periods.
- ▶ I think we should be able to hire out the equestrian facilities for horse riding lessons. Increase the opportunity of different sporting options for young kids & adults.
- ▶ Reduce the cost of using the facilities to encourage use by local businesses and community groups. At the moment business is turning away from hiring Showgrounds (Tara) due to the high cost of hiring the facility.

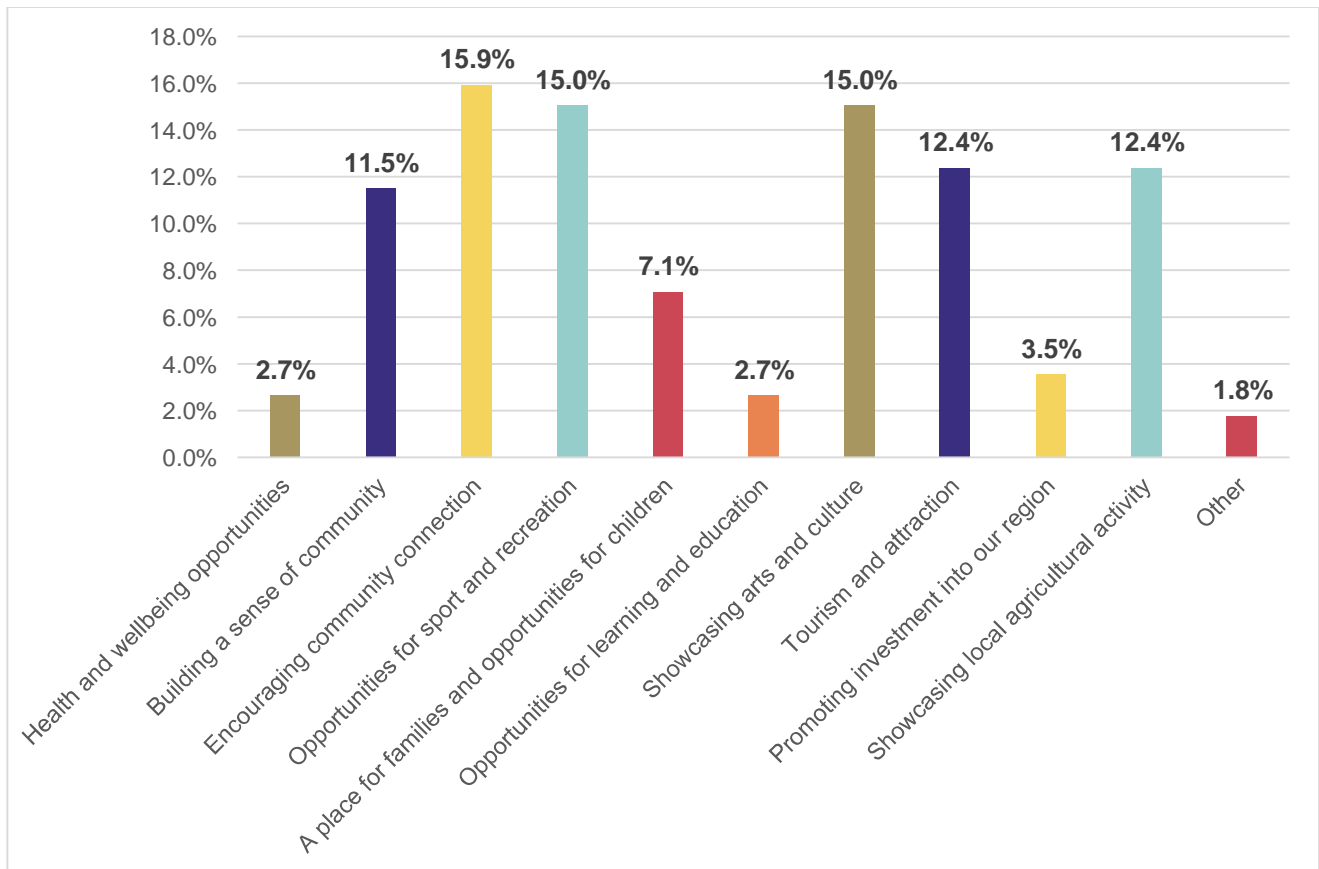
**Wandoan War Memorial, Racing and Recreation Reserve**

- ▶ Have to include extra in the budget for maintenance. We have just had our unimproved values of our properties in the Western Downs area, increase by 101% so obviously our rates are increasing, so Western Downs regional Council had better budget to put some of that increased cash flow back into our facilities.

**GRAPH 7.** WHICH SHOWGROUND ARE YOU MOST INTERESTED IN?



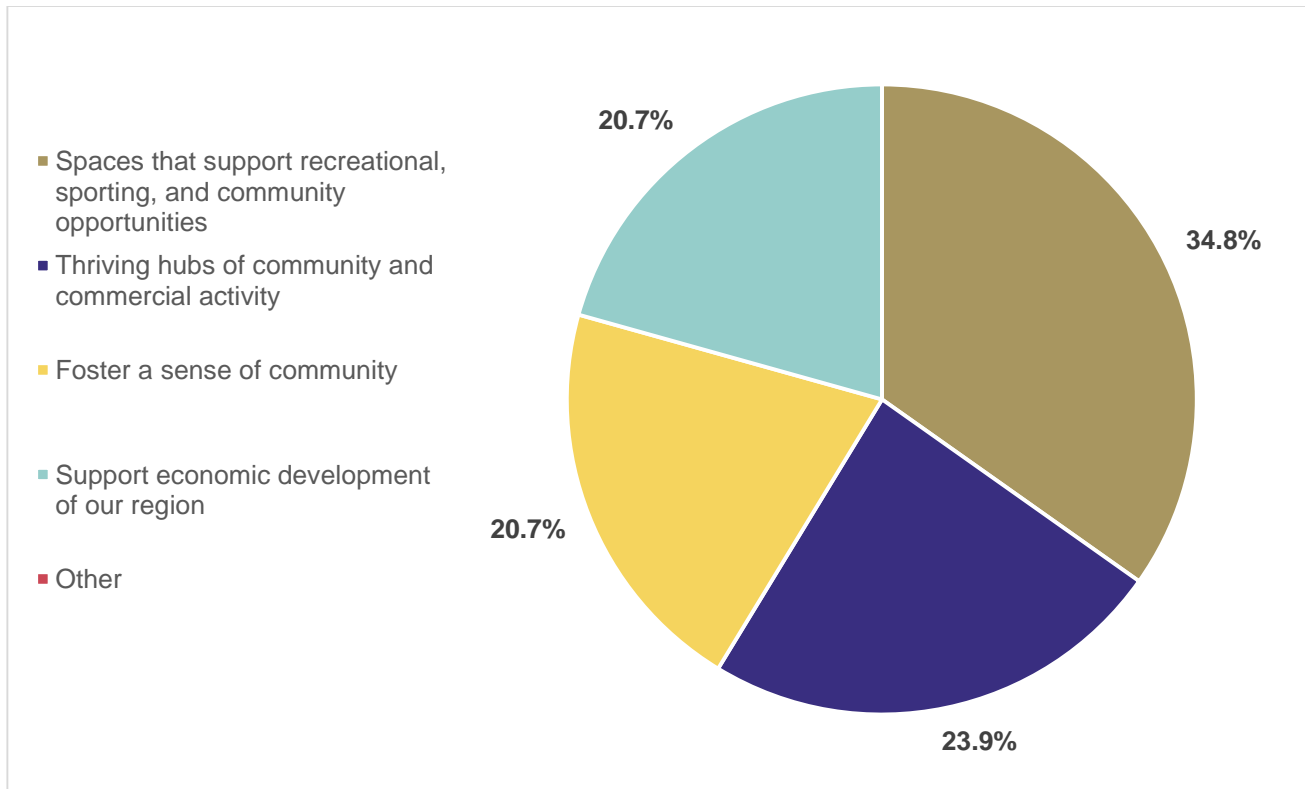
**GRAPH 8.** IN YOUR VIEW, WHAT ARE THE MOST IMPORTANT CONTRIBUTIONS SHOWGROUNDS CAN MAKE TO OUR REGION?



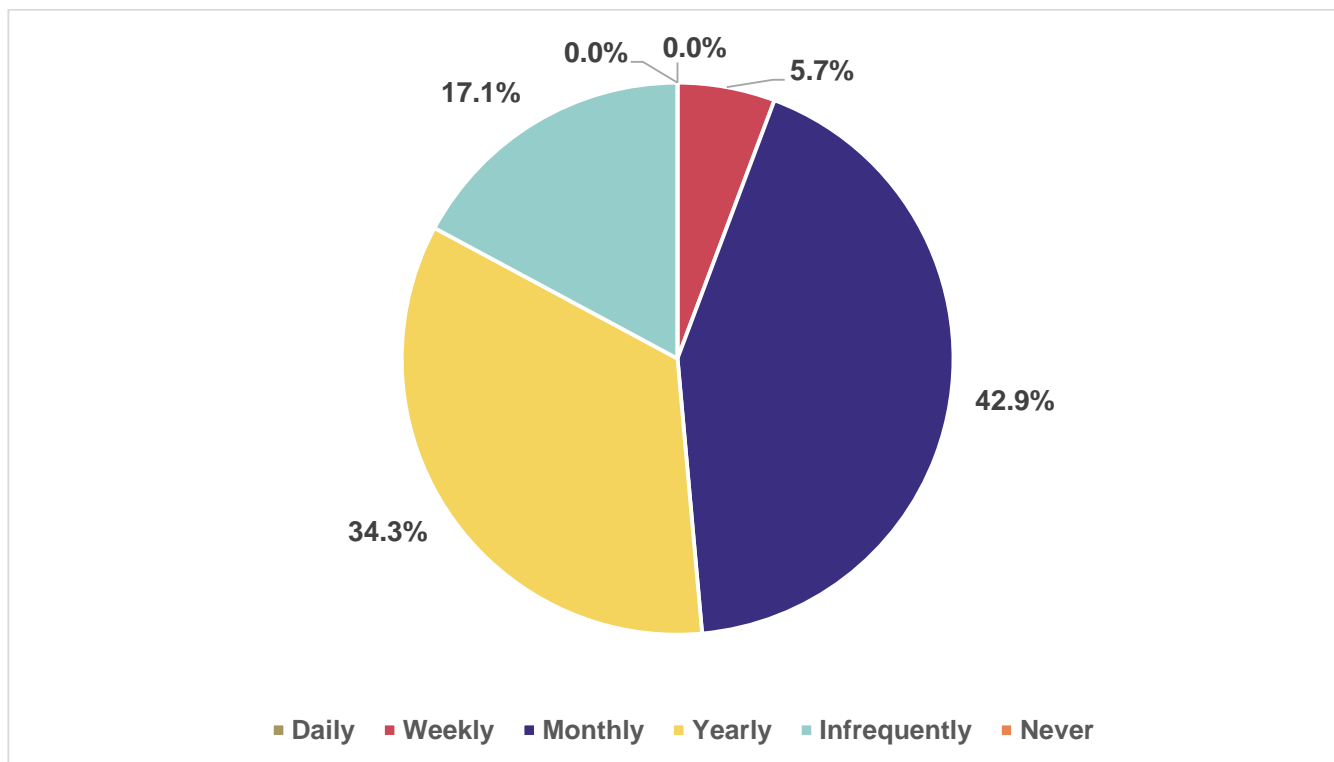
**GRAPH 9.** OUR DRAFT VISION FOR THE FUTURE OF SHOWGROUNDS IS:

*Showgrounds and recreation reserves in the Western Downs play a pivotal role in the community as spaces that support recreational, sporting, and community opportunities. They will continue their transformation to become thriving hubs of community and commercial activity. Our showgrounds and recreation reserves help foster a sense of community and support the economic development of our region.*

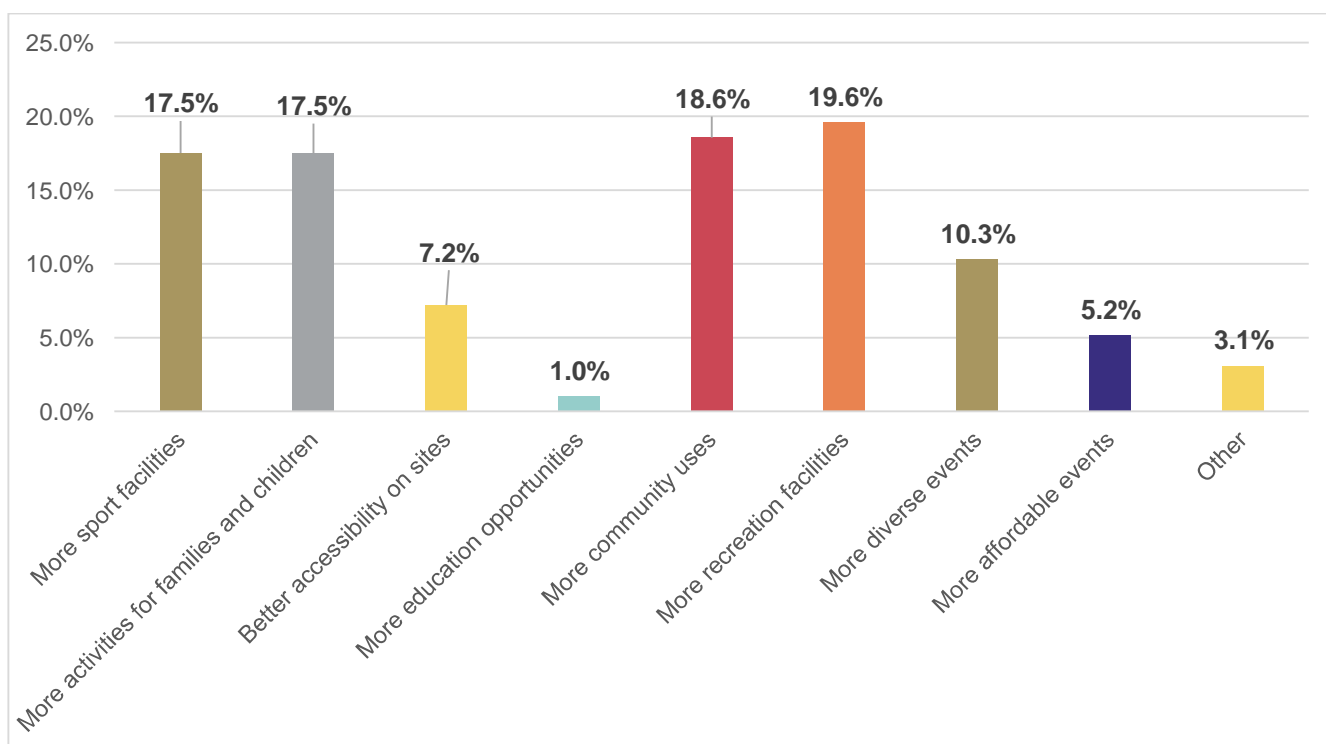
WHAT PARTS OF THE VISION RESONATE WITH YOU THE MOST?



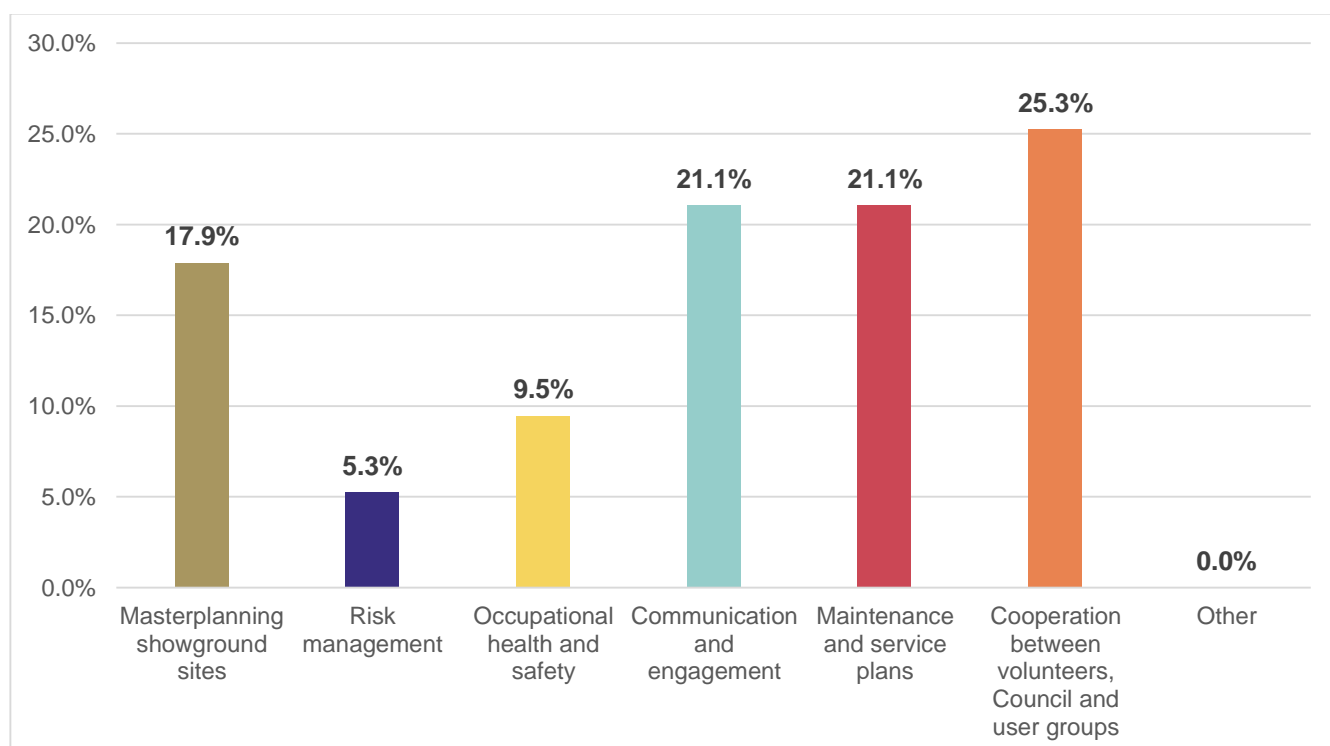
**GRAPH 10.** IN THE LAST 6 MONTHS, HOW FREQUENTLY HAVE YOU USED SHOWGROUNDS IN THE WESTERN DOWNS?



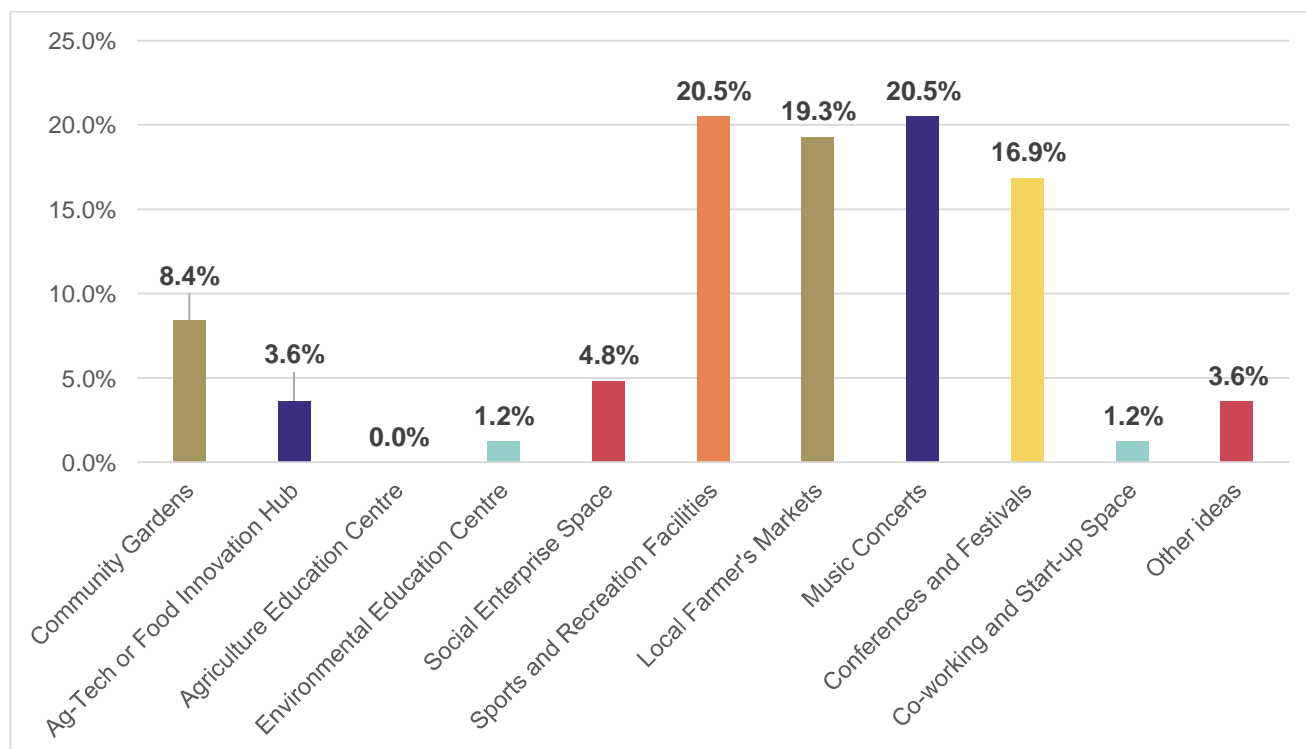
**GRAPH 11.** WHAT FACTORS WOULD MAKE YOU USE YOUR SHOWGROUNDS MORE?



**GRAPH 12.** IN TERMS OF IMPROVING THE PLANNING, MANAGEMENT, AND MAINTENANCE OF SHOWGROUNDS, WHICH IS MOST IMPORTANT TO YOU?



**GRAPH 13.** WHAT INNOVATIVE INITIATIVES DO YOU THINK COUNCIL SHOULD BE EXPLORING FOR THE FUTURE OF OUR SHOWGROUNDS?





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**GRAPH 14. IN YOUR VIEW, HOW CAN WE REBRAND OR REPOSITION OUR SHOWGROUNDS TO BETTER SUPPORT COMMUNITY PRIORITIES AND DESIRED OUTCOMES?**

**Bell Recreation Reserve**

- ▶ Highlight the facilities available - eg, arenas for horse events (consider making it easier for local riding instructors to hire out the arena to teach horse riding lessons) or entertainment facilities.
- ▶ More events, better advertising of events
- ▶ Perhaps don't call it a Showgrounds - maybe call it an Agricultural Showcase Space (or whatever a marketing guru thinks will work to achieve a newly agreed vision for the Bell Showgrounds) ie doesn't have to be the same for every Showgrounds across the region.

**Chinchilla Showgrounds**

NIL

**Dalby Showgrounds**

- ▶ Take advantage of the great facility we already have & make it more accessible & affordable for everyone to use
- ▶ Continue to support & advertise major annual Showgrounds events. Council to have a presence at major events-show you are engaged enough to actually turn up support the big events! Listen & work with & respect Users groups views-Make sure that the staff Council appoints to liaise with the community groups & users of the Showgrounds have the right people skills, expertise & life experience to be able to genuinely understand each users group needs, concerns & historical investment in the facility.
- ▶ Modernise the look and feel of the Showgrounds. Give visitors a unique experience when they attend the site. Something as simple as an interactive main entrance, walk into to Showgrounds and walk through the western downs type scenario, showcasing the region.
- ▶ The showgrounds should be the venue that brings the Town and Country Together with events that reflect this ideal. Agricultural, Machinery, Produce and Livestock events are at the heart of this and should remain the core focus with opportunities to Educate, Compete and Spectate available across a large range of events. The Dalby Events Centre sitting within the Showgrounds is largely a separate entity and fulfils its role at providing an entertainment and function venue for the district.
- ▶ The Dalby grounds are already well known as an equine hub supported with numerous user groups and attracting big events due to the user groups drive. The facilities need and upgrade to keep up. So we are in-line with our competitors in other towns such as Caboolture and Tamworth not just comparing to others in western downs region.

**Jandowae Showgrounds**

- ▶ Council needs to work closer with Showgrounds committees and actually listen to their needs.
- ▶ More useable help from council with upgrades and maintenance.

**Miles Showgrounds**

- ▶ Make them their own area in council. If you call about them no one calls back you can't seem to talk to anyone or even raise issues of safety and usage with anyone who cares.

**Tara Showgrounds**

- ▶ Weatherproof it. Rain seems to hinder. Grandstands with cover for families and elderly to sit to watch, get out of sun or rain. I'm new to the area so do we have inter school sports carnivals where schools can come and compete on the Showgrounds? Inter district sport teams carnivals, music concerts, picnics. I've noticed Anzac Day and Australia Day is at the Bowls club.....and with disappointing attendance. Let's make these bigger events utilising the Showgrounds.
- ▶ I think we should be able to hire out the equestrian facilities to open more sporting opportunities in our region
- ▶ Remove the financial barrier and offer the facilities to local organisations for use

**Wandoan War Memorial, Racing and Recreation Reserve**

NIL

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**GRAPH 15. DO YOU HAVE ANY OTHER GENERAL OR SPECIFIC OPPORTUNITIES, CHALLENGES, OR IDEAS FOR THE FUTURE OF OUR COMMUNITY FACILITIES, INCLUDING AQUATIC FACILITIES OR SHOWGROUNDS?**

**Bell Recreation Reserve**

- ▶ Prioritise using these facilities to improve community among young people - eg weekly youth groups to engage a sense of community within youth in an endeavour to reduce youth crime in local communities. Sporting facilities should also be accessible to all ages and ability levels. As mentioned earlier, making them a community hub would be greatly beneficial especially if people can access health and wellness services within their local region by having small but accessible healthcare facilities on site.
- ▶ No
- ▶ Need to carefully navigate the continued input and amazing contribution of volunteers during the planning stages of any changes. Support the growth of efficiencies and GRP in our agricultural communities by partnering with extension officers to promote adoption of innovation and new technology through use of the Bell Showgrounds as a demonstration site. Increase community use of the grounds by starting a community garden, kitchen to process produce grown etc etc

**Chinchilla Showgrounds**

NIL

**Dalby Showgrounds**

- ▶ In the coming 12 months our particular committee - Dalby Stock Horse Committee will be hosting the National finals & a number of other top class events. Unfortunately our facility does not cater for everyone in our sport / industry. The Dalby showgrounds leaves a huge gap in the accessibility of those with disabilities to attend these events & be apart of there as the facilities simple do not cater to their needs. This needs to change. We would like to see the grounds upgraded to include these changes. Amenities & viewing platforms that allow ALL spectators to view & enjoy the events.
- ▶ For Council culture to genuinely change to a community use focus for the grounds rather than its money making / access limiting focus of recent years. For Council to understand & genuinely show support of the fantastic annual horse events that bring enormous revenue & media into the regional towns.
- ▶ We are extremely lucky that we have passionate people in our community dedicated to hosting events at this facility.
- ▶ Upgrades and Maintenance! - A big concern is the grounds being an all weather facility, weather is changing we are experiencing a lot more wet weather due to changing climates. We have put significant work into the arena to ensure we can run in all weather. But the rest of the grounds in re to camping is not. All weather roads need to be added. Safety and disabled access also needs to be addressed there is one toilet we have visitors camping for up to a week there is no disabled showers no paths and no viewing for disabled or prams. Upgrades to The facilities for camping, currently they are old and outdated. Showers are cold the water system can not keep up. There is not enough showers or toilets for the amount of people on the grounds. No laundry facilities. Safety for our workers, we are currently constructing cattle races out of portable panels for events to have cattle in undercover arena this is impractical and not safe. A permanent structure from backyards to undercover arena in Dalby to safely run cattle through. Being the home to the largest and longest running ashs sale we have idea for a horse statue on grounds or in town to promote.

**Jandowae Showgrounds**

- ▶ Camp Draft arena at the Show Grounds, Pony Club facilities. Upgrade to Pavilion especially the floor area
- ▶ I did ask for a noticeboard to be placed at the Jandowae Showgrounds but of course nothing ever happened

**Miles Showgrounds**

- ▶ Roads

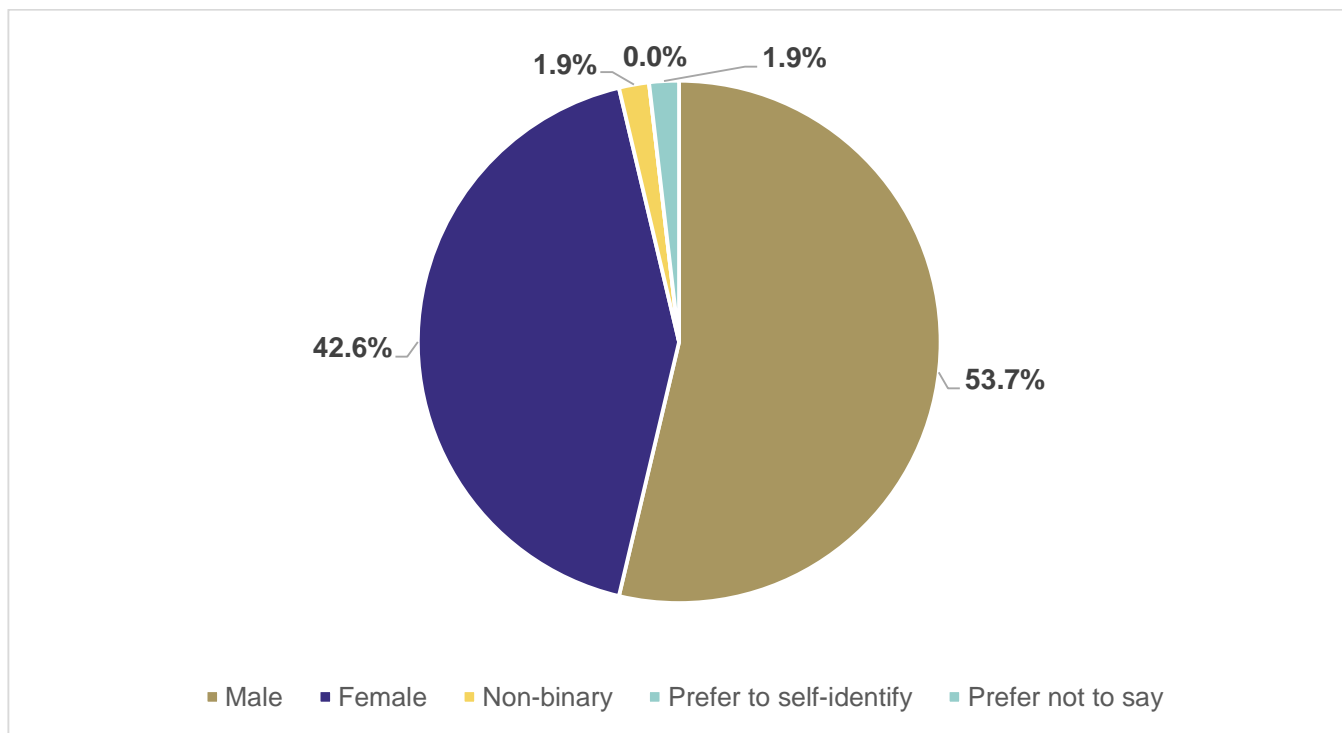
**Tara Showgrounds**

- ▶ Kite festival (potential to be bigger) Camel races (exceptional) Tara show ... couldn't get into it due to our wet road...what else does Tara have to offer to get the nomads to pull over for a visit. What do we have historically that we can use to put Tara on the tourist map. Miles has an awesome museum that steps you back in town literally. What culturally, artistically visually exciting can we use to put us on the tourist attraction. instead of the stigma of prickly pear country where the blockies are living in humpies.

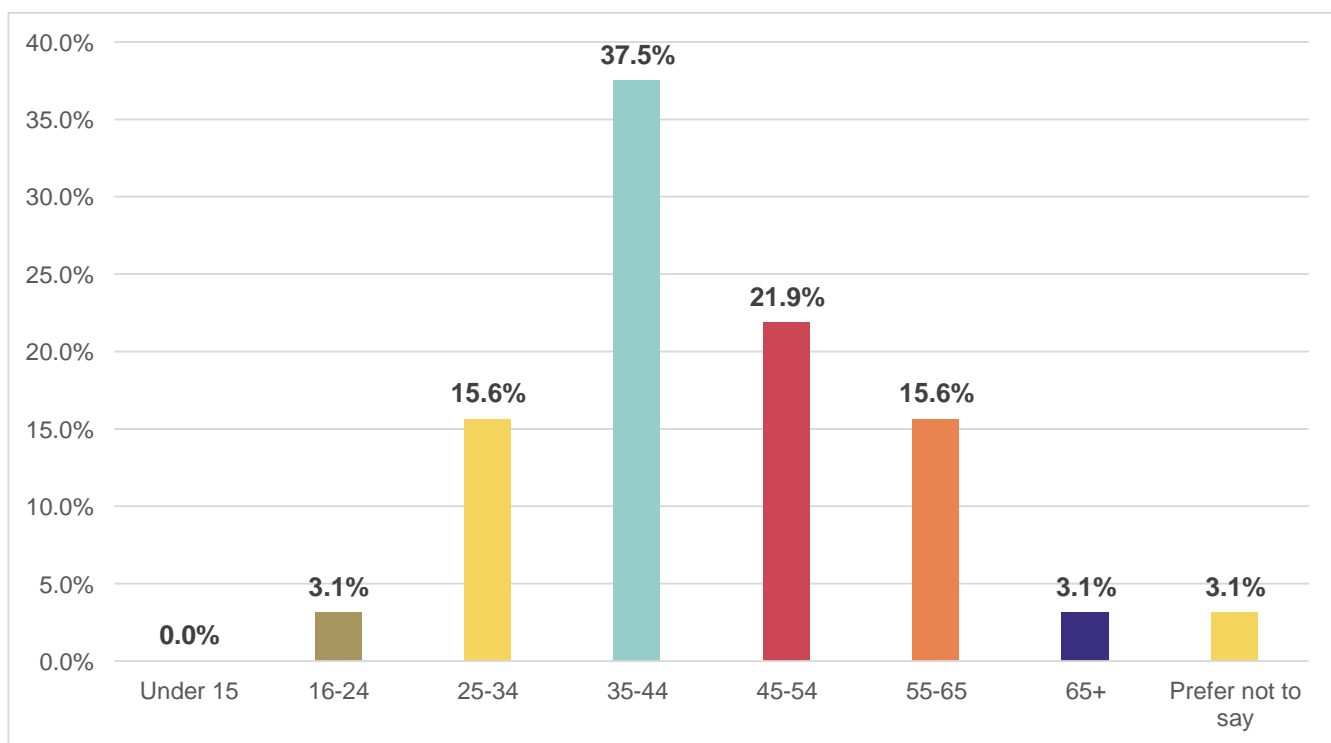
**Wandoan War Memorial, Racing and Recreation Reserve**

NIL

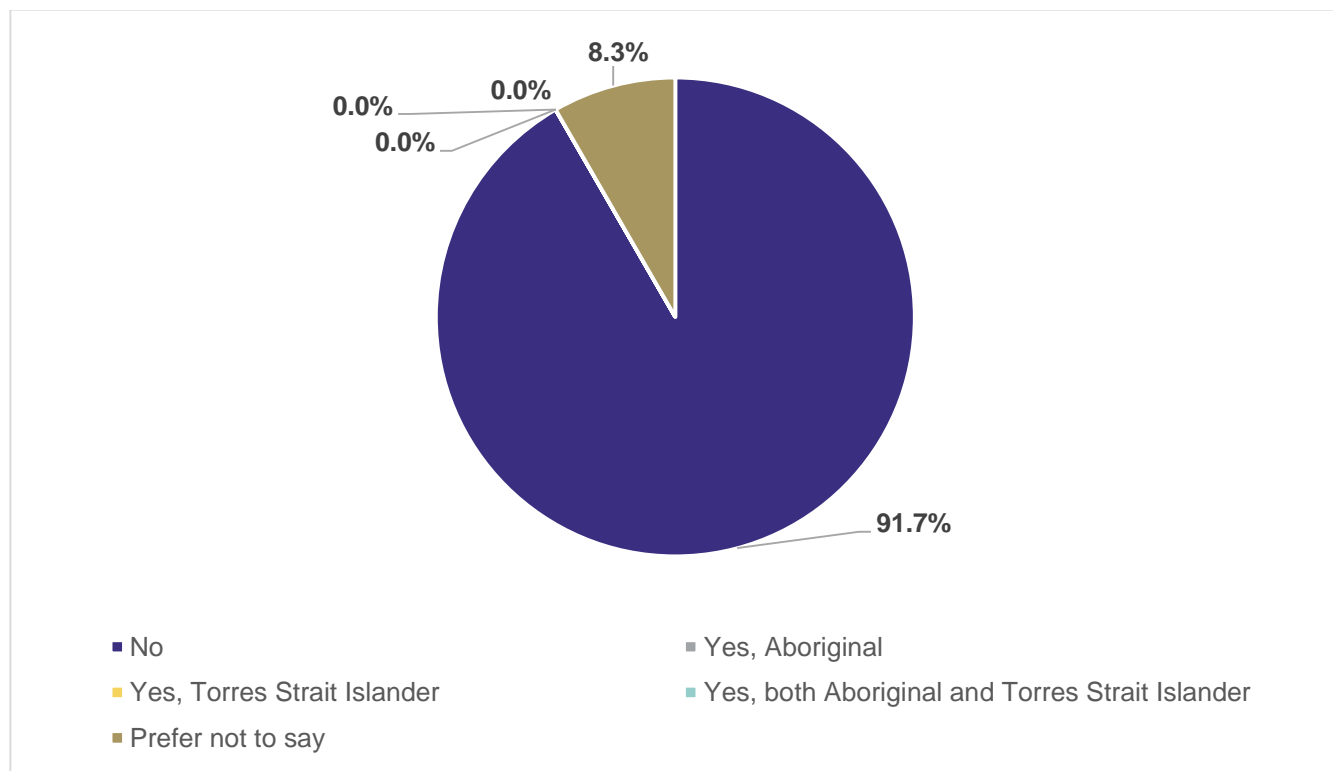
**GRAPH 16.** WHAT BEST DESCRIBES YOUR GENDER?



**GRAPH 17.** YOUR AGE IS?



**GRAPH 18.** ARE YOU OF ABORIGINAL OR TORRES STRAIT ISLANDER ORIGIN?



**GRAPH 19.** ARE YOU FROM A CULTURALLY AND/OR LINGUISTICALLY DIVERSE BACKGROUND?

