



Longreach Regional Council

LONGREACH SHOWGROUNDS MASTER PLAN

2022

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1. Introduction

In 2021, CPR Group was commissioned by Longreach Regional Council to prepare a Master Plan for the Longreach Showgrounds. The purpose of this document is to guide the future development and revitalisation of the site for the next 10 years.

Master planning is an important part of operating, maintaining and developing the Longreach Showgrounds as it:

- Ensures that infrastructure development at the Showgrounds is planned and strategic, rather than ad hoc.
- Captures the results of extensive consultation with showgrounds users
- Supports the Showgrounds User Group's processes and function
- Supports the occupant organisations and Council to apply for grants for facility improvement

While the timeframe of a master plan can be as long as 10 years, early completion or changed circumstances may initiate a significant review or renewal of the plan within a shorter timeframe. The full master planning process should be undertaken again (including consultation and assessment of needs) for the development of subsequent master plans.

1.1 Site and Situation

Longreach Showgrounds Site Information	
Location	Corner of Kite and Sandpiper Streets, Longreach QLD 4730
Lot and Plan	Lot 2 on SP217667
Area	12.38 hectares
Owner	Longreach Regional Council
Uses	Reserve for Showground, Recreation and Pound
DNRME Vegetation Overlays	Nil
Existing User Groups	Longreach Junior and Senior Cricket Club Longreach Junior and Senior Rugby League Football Club Longreach Touch Association Longreach Rodeo Association Longreach Netball Association Longreach Mens Shed Longrech Motorcycle Club
Trustee Leases	Longreach Netball Association 01/01/2008 to 31/12/2028 Lease B on SP210340

1.2 User Groups

The current existing user groups at the Longreach Showgrounds include:

- Longreach Junior and Senior Cricket Club
- Longreach Junior and Senior Rugby League Football Club
- Longreach Touch Association
- Longreach Rodeo Association
- Longreach Netball Association
- Longreach Mens Shed
- Longreach Show Society
- Longreach Motorcycle Club

These user groups are prominent in the continued growth and usage of the Longreach Showgrounds, with each association bringing together different members and participants.

1.3 Membership, Participation and Bookings

Longreach Junior and Senior Cricket Club

Bookings per year: 39 (including training for the Juniors)

Members/participants:

Longreach Junior and Senior Rugby League Football Club

Bookings per year: 106 (including training bookings for both the Junior and Seniors, plus 5 weekend events)

Members/participants: 88

Longreach Touch Association

Bookings per year: 30

Members/participants:

Longreach Rodeo Association

Bookings per year: 2 (events) plus Road to Rodeo-Mt Isa

Members/participants: Over 1000 people-

Longreach Netball Association

Bookings per year: In use for 50 nights a year plus a mixed season of 10 nights

Members/participants: 68

Longreach Mens Shed

Bookings per year: 40 meetings a year

Members/participants:

Longreach Motorcycle Club

Bookings per year: 2

Members/participants:

Longreach Show Society

Bookings per year: 1

Members/participants: The show attracts 2600 visitors

The Longreach Show Society started the group in October 2019 which marked a significant milestone for Longreach. Since then, the group has met 17 times, and now holds quaterly meetings. The Longreach Show Society now attracts 2600 visitors to the show, which positively impacts Longreach's tourism and economy.

Other Users










2. Longreach Demographics

Social indicators are the demographic and socio-economic characteristics that influence demand for services and facilities in an area. Population size, age, family structure, disposable income and employment in Longreach Statistical Area Level 1 was compared with these measures for Queensland and Australia to identify relevant social indicators. A demographic snapshot is presented on the right.⁴

Analysis of the demographic snapshot demonstrates that Longreach residents exhibit the following attributes when compared to Queensland and Australian residents.

- A lower weekly household income
- A lower number of family households
- A higher percentage of people involved in agriculture
- A higher median age

Longreach has a high level of visitation compared to its static population. This is conveyed in the tourism statistics, which states that there were 124,880 tourists who visited Longreach in 2019.

Social Indicator	Longreach LGA	Queensland	Australia
 Indigenous populations	223	237,303	812,728
 Populations	3,647	5,156,140	25,422,789
 Weekly household income	\$1,561	\$1,675	\$1,746
 Young people (aged 0-24)	1,085	1,601,568	7,675,357
 Family households	63.6%	71.0%	70.5%
 Lone person households	32.9%	24.7%	25.6%
 Median age	40	38	38
 Agriculture (2011 census data)	1.7%	0.2%	0.1%
 Tourism (domestic and international overnight travel)	124,880 (2019) ¹	21 million (2022) ²	9.4 million (international - 2019) ³

¹ <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rapad.com.au/assets/Uploads/CWQ-Tourism-Data-Collection-and-Analysis-Public-Version-v1-1.pdf>

² <https://www.business.qld.gov.au/industries/invest/tourism-investment/market-profile#:~:text=Key%20tourism%20statistics,the%20year%20ending%20March%202022.>

³ <https://camperchamp.com.au/statistics/australia/>

⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA34710>

3. Sports Tourism

Sports tourism has seen extremely fast growth in the tourism sector. More and more tourists are traveling for sports activities, whilst other tourists are making it a part of their overall trip. Rural and regional Australian centres are increasingly hosting sporting events that provide economic stimulus and instil a sense of community pride. Sport in rural, regional and remote Australia brings communities together, contributes positively to community identity and sense of place, promotes social interaction and inclusion, and plays an important role in providing opportunities for physical activity and improved health outcomes⁵. If Longreach can continue to attract tourists for sporting events using the Longreach Showgrounds, this visitation will contribute to Longreach's overall tourism economy.

It has been shown that sports tourism can stimulate participants and their families to return for a future vacation or future event. Sporting events also offer the potential for regional identity enhancement, where successful events can link the host community with imagery of healthy living, achievement or the outdoor environment.

The Longreach Showgrounds enables the Longreach Show Society to host the annual show, which brings around 2600 people together from all areas, and all walks of life. The Longreach Show is a demonstration of the significance of agriculture within the economy, providing an important region wide social and cultural community event.

It is worth noting that the scale of the facility (number of fields and courts) and the associated support infrastructure, in addition to the availability of local accommodation, restricts the facility's capacity to hold really large regional carnivals.

4. Stakeholder Engagement

The users of the Longreach Showgrounds have an existing, well established user group which has met monthly since 2019 and more regularly every quarter. The user group processes including meetings are supported by Council. This indicates the value Council places on this group's role to collaboratively maximise the site's multiuse capacity, coordinate activities and events and plan, fund and implement facility improvements.

The stakeholder engagement process undertaken to complete this master plan has been integrated into existing user group meetings in addition to consultations with individual users.

The consultation program seeks guidance from the International Association for Public Participation (IAP2) Public Participation Spectrum, which is used in the development and implementation of public participation processes. When adhered to, the core values of this spectrum assist in facilitating better decisions that reflect the concerns and interests of stakeholders. The consultation program alligns with the IAP2 Collaborate Level of Engagement.

The objectives of the consultation program were to engage with the existing user groups on site to identify their current and future needs. Consultation included details relating to each user group's:

- Historical, current and forecasted uses of the site
- Strategic direction
- Ideas for future development
- Evidence of need for facility improvements
- Realistic timeframes for recommended developments

Consultation with user groups and key stakeholders informed the implementation table of this master plan. This consultative approach should continue as the implementation of the plan progresses.



⁵ <https://www.clearinghouseforsport.gov.au/kb/sport-in-rural-and-regional-australia#statistics>

4.1 Stakeholder Consultation

All key user groups of the Longreach Showgrounds were given the opportunity to have a consultation session. The groups who took advantage of this consultation opportunity included:

- Longreach and District Multipurpose Youth, Sport and Recreation Group Inc.
- Longreach Junior Rugby League Football Club Incorporated
- Longreach Cricket Association Inc.
- Longreach Show Society Inc.

The stakeholder engagement program involved:

- Inception meeting with Council
- Discussions with key user groups
- Draft master plan distribution to Council
- Council feedback
- Final master plan engagement with Council
- Final master plan circulated to main user groups and displayed publicly

During the consultation process, user groups were reminded that the Longreach Showgrounds facilities are shared public infrastructure, and balancing priorities, needs and wants between the key user groups can sometimes be challenging. Groups were encouraged to take into consideration that master plan elements would be delivered over a long time-frame (up to 10 years), as some of the potential developments would require significant investment from user groups and external funding agencies and stakeholders.

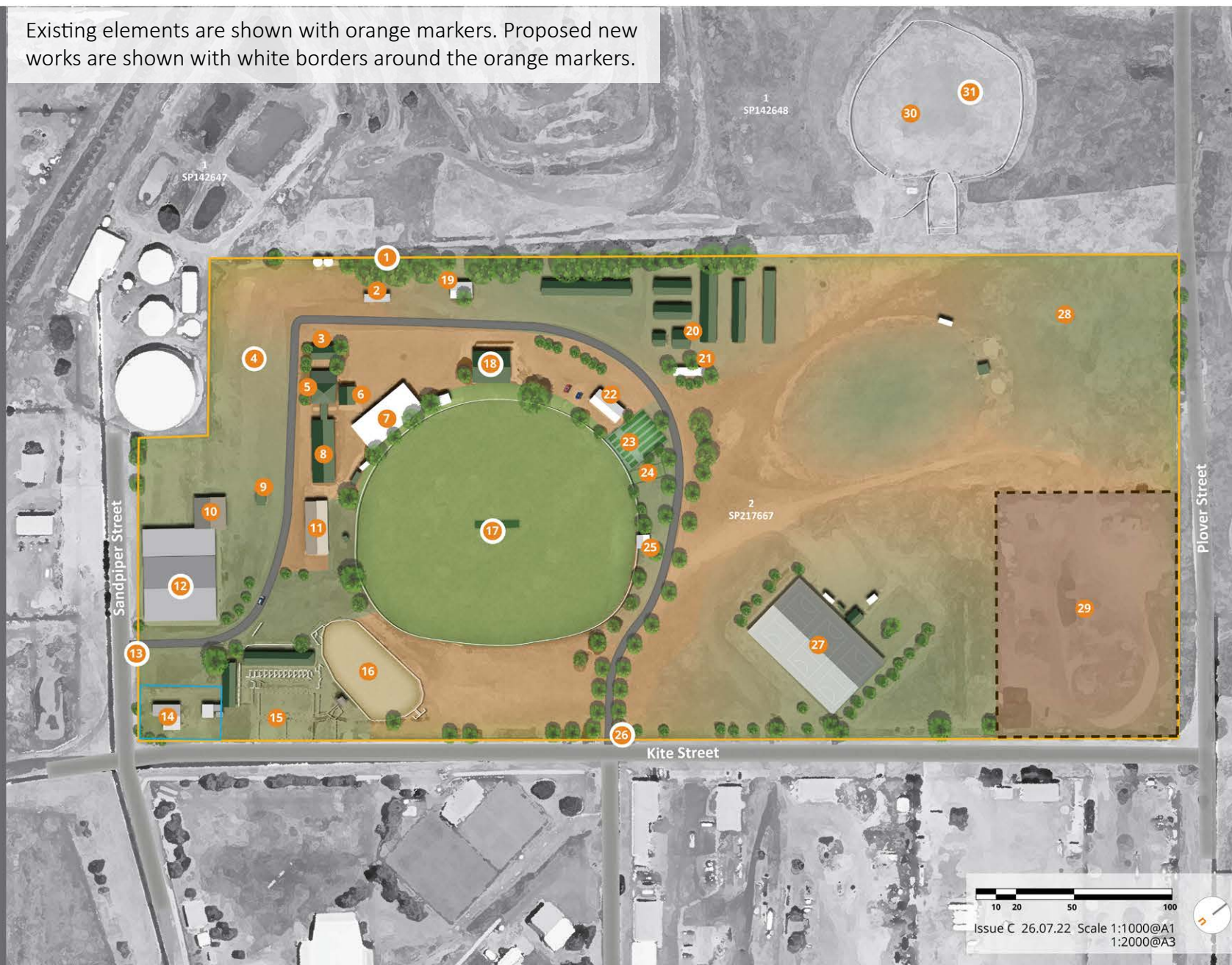
Longreach Regional Council committed throughout the entirety of the consultation process to keep the public informed, acknowledge concerns and aspirations, and provide feedback on how the public input influenced the project.



Legend

- Property boundaries
- Caretaker lease area
- 1 Proposed new works
- 1 New buffer trees and shrubs along boundary
- 2 Existing water pump station
- 3 Existing bird hut to be removed
- 4 New hardstand camping area
- 5 Existing bird pavilion
- 6 Existing female amenities, parents room and disabled toilet
- 7 Existing wave pavilion
- 8 Existing arts pavilion
- 9 Existing male amenities
- 10 Existing shearing complex
- 11 Existing bar and canteen
- 12 Install new concrete floor to existing wool pavilion including men's shed
- 13 Proposed entry statement
- 14 Existing caretakers residence
- 15 Existing day yards
- 16 Existing rodeo arena
- 17 New cricket pitch
- 18 Proposed grandstand upgrade to increase amenities, change rooms, bar and canteen
- 19 Existing amenities
- 20 Existing stables and day yards
- 21 Existing amenities block
- 22 Existing storage shed
- 23 Existing new cricket practice nets
- 24 Existing new marshalling area
- 25 Existing equipment shed
- 26 Proposed eastern entry upgrade including tree lined avenue to be landscaped with Queens Jubilee trees
- 27 Existing covered netball complex
- 28 Existing camping area
- 29 Existing stockpile zone
- 30 Existing campdraft arena (proposed lease area)
- 31 Proposed dog trial arena

Existing elements are shown with orange markers. Proposed new works are shown with white borders around the orange markers.



6. Prioritised Implementation Plan

The following prioritised implementation plan identifies each master plan element, the rationale for inclusion, and whether the element is a short, medium or longer-term priority.

The implementation of the master plan is realistically planned over a 10 year project life cycle. Some of the potential developments will require significant investment from user groups, Council and external funding agencies.

Staging the implementation of the plan will allow capital expenditure to be distributed across multiple budget years, enhance opportunities to access external funding and facilitate the amortisation of costs over a longer period.

The inclusion of elements in the master plans does not represent a commitment from Longreach Regional Council to fund proposed improvements, works or upgrades. Master plan elements identified in the implementation plan are indications of future improvements or enhancements and are not a guarantee of implementation.

Council should support user groups in their endeavours to obtain funding for recommended facility upgrades and new infrastructure, subject to confirmation of community demand. All projects will be subject to user group financial contributions, normal budget prioritisation and consideration by Council. The implementation of construction projects recommended in this plan is subject to relevant approvals, including Council development and building approvals and land owner consent.



6.1 Prioritised Implementation Table

Master Plan Reference	Master Plan Element	Detail	Rationale	Priority
1	New buffer trees and shrubs along boundary	<ul style="list-style-type: none"> Add new buffer trees and shrubs along boundary for screen, sun protection and ambience 	Council and Stakeholder need	Short term
4	New hardstand camping area	<ul style="list-style-type: none"> Add a new hardstand camping area to increase the all-weather usability of the Showgrounds and encourage more overnight stays and larger events 	Stakeholder need	Mid term
12	Install new concrete floor to existing wool pavilion including men's shed	<ul style="list-style-type: none"> New concrete floors will improve usability of the wool pavilion and will refresh the area 	Council and Stakeholder need	Mid term
13	Proposed entry statement	<ul style="list-style-type: none"> The proposed entry statement will welcome guests to the Showgrounds Reflecting Longreach's own landscaping scheme, the new entry statement will provide a sense of arrival, and a positive first impression 	Council and Stakeholder need	Short term
17	New cricket pitch	<ul style="list-style-type: none"> The current cricket pitch is outdated and needs replacement The new cricket pitch will improve usability of the area and increase cricket participation 	Stakeholder need	Mid term
18	Proposed grandstand upgrade to increase amenities, change rooms, bar and canteen	<ul style="list-style-type: none"> Extend and renovate existing grandstand building to include new change rooms, canteen, bar and seating area Refurbish existing change rooms and referees room Extension to come off front of existing grandstand building. To be cut in and at arena/field level Construct viewing platform on top of new extension 	Council and Stakeholder need	Long term
26	Proposed eastern entry upgrade including tree lined avenue to be landscaped with Queens Jubilee trees	<ul style="list-style-type: none"> Consistent with Council's planting scheme, the tree lined avenue provides shade, and will create a sense of arrival and overall facility ambience 	Council and Stakeholder need	Short term
31	Proposed dog trial arena	<ul style="list-style-type: none"> Locating the dog trial arena within the existing campdraft arena provides a sensible multiuse outcome 	Stakeholder need	Long term

Acknowledgments

The contributions and cooperation of Longreach Regional Council, existing and potential user groups and the Longreach community are gratefully acknowledged.

Particular thanks are extended to Council's project team, Mayor and Councillors.

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Appendix 1: Key User Groups Consultations

Longreach and District Multipurpose Youth, Sport and Recreation Group Inc.

A member from Longreach and District Multipurpose Youth, Sport and Recreation Group Inc. met with CPR Group to discuss their needs as an organisation that uses the Longreach Showgrounds. Through the consultation process, it was found that the organisation:

- Has 34 clubs that are members of the Multipurpose Group
- Was originally set up for the Longreach Showgrounds in 1994 or 1996
- Fundraise and give capital grants and sponsor students
- Created an open space plan in 2008
- Does not own the land or facility- Council owns the facility
- Believed that they need a multipurpose building
- Stated that the grandstand needs to be looked at by an engineer- when it rains, water comes in
- Stated that there was a need to make the seats higher, rather than making the fence lower- the fence needs to be a certain height for safety to stop kids getting in or getting hurt
- The organisation was very positive about the process

Longreach Junior Rugby League Football Club Incorporated

A member from Longreach Junior Rugby League Football Club Incorporated met with CPR Group regarding their use of and aspirations for the Longreach Showgrounds. The club representative made the following points:

- The organisation is involved in junior and senior league, junior touch, and athletics
- Club have been discussing the need to plan a new multipurpose building to benefit all users for the past 4 years
- Their main goal is to have a facility and storage- need a clubhouse that they can put their trophies in
- The club wants to have somewhere to host carnivals comfortably without hiring tents or dongas etc.
- Storage is currently in the shed behind cricket nets. This year they asked to have access underneath the grandstands as they had gear at volunteers' houses. Some

temporary storage space has been made under the grandstands, however still in need of more storage space

- Currently don't have a meeting room, so are having meetings out in the open
- There is a high number of females coming through. This started with one, now there are 10 in juniors and 8-9 in under 18s. Need female facilities to accommodate this
- Had to have the grand final at Ilfracombe- 900 people came through the gates, wouldn't have coped with this sized carnival at Longreach Showgrounds
- The club has an idea for a new building that has a platform at the same height as the bottom of the grandstand so it could join up as a viewing area, with 4 change rooms under the grandstand.
- An announcers box would be built into this new building
- The fence- could put a removable fence in front of the new building
- Existing fence is too high
- The rugby league field needs to be extended. The in-goal and dead ball line is too close to the fence. If they can push the fence back at each end, it might be better than moving the field further away from the grandstand
- They have Played senior rugby league out at ilfracombe. The seniors would train there but the juniors wouldn't
- Opportunity to put and athletics track behind netball courts with another fields in the middle.
- In need of a new scoreboard

Longreach Cricket Association Inc.

Through the consultation program, CPR Group met with a member of the Longreach Cricket Association Inc. and found that the association:

- Has tried to get Auskick and Hockey started
- The bar and canteen project at the showgrounds needs to be realistic and manageable
- Cricket have some facility development projects prioritised
- Teams/participants wouldn't travel to Ilfracombe to train/play, but stated that it would be okay for one off events
- Understands and agrees that the master plan needs to demonstrate need
- Have money for projects, but haven't always been able to get Council sign off
- Very positive about the master plan project

Longreach Show Society Inc.

A representative from the Longreach Show Society met with CPR Group to convey their ideas, thoughts and input into the Longreach Showgrounds Master Plan project. Through this consult, the following information was conveyed:

- The Show Society would be happy to apply for a grant if they were happy with what was planned for the master plan
- It has been suggested that a recreation centre could be build where the Wave pavilion is as the cement pad could be used as the base for a two story building
- There is not much room between the pavilion and the grantstand, so the rec centre would look like it was jammed in there if it was built there
- People in the area love to spread out on the lawn in the late afternoon as it is very pleasant and nice, however it would be much better if the bar was placed where the pavilion is
- They could turn the current bar and kitchen facility into an open pavillion in colonial style with freestanding benches, a camouflage cold room with tongue and a groove wall. Could get rid of the canteen and instead have a mobile bar with a bit of storage. The grounds need an entry statement and the state sheep shows need marquee and catering (would be able to use the gutted bar and canteen). This would look nice standing in the middle of the field and looking around- with the rec centre where the Wave pavilion is and turning the existing bar and canteen into a rustic pavilion. This would still need lawn around it.
- A showgrounds says a lot about a town- think about what will enhance the overall aesthetic of the showgrounds
- There were 3,000 people in 2021
- The Show at the Longreach Showgrounds should be a really important date on the calendar as it provides opportunities for people to compete and socialise with people from all different walks of life. This is invaluable for a community
- The show is in a good place, with lots of people commenting on how the show has been in the past few years.
- Tourism is a big plus for the Longreach Showgrounds- a lot of attraction
- There are a lot of good reasons to be hopeful of the future

