



2026-2031

# EVENTS, ARTS & CULTURE PLAN

CHARTERS TOWERS REGIONAL COUNCIL

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## *Acknowledgement of Country*

We at Charters Towers Regional Council acknowledge the First Nations people of the land on which Charters Towers and its greater region are located, and where we conduct our business. We pay respect to their Elders past and present.

We are committed to a positive future for all.

Document approved by Council: 20 May 2026

Council would like to thank all those members of the community and Council staff who kindly gave their time to provide input into the development of this Plan through the consultation process.






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## Plan Language

This plan represents the entire Charters Towers Region and communities. The terms 'Charters Towers' and 'Charters Towers Region' are used interchangeably in this document and are inclusive of all locations within the broader region, Greenvale, Hervey Range, Homestead, Pentland, and Ravenswood.



## Message from the *Mayor*

In the Charters Towers Region, events, arts, and culture have always brought people together, connecting us as a community and reflecting our proud history and heritage. These activities are part of what makes our region unique, and they continue to play an important role in our everyday lives.

Events, arts, and culture aren't just about entertainment, they help strengthen our social connections, support local businesses, and create experiences that visitors remember. They shape who we are as a community and showcase the spirit of our region to the world.

This plan is for everyone in our community, regardless of age, background, or role. It's not just about what Council will do, but also about working with local artists, event organisers, tourism operators, and businesses to keep these activities thriving and ensure they deliver benefits to the whole region.

Think of this plan as a guide for the future. It demonstrates our vision for the Charters Towers Region and how we'll get there, ensuring events, arts and culture remain a strong and valued part of life.

*Liz Schmidt*

Mayor, Charters Towers Regional Council







THE

AUSTRALIAN BANK OF COMMERCE

THE WORLD THEATRE



# *Introduction*

The Charters Towers Events, Arts & Culture Plan 2026–2031 sets out a five-year vision to grow our vibrant, connected community through events, arts, and cultural activities. Developed through consultation with residents, community groups, artists and local businesses, this Plan recognises that events and culture are essential to who we are as a region – strengthening social connections, driving economic activity, and celebrating our unique attributes.

Charters Towers has a proud history as one of Queensland’s most significant gold mining towns, and today our community continues to embrace creativity and celebration. From events like the Charters Towers Country Music Festival and Charters Towers Rodeo that draw visitors to the region, to smaller workshops and community gatherings that bring neighbours together, our cultural calendar reflects the diversity and spirit of our people.

## **About the Charters Towers Region**

The Charters Towers Region is a charming historic gold mining town in northeastern Queensland, located 130 kilometres southwest of Townsville and just 90 minutes inland from the coast. Situated over 1,300 kilometres north of Brisbane along the Overlander’s Way driving route, this outback destination combines rich heritage with modern facilities, offering visitors an authentic and accessible experience of Australia’s inland history.

Beyond its well-known gold rush beginnings, Charters Towers is defined today by its beautifully preserved streetscapes and proud community identity. More than 60 heritage-listed buildings, striking verandas, and grand facades reflect the prosperity of the late 19th century, creating an immersive backdrop for visitors who enjoy exploring architecture, culture, and local storytelling. It’s a place where history isn’t just remembered, it’s woven seamlessly into daily life.

Charters Towers features a vibrant events calendar and thriving arts scene that celebrates the local community. Anchored by the renowned Goldfield Ashes Cricket Carnival and the Country Music Festival, the region’s calendar also includes the Charters Towers Rodeo and the Motor Show & Swap Meet, along with a variety of smaller arts and cultural activities throughout the year. These offerings ensure the Charters Towers Region remains a lively, welcoming, and unmissable destination, allowing visitors to plan trips around events they enjoy.



# Alignment to the *Community Strategic Plan*

The Charters Towers Events, Arts & Culture Plan 2026–2031 aligns with Charters Towers Regional Council's Community Strategic Plan by supporting the delivery of a strong, connected and prosperous region.

This Plan directly contributes to Council's strategic priorities by:

- Building a strong and inclusive community through accessible events, arts and cultural programs that foster social connection, wellbeing and community pride.
- Supporting economic growth and diversification by attracting visitors, increasing local spending, and strengthening the region's reputation as a vibrant destination.
- Celebrating and preserving our heritage and identity by showcasing the unique history, stories and creative talent of the Charters Towers Region.
- Enhancing liveability and lifestyle by delivering a year-round calendar of engaging experiences for residents of all ages and backgrounds.
- Strengthening partnerships and collaboration across Council, community, business, education and the creative sector to deliver shared outcomes.

Through this Plan, Council reinforces its commitment to leadership, collaboration and sustainable development, ensuring events, arts and culture continue to play a central role in shaping the future of the Charters Towers Region.



## Our Vision

To support a thriving, inclusive events, arts and cultural calendar across the Charters Towers Region that celebrates our diverse heritage and connects people of all ages and backgrounds.

Through genuine collaboration between Council, artists, businesses and community groups, we, as a community, will aim to deliver accessible events and programs that strengthen social connections and generate lasting economic and cultural benefits for our entire region.

## Our Approach

This Plan takes a collaborative, three-tiered approach to supporting events, arts and culture:

- **Signature events** to drive visitation and economic benefits while building community pride.
- **Community events & gatherings** to ensure inclusive participation and celebrate our culture and history.
- **Workshops, displays and activities** to provide opportunities for education and learning, develop individual skills and arts practice and strengthen personal connections.

Council's role is to facilitate and coordinate, by working alongside community groups, artists, businesses, to create a unified approach that benefits residents and visitors alike. Success depends on all partners sharing information, connecting, collaborating, coordinating, and contributing their unique strengths to our shared goals.



# Our *Priorities*

This Plan is guided by seven priorities shaped by community feedback:

1.

## **SHOWCASE EVENTS, ARTS & CULTURE TO BUILD REGIONAL PRIDE**

Focus on what makes the Charters Towers Region special – our gold mining heritage, outback character, and community spirit. Build local identity and confidence through events and cultural activities that demonstrate why we're proud to live in the region.

2.

## **REPRESENT THE WHOLE COMMUNITY**

Ensure events, arts and culture activities reflect everyone in our region – all ages, backgrounds, and locations. This includes First Nations connections, youth programs, activities for seniors, and reaching beyond the town centre into rural areas.

3.

## **DRIVE VISITORS TO THE REGION**

Use the calendar of activities to drive out of region visitation and extended stays. This may be through attraction to a specific event or activity, or through the longer-term economic benefits of a thriving, active region.

4.

## **BE ACCESSIBLE AND INCLUSIVE**

Provide a mix of free, low-cost and ticketed events so everyone can participate, regardless of financial circumstances. Support programs for people of all abilities and create opportunities for social connection, especially for isolated individuals.

5.

## **SUPPORT COLLABORATION AND COMMUNICATION**

Strengthen partnerships between Council, community groups, artists, businesses and tourism operators. Improve information sharing, work together on planning, and ensure transparency about funding opportunities and outcomes.

6.

## **BUILD KNOWLEDGE AND ENGAGEMENT**

Improve the promotion of the What's On calendar to make it easier for people to participate. Break down barriers between different types of events and arts activities. Engage local businesses as active supporters and promoters of our cultural calendar.

7.

## **MEASURE AND CELEBRATE SUCCESS**

Track what we're achieving through simple data collection and regular reporting. Publicly recognise Council's financial and in-kind support, volunteers, artists, and organisers who make events happen. Use evidence to guide future planning and secure ongoing financial support.

By working together over the next five years, we will ensure the Charters Towers Region remains a place where creativity flourishes, community thrives, and our rich heritage continues to inspire future generations.

## Community Benefits of Events, Arts & Culture



## Supporting Events, Arts & Culture

### Why this matters for our region

Events, arts & culture are essential to the social, economic and cultural wellbeing of the Charters Towers Region. They shape who we are as a community and how visitors experience our region.

### Social benefits

Events, arts and cultural activities bring people together, creating opportunities for connection across ages, backgrounds and interests. They strengthen community togetherness, reduce isolation, and build a shared sense of identity and belonging. From large festivals that unite the whole region to small workshops where individuals develop new skills, these activities strengthen our community's social fabric.

### Economic impact

A successful events calendar drives visitor numbers and generates economic activity across the region. Large-scale events attract visitors who spend money on accommodation, meals, shopping, and attractions, directly supporting local businesses and creating employment opportunities.

Community events and arts programs demonstrate our region's liveability, helping attract and retain residents and creating jobs.

### Cultural value

Arts and culture celebrate our diverse heritage and creative style. They help us honour our unique history, from First Nations connections to our gold mining legacy, while creating space for cultural experiences. Cultural activities strengthen community pride and showcase what makes the Charters Towers Region distinctive, contributing to our identity as a connected, resilient community built on inclusivity, belonging, and pride.

### Building community capacity

Supporting events, arts, and culture builds local skills, encourages volunteering, and increases organisational capacity within community groups. These activities foster collaboration and enable people to contribute meaningfully to their community.



# Who Plays a Role

## **Collaboration: The Charters Towers Region works together**

The success of Charters Towers as a vibrant region depends on strong collaboration between all stakeholders. No single organisation can achieve the goals of this strategy alone – it requires coordinated effort, a shared vision, and ongoing communication across all groups.

### **Our collaborative network**

The following groups are involved in our collaborative approach:

- **Charters Towers Regional Council** provides strategic leadership, infrastructure and resources to support events, arts and cultural activities in the region. Council plays a coordinating role in bringing partners together and ensuring alignment with broader regional planning.
- **Council's Community Development Team** designs and delivers many cultural programs and events that attract visitors and engage locals. They work to create a year-round calendar that showcases our region's character and heritage.
- **Regional Arts Development Fund (RADF) Committee** is a partnership between the Queensland Government through Arts Queensland and local governments in Queensland to promote local arts and culture in regional Queensland. The Charters Towers Regional Council RADF Committee promotes the value of arts, culture, and heritage as key drivers of social change and of building a strong, diverse, and inclusive region.
- **Community members** are the heart of the Charters Towers Region, volunteering their time, sharing stories, and participating in events and activities.
- **Local businesses** provide services, accommodation, dining, and retail experiences that support both residents and visitors.
- **Professional artists** contribute creative expertise, deliver performances, exhibitions and workshops, and help build the region's cultural identity and reputation.
- **Arts & cultural organisations** develop and deliver programs, festivals and exhibitions, build community participation, and support skills development across the region.
- **Private arts & culture venues** provide spaces for performances, exhibitions and events, creating regular opportunities for audiences to engage with arts and culture.
- **Local school arts & culture departments, teachers and students** nurture emerging talent, participate in community events, and help build future audiences and creative leaders in the region.

Effective collaboration means regular communication, shared planning, and mutual support. This includes coordinated event calendars, shared marketing initiatives, and linked resources.

When these groups work in partnership, we create a stronger, more cohesive experience that benefits everyone.





# Events, Arts & Culture Survey *Summary*

This survey, undertaken in November 2025, collected feedback from participants of the Charters Towers Region on their views of events, arts, and culture.

## Key Findings

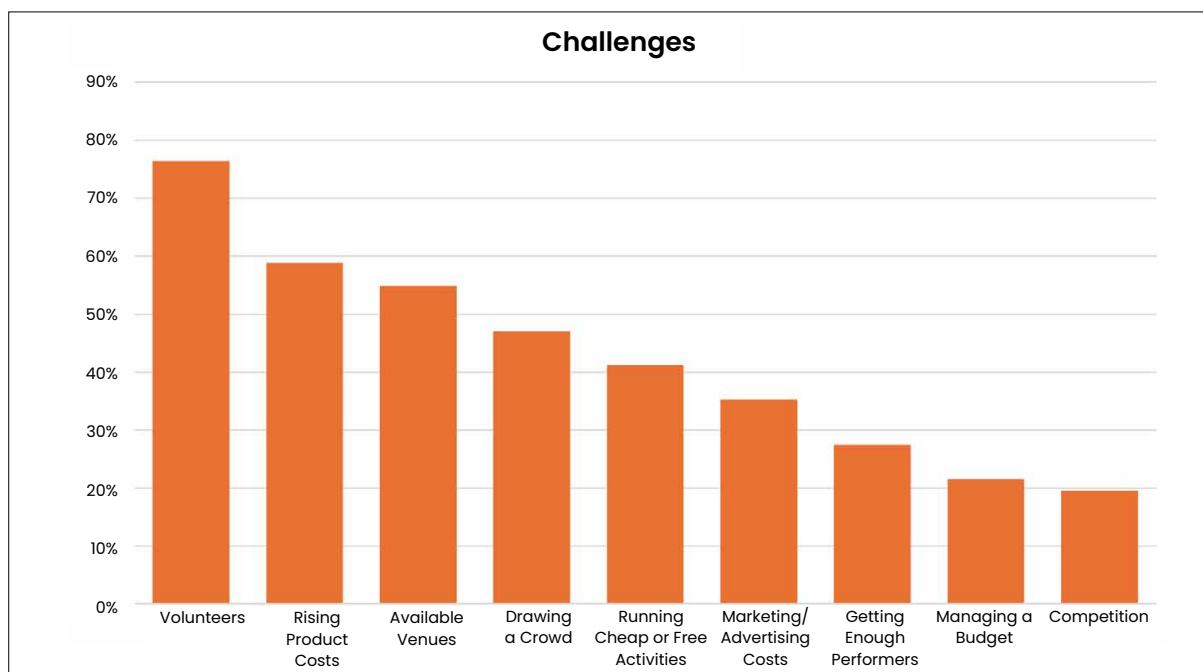
Participants strongly value arts and events. Over 92% of respondents agreed or strongly agreed that arts and events are essential to them. Support for Council involvement was also strong, with 73% people rating “Council must continue to support the arts and events” at 10 out of 10.

People are actively involved. A large majority (86%) had attended or participated in arts activities or events in the past 12 months. Popular activities included Towers Rush, the Country Music Festival, Towers Players theatre productions, the Charters Towers Rodeo, various markets, and workshops at the Mike Carney Arts Centre. About three-quarters of respondents (76.5%) also volunteer their time to help with arts activities or events.

Satisfaction with Council support is mixed. When asked about Council’s support for events and arts activities, 44% were satisfied or very satisfied, while 39% were neutral.

Communication could improve. Social media was by far the most common way people heard about events (92%), followed by word of mouth (80%) and flyers or posters (41%).

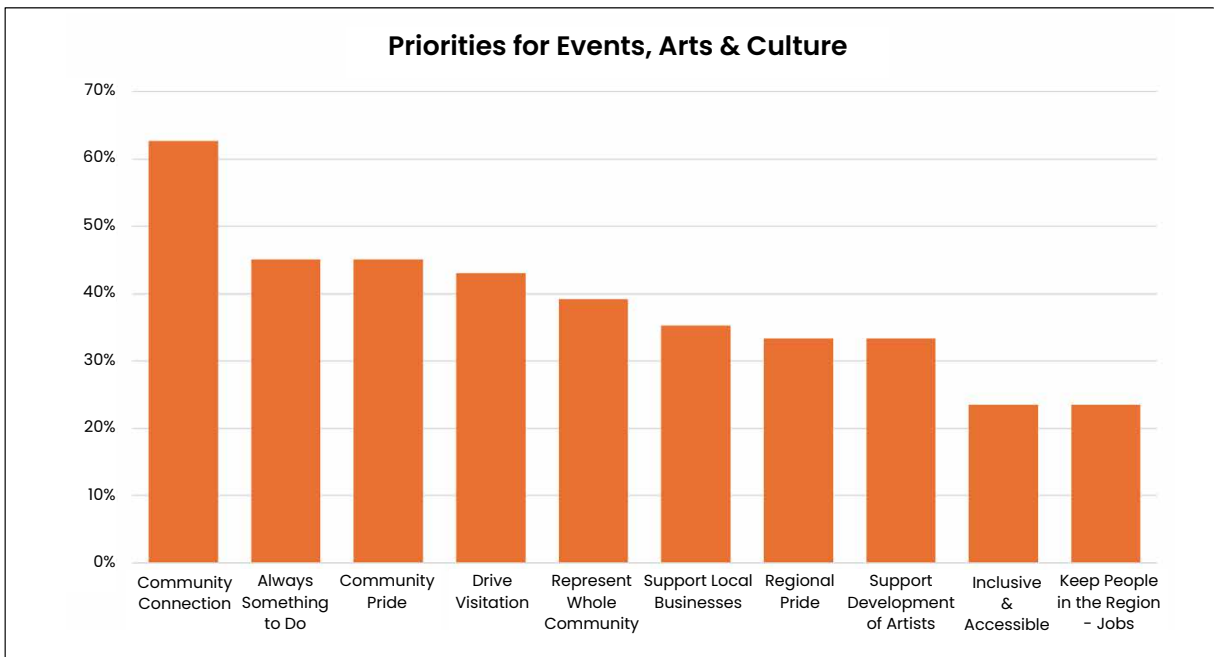
## Key challenges identified



The biggest challenge selected was finding volunteers (76%), followed by rising product costs (59%), available venues (54%), and drawing a crowd (47%). Most respondents (88%) preferred a mix of free and ticketed events.

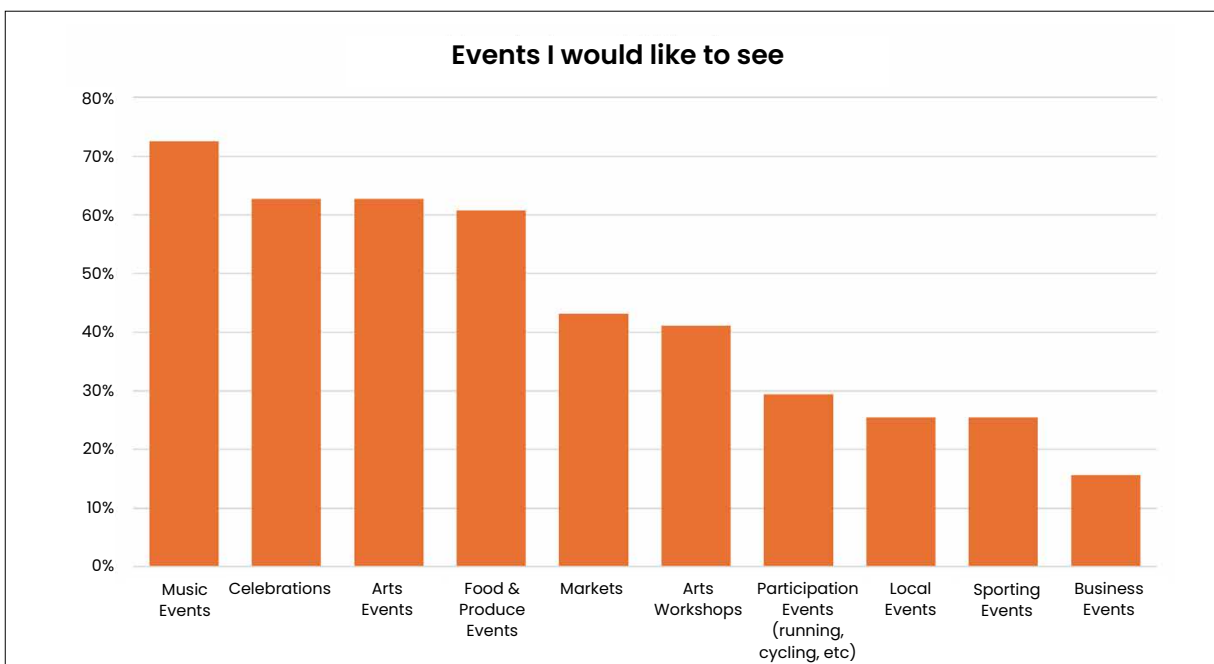


## What residents want

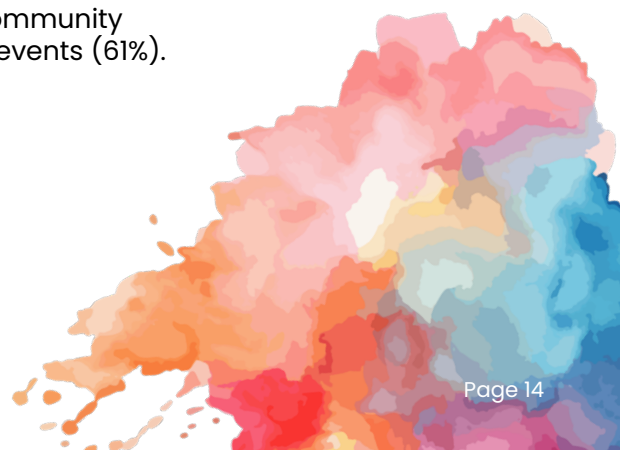


The top priorities selected by the respondents were community connection (63%), ensuring there is always something to do (45%), community pride (43%), and driving visitors (43%).

## Popular event types



The most desired types of events were music events (73%), community celebrations (63%), arts events (62%), and food and produce events (61%).



## What Residents *Said*

Respondents shared many thoughtful comments about why arts and events matter to them. Following are some examples:

“ Events bring the community together to celebrate various milestones. Humans are social by nature, and events for all cross-sections of the community would be a great way to strengthen the community and the region’s liveability. ”

“ Living in a small town with limited permanent clubs and groups, events and arts are all people, couples and families have to come together and socialise, that’s not a pub. ”

“ Local events are not only beneficial to locals, but they can also draw visitors to our town, which is great for our local economy. Having quality local events brings a richness and inclusivity to our community. ”

“ Arts and events bring community together like an adhesive. They promote the learning of knowledge and skills and enhance the enjoyment gained from participation with like-minded people. ”

“ Participation in and volunteering at community-hosted art, cultural and other events brings me a sense of belonging within my community. It offers opportunity for social interaction and engagement. ”



# Consultation Challenges & *Improvements*

In addition to the Events, Arts & Culture Survey, stakeholder consultation with both internal and external stakeholders took place in August 2025 to inform the development of this strategy. This engagement ensured the strategy is grounded in evidence, reflects diverse community and sector perspectives, and draws on local industry insight to guide future direction.

The following stakeholder insights highlight key challenges, opportunities, and areas for improvement identified through this consultation.

## 1. Resources and Capacity

"Small budgets and limited staff mean we can't make big changes overnight. Building capacity takes years."

"Council can't do everything. The strategy needs to clarify what the Council's job is versus that of community groups."

"Council should be at the table with us, not standing at the head of the table. We're all stakeholders here."

## 2. Community Engagement and Development

"We need to leverage local knowledge and involve schools and young people more."

"We should be creating career pathways in the arts so young people don't have to leave."

"Marketing is absolutely critical, but who's paying for it? We're trying to promote events on a shoestring."

"High turnover of teachers, emergency services, and mine workers makes it hard to build anything sustainable."

## 3. Infrastructure and Innovation

"When the community organises something themselves, we should be celebrating that, supporting it – not trying to take it over."

"Those empty buildings in town during festival time – why aren't we using them? Pop-up galleries, temporary performance spaces. They're just sitting there."

## 4. Financial Sustainability

"Everyone expects everything to be free or maybe gold coin donation. But how are artists supposed to make a living? How do we keep organisations running?"

"Costs are going up and up, but people won't pay more. At some point, we're going to lose these organisations altogether."

"I think there's this perception that grants cover everything, that the government pays for all of it. People don't realise how much comes out of our own pockets."

"Where are the volunteers? We used to have young people helping out all the time. Now?"

## 5. Strategy Framework

"Why are we separating 'arts events' from 'community events'? Half the time they're the same thing. Let's categorise by size – small, medium, large – not by whether someone calls it 'arts' or not."

"Every group thinks they're the only ones dealing with these issues. We need to talk to each other more, share what works. And Council needs to be in that conversation."

"Don't just focus on the big festivals. The little events matter too – the micro ones, the medium-sized ones. They all contribute."

"Council's role should be to facilitate and connect, not to do everything. But community groups need to step up too – it goes both ways."

## 6. Location and Infrastructure

"This strategy can't just be about Charters Towers town. What about the rural areas? The smaller communities? They're part of this too."

"The World Theatre closure really hurt us. And you can't plan outdoor events when the weather's so unpredictable. We need more options."

## 7. Measurement and Communication

"We should be reporting on what's actually happening – how many events, how many people participating. Show the outcomes. That helps when we're advocating for more support."

"Communication between groups and Council needs to improve. Too often we're finding things out after the fact, or we're duplicating effort because no one knew what anyone else was doing."



# Three-tiered support *Model*

## Categories

The Charters Towers Events, Arts & Culture Plan organises the support for activities across three tiers, each delivering distinct benefits to our community and visitors. This approach ensures we invest in areas that achieve our objectives, including experiences that drive economic growth, build social connections, and increase liveability.

| Signature Events                       | Community Events & Gatherings                 | Workshops, Displays & Activities     |
|--|---|--------------------------------------|
| Drive visitation and economic benefits | Represent our whole community                 | Strengthen community connections     |
| Build community pride                  | Ensure inclusive and accessible participation | Deliver personal benefits            |
| Support local business growth          | Celebrate and honour culture and history      | Enable individual skills development |

## Signature Events

*Drive visitation and economic benefits • Build community pride • Support local business growth.*

Signature Events are designed to put the Charters Towers Region on the map. These are usually larger-scale events that attract visitors from outside the region, generating significant economic activity for local businesses. Signature events can be spectator or participation events or a mixture of both. They can be Major Events or Minor Events.

Events such as the Charters Towers Country Music Festival, the Charters Towers Rodeo, Goldfield Ashes and Towers Rush are examples of Minor Signature Events. They showcase our region's character and create lasting memories that encourage repeat visits and positive word of mouth. These events make the community proud of the region's acts, shows, and festivals while supporting the visitor economy.

***Charters Towers Regional Council plays a key role in facilitating, promoting and resourcing these events to maximise their impact and ensure they remain sustainable drawcards for our region.***

## Community Events & Gatherings

*Ensure inclusive and accessible participation • Celebrate and honour culture and history.*

Community events and gatherings are the heart of our social calendar – events that bring the whole region together to celebrate, connect, and belong. These include markets, community celebrations, cultural festivals, commemorative events and local performances that reflect the diversity of our region. Markets, community events and gatherings prioritise local participation and ensure everyone can take part regardless of age, ability or financial circumstances. They honour our history, from First Nations connections to our gold mining heritage, and create space for different cultures and groups to share their stories. These gatherings strengthen the social fabric that makes Charters Towers a great place to live, fostering neighbourly connections and a shared sense of identity.

***Charters Towers Regional Council can support community events and gatherings by providing venues, promoting events, and partnering with the many volunteer groups who bring these occasions to life.***

***Council also serves as the coordinator for the planning and delivery of the region's cultural and civic events programme, including New Year's Eve, ANZAC Day, Easter and Christmas celebrations.***

## Workshops, Displays and Activities

*Strengthen community connections • Deliver personal benefits • Enable individual skills development.*

Workshops, displays, and activities are small scale, ongoing programs that enrich daily life in our region. These include art classes, creative workshops, gallery exhibitions, theatre rehearsals, craft groups and skills-based programs delivered throughout the year. These activities deliver profound personal benefits, providing



creative outlets, building new skills, reducing social isolation and connecting like-minded people. These activities also nurture the next generation of artists, performers, and event organisers who will sustain our cultural calendar.

**Charters Towers Regional Council supports this tier by funding programs through RADF grants, providing support for facilities such as the Mike Carney Arts Centre, and connecting residents with performance and exhibition opportunities.**

## Measuring, Reporting & Celebrating

### Why Evaluation Matters

Good evaluation helps us understand what's working, secure future funding, and celebrate our achievements. It doesn't need to be complicated – simple, consistent tracking provides the evidence we need to demonstrate value and guide future decisions.

Event owners, venues, local businesses, the community and Council all play a role in measuring, reporting and celebrating the impact of Events and the Arts.

### Measuring

*Together, we will collect practical data that shows impact without creating excessive burden on volunteers and community groups:*

**Participation data** – Track attendance and basic demographics to understand who is engaging with activities. Use simple sign in sheets, ticket sales data, or quick headcounts.

**Economic information** – Monitor visitor numbers, business participation, and basic spending patterns where possible. This can be as simple as informal surveys or feedback from local businesses.

**Community feedback** – Gather opinions through short post-event surveys, social media comments, and participant conversations. Focus on what worked well and what could be improved.

**Event records** – Keep basic records of the activities held, when they were held, and who organised them. This creates a clear picture of our cultural calendar over time.

### Reporting

*Together, we will ensure transparent, straightforward reporting that builds trust and demonstrates value:*

**Annual summary** – Produce one comprehensive annual report that includes key statistics, photos, community stories, and achievements. Keep it visual, accessible, and celebratory.

**Quarterly updates** – Share brief progress updates with Council and key stakeholders, highlighting upcoming events and recent successes.

**Funding transparency** – Clearly communicate how grants and support are allocated and the outcomes achieved. Share this information on Council's website and through community channels.

### Celebrating

*Together, we will celebrate success and provide recognition to individual groups or people who have contributed to the delivery of this plan:*

**Public acknowledgment** – Thank volunteers, artists, organisers, and supporters through Council communications, social media posts, and local media coverage.

**Recognition of Events, Arts and Culture activities** – Annual public recognition of new and existing programs that deliver the outcomes of this plan. Creation of additional categories for events and the arts through existing awards (Australia Day) or developing a new recognition event.

**Share success stories** – Post photos and brief stories from events on Council social media and in community newsletters. Let people see the impact of their participation.

**Learn together** – Hold occasional informal networking opportunities where event organisers can share experiences, learn from each other, and discuss what's working well.



# **ACTION PLAN**

## *Acronyms*

CTRC = Charters Towers Regional Council  
RADF = Regional Arts Development Fund  
VIC = Charters Towers Visitor Information Centre

## Priority 1 – Showcase events, arts and culture to build regional pride

| Target  | Actions  | Responsible            | Measures  | YR 1 | YR 2 | YR 3 | LONG TERM |
|---|--|------------------------|---|------|------|------|-----------|
| 1. Identify existing 'signature events' and create Events Matrix                                    | <ul style="list-style-type: none"> <li>Investigate events that currently occur in the region (Council funded or not) that could be identified as signature events</li> </ul>   | CTRC, Event Owners     | <ul style="list-style-type: none"> <li>Promotes Charters Towers</li> <li>Size</li> <li>Visitation numbers</li> <li>Local suppliers engaged</li> </ul>   | ●    |      |      |           |
| 2. Promote the importance of all three types of activities, and the way Council supports them       | <ul style="list-style-type: none"> <li>Create events, arts &amp; culture matrix to map all activities</li> <li>Clear description of 3 categories - list the importance of each</li> <li>Wide spread promotion</li> </ul>   | ALL                    | <ul style="list-style-type: none"> <li>Publish matrix on website</li> <li>Media coverage</li> <li>Public engagement and understanding</li> <li>Promotion by organisations and groups</li> </ul>   | ●    |      |      |           |
| 3. Build authentic stories that differentiate Charters Towers Region                                | <ul style="list-style-type: none"> <li>Ensure supported events and activities are representative of the Region</li> </ul>  | CTRC, RADF, VIC        | <ul style="list-style-type: none"> <li>Support 2 'signature events' per year that could only be held in the Region</li> </ul>   |      | ●    | ●    | ●         |
| 4. Profile achievements and celebrate community success   | <ul style="list-style-type: none"> <li>Media reporting of successful events or activities</li> <li>Events or activities sharing their own successes</li> </ul>   | CTRC, Community        | <ul style="list-style-type: none"> <li>Yearly reports</li> <li>Pre + Post activity reports</li> <li>Local business activation</li> <li>Community interaction</li> </ul>   | ●    | ●    | ●    | ●         |
| 5. Undertake a feasibility study for a major signature event for the Region to stimulate visitation | <ul style="list-style-type: none"> <li>Find opportunities that draw visitation, and specifically represents or displays Charters Towers</li> <li>Internal or external provider to undertake a feasibility study</li> </ul> | CTRC, Contractor       | <ul style="list-style-type: none"> <li>Identify – event type, community and visitor interest, groups involved, location, operations, sponsorship, cost to Council</li> </ul>  | ●    |      |      |           |
| 6. Activate local places and spaces through events and activities                                   | <ul style="list-style-type: none"> <li>Create a method for events or activities of all scales to find the best venues for their activity, including activation of currently unused spaces</li> </ul>                       | CTRC, Local Businesses | <ul style="list-style-type: none"> <li>Create a working list of usable venues</li> <li>Publish list on Council's website</li> <li>Develop simple agreements for the use of private buildings</li> <li>Communicate the positive outcome of activities occurring in the unused space</li> </ul> |      | ●    | ●    | ●         |
| 7. Collaborate with the Visitor Information Centre to broaden promotion and engagement.             | <ul style="list-style-type: none"> <li>Widespread promotion of the calendar of events</li> </ul>   | CTRC, VIC              | <ul style="list-style-type: none"> <li>Marketing campaign to promote both upcoming events and the success of previous ones</li> <li>Release of a list of regular, small activities that indicate 'always something on'</li> </ul>   | ●    | ●    | ●    | ●         |

## Priority 2 – Represent the whole community

| Target  | Actions   | Responsible              | Measures  | YR 1 | YR 2 | YR 3 | LONG TERM |
|---|---|--------------------------|---|------|------|------|-----------|
| 8. Prioritise First Nations art and traditional owner connections   | <ul style="list-style-type: none"> <li>Proactively support creative programs and initiatives that acknowledge and reflect our First Nations heritage</li> </ul>     | ALL                      | <ul style="list-style-type: none"> <li>Offer First Nations a role in all events (Welcome to country etc.)</li> <li>Offer 3 opportunities (new or existing) for First Nations artists to perform, build and display their work</li> </ul>  |      | ●    | ●    | ●         |
| 9. Build community identity and pride through local arts and events   | <ul style="list-style-type: none"> <li>Support and promote events and festivals that celebrate community values, cultural priorities and our way of life</li> </ul> | ALL                      | <ul style="list-style-type: none"> <li>Share the contents of the Strategy</li> <li>Encourage community gatherings to learn about upcoming activities</li> <li>Pick 1 'Artist of the Month' for promotion, explaining how they contribute to the region</li> </ul>   | ●    | ●    | ●    | ●         |
| 10. Leverage schools, youth, and diverse community segments   | <ul style="list-style-type: none"> <li>Ensure there is 'something for everyone'</li> </ul>  | CTRC, Schools, Community | <ul style="list-style-type: none"> <li>Ensure the balance of events and activities is appropriately spread across different community needs</li> <li>Create opportunities for schools to play a role in events and activities outside of just performances, e.g. Event operations, Audio, Photography, Video</li> </ul> |      | ●    | ●    | ●         |
| 11. Extend the impact of local events beyond Charters Towers to include rural and regional areas within the LGA | <ul style="list-style-type: none"> <li>Spread the impact of events and activations</li> </ul>   | CTRC                     | <ul style="list-style-type: none"> <li>Support events occurring in different areas across the community</li> <li>Seek unique visual and storytelling locations</li> </ul>   |      | ●    | ●    | ●         |
| 12. Celebrate our important civic occasions equitably across the Region   | <ul style="list-style-type: none"> <li>Spread the impact of civic events</li> </ul>   | CTRC                     | <ul style="list-style-type: none"> <li>Choose venues, parks and fields from across the wider region</li> <li>Ensure the work done by Council to fund and deliver these events is clearly communicated</li> </ul>  | ●    | ●    | ●    | ●         |

### Priority 3 - Drive visitors to the region

| Target  | Actions  | Responsible                 | Measures   | YR 1 | YR 2 | YR 3 | LONG TERM |
|---|--|-----------------------------|--|------|------|------|-----------|
| 13. Develop a compelling event calendar attracting regional, state, and interstate visitors | <ul style="list-style-type: none"> <li>Build and promote an active event calendar</li> </ul>                             | CTRC, VIC                   | <ul style="list-style-type: none"> <li>Ensure events can be found amongst ongoing activities (like markets)</li> <li>Profile 3 activities of different scales (events, workshops, performances) per month</li> <li>Encourage all events (not just Council supported ones) to have a place in the calendar</li> </ul> |      | ●    | ●    | ●         |
| 14. Build the Charters Towers Region's reputation as a vibrant cultural destination         | <ul style="list-style-type: none"> <li>Produce an updated events and activities 'brand' for the region</li> </ul>        | CTRC, VIC, Community        | <ul style="list-style-type: none"> <li>Define event or activity regional brand.</li> <li>Choose signature events and activities that can promote and celebrate the brand</li> </ul>  |      |      | ●    | ●         |
| 15. Maximise economic benefits from visitor spending  | <ul style="list-style-type: none"> <li>Provide greater options for visitors arriving to take part in an event</li> </ul> | VIC, CTRC, Local Businesses | <ul style="list-style-type: none"> <li>Match timing of programs, offers, and experiences to event dates</li> <li>Communicate to local businesses how they can take advantage of increased short-term visitation</li> </ul>   |      | ●    | ●    | ●         |
| 16. Extend visitor length of stay through diverse cultural offerings                        | <ul style="list-style-type: none"> <li>Use unique and cultural events to drive visitation</li> </ul>                     | VIC, Local Businesses, CTRC | <ul style="list-style-type: none"> <li>Promote a calendar of smaller scale arts and culture activities</li> <li>Create "done for you" itineraries to encourage visitors to stay longer</li> <li>Market unique and local activities that cannot be experienced anywhere else</li> </ul>                               |      | ●    | ●    | ●         |
| 17. Leverage off community driven events to attract more visitors to the region             | <ul style="list-style-type: none"> <li>Use existing events to determine what could be used to drive tourism</li> </ul>   | CTRC, VIC, Event Owners     | <ul style="list-style-type: none"> <li>Identify 3 current events (Council funded or not) that can drive tourism</li> <li>Provide opportunities for event organisers for professional development to ensure events are sustainable</li> <li>Measure visitation from year to year</li> </ul>                           | ●    | ●    | ●    | ●         |

## Priority 4 – Be accessible and inclusive

| Target  | Actions  | Responsible              | Measures   | YR 1 | YR 2 | YR 3 | LONG TERM |
|---|--|--------------------------|--|------|------|------|-----------|
| 18. Support smaller arts groups providing social and personal benefits for isolated individuals | <ul style="list-style-type: none"> <li>Support for arts groups</li> </ul>                              | RADF, CTRC               | <ul style="list-style-type: none"> <li>Identify 4 programs that are creating social benefits</li> <li>Promote opportunities and information services to encourage art groups to build impact</li> <li>Promote opportunities for connection through the arts</li> </ul>   |      | ●    | ●    | ●         |
| 19. Offer a mix of free, low-cost, and ticketed events, ensuring financial accessibility        | <ul style="list-style-type: none"> <li>Outline the costs of events</li> </ul>                          | RADF, CTRC, Event Owners | <ul style="list-style-type: none"> <li>Ask each event/ activity to use the same language – “Free”, or “low cost”, or “Ticketed”</li> <li>Track the number of events in each category available to the community</li> <li>Communicate the importance of understanding the cost of running events</li> </ul>     |      | ●    | ●    | ●         |
| 20. Prioritise programs for all ages, people with disabilities, and diverse needs               | <ul style="list-style-type: none"> <li>Encourage event organisers to consider accessibility</li> </ul> | RADF, CTRC, Event Owners | <ul style="list-style-type: none"> <li>Support event organisers to apply consistent terminology when promoting accessible events</li> <li>Provide an overview of venues and locations that can be categorised as accessible</li> <li>Details of accessibility included in RADF funding applications</li> </ul> |      |      | ●    | ●         |

## Priority 5 – Support collaboration and communication

| Target   | Actions  | Responsible                   | Measures   | YR 1 | YR 2 | YR 3 | LONG TERM |
|--|--|-------------------------------|--|------|------|------|-----------|
| 21. Position Council as facilitator and stakeholder, not sole leader   | <ul style="list-style-type: none"> <li>Shift community perception of Council's role toward enabling and facilitating outcomes through partnerships, investment attraction and capacity building</li> </ul> | ALL                           | <ul style="list-style-type: none"> <li>Community awareness</li> </ul>  | ●    | ●    | ●    | ●         |
| 22. Break down barriers between the arts and other community events  | <ul style="list-style-type: none"> <li>More connections between events and the arts</li> </ul>   | ALL                           | <ul style="list-style-type: none"> <li>Link groups to discuss opportunities and requirements</li> <li>Inclusion of local artists performing or displaying their work at Regional Signature Events</li> </ul>   | ●    | ●    | ●    | ●         |
| 23. Reduce group isolation through enhanced collaboration & information sharing  | <ul style="list-style-type: none"> <li>Regular collaboration opportunities</li> </ul>  | RADF, CTRC                    | <ul style="list-style-type: none"> <li>2 community networking opportunities held each year</li> <li>Provide a list of upcoming events and activities for partnership opportunities</li> </ul>  | ●    | ●    | ●    | ●         |
| 24. Encourage community group initiative and ownership   | <ul style="list-style-type: none"> <li>Reduce the barriers to community and event ownership</li> </ul>   | Community, Event Owners, CTRC | <ul style="list-style-type: none"> <li>RADF funding to prioritise locally owned and staffed organisations</li> <li>Limit 'red tape' in approvals and park or venue usage</li> <li>Use local suppliers as often as possible</li> </ul>                      |      | ●    | ●    | ●         |
| 25. Ensure a whole of Council approach to the implementation of this Plan  | <ul style="list-style-type: none"> <li>All of Council is working together effectively</li> </ul>   | CTRC                          | <ul style="list-style-type: none"> <li>2 Council team meetings a year (Community Dev., Comms, Planning &amp; Dev., Facilities, etc.)</li> </ul>  |      | ●    | ●    | ●         |
| 26. Promote community awareness of scope of Council's support for and investment in events, arts, and cultural development | <ul style="list-style-type: none"> <li>Describe why Council invests in Events, Arts and Cultural programs</li> <li>Create community ownership of the funding for arts activities</li> </ul>                | CTRC, RADF, Community         | <ul style="list-style-type: none"> <li>Provide a clear matrix for funding events</li> <li>Release the lists of events and arts funding yearly</li> <li>Local reputation and understanding of the role of RADF</li> <li>Communication of Success</li> </ul> | ●    | ●    | ●    | ●         |
| 27. Be an active member of the local, regional and state-wide event, arts and cultural networks                            | <ul style="list-style-type: none"> <li>Stay connected to industry and partners</li> </ul>  | CTRC, RADF                    | <ul style="list-style-type: none"> <li>Track TEQ, AQ and other sources for upcoming grants or partnerships</li> </ul>  | ●    | ●    | ●    | ●         |

## Priority 6 – Build knowledge and engagement

| Target   | Actions   | Responsible                                     | Measures  | YR 1 | YR 2 | YR 3 | LONG TERM |
|--|---|---|---|------|------|------|-----------|
| 28. Improve promotion so people know what's on and can easily participate  | <ul style="list-style-type: none"> <li>Improve the community's access to information about upcoming events</li> </ul>                     | ALL   | <ul style="list-style-type: none"> <li>Ensure the 'What's On' calendar is easy to use, and contains all the region's activities (large, small, Council funding or not)</li> </ul>   |      | ●    | ●    | ●         |
| 29. Educate the community on fair compensation for artists/performers/events                                     | <ul style="list-style-type: none"> <li>Promote the need to pay for services and the perception of the arts as a 'paid job'</li> </ul>     | ALL   | <ul style="list-style-type: none"> <li>Promote testimonials and case studies on how artists and performers make a living</li> <li>Circulate stories of success</li> </ul>   |      |      | ●    | ●         |
| 30. Enable earlier, more meaningful community engagement in planning   | <ul style="list-style-type: none"> <li>Involve the community early</li> </ul>   | ALL   | <ul style="list-style-type: none"> <li>Incorporate surveys and working groups in Signature Event planning</li> <li>Provide a list of upcoming events and activities for partnership opportunities</li> </ul>  |      | ●    | ●    | ●         |
| 31. Engage local businesses as active supporters of the cultural calendar  | <ul style="list-style-type: none"> <li>Encourage stronger links between local businesses and local events</li> </ul>                      | RADF, CTRC, VIC, Event Owners, Local Businesses | <ul style="list-style-type: none"> <li>Provide recognition (sticker, decoration) that businesses can use to show support</li> <li>RADF funding to prioritise arts/business partnerships</li> </ul>  |      | ●    | ●    | ●         |
| 32. Bridge gaps between different arts sectors (theatre, visual arts, pottery, etc.)                             | <ul style="list-style-type: none"> <li>Opportunities to link groups for mutual benefit</li> </ul>   | RADF  | <ul style="list-style-type: none"> <li>Create more cross-sector partnerships</li> </ul>   | ●    | ●    | ●    | ●         |
| 33. Develop the professional capacity of local artists, artisans and arts workers                                | <ul style="list-style-type: none"> <li>Increase the acknowledgement of the strong performance community within Charters Towers</li> </ul> | RADF, CTRC                                      | <ul style="list-style-type: none"> <li>Utilise local artists and performers at events and activities</li> <li>Continue Australia Day Awards Event and Arts categories</li> <li>RADF funding to include organisations that offer capacity building for the local arts community</li> </ul> |      | ●    | ●    | ●         |
| 34. Support activities and initiatives that enhance the business skills and acumen of local artists and artisans | <ul style="list-style-type: none"> <li>Provide training and opportunities for event and arts practitioners</li> </ul>                     | CTRC, RADF, Community, Local Businesses         | <ul style="list-style-type: none"> <li>Identify and deliver one training session (e.g. business, marketing or events management) for local arts practitioners each year</li> </ul>  |      | ●    | ●    | ●         |

## Priority 7 – Measure and celebrate success

| Target   | Actions  | Responsible           | Measures  | YR 1 | YR 2 | YR 3 | LONG TERM |
|--|--|-----------------------|---|------|------|------|-----------|
| 35. Improve reporting on funding, event attendance, and outcomes | <ul style="list-style-type: none"> <li>Track all results from key events</li> </ul>                        | CTRC, Event Owners    | <ul style="list-style-type: none"> <li>Increased number of events each year, providing post event reports outlining key stats – including attendance numbers, number of local businesses involved, etc</li> </ul>           | ●    | ●    | ●    | ●         |
| 36. Collect comprehensive attendance and participation data      | <ul style="list-style-type: none"> <li>Create a summary of year long results</li> </ul>                    | CTRC                  | <ul style="list-style-type: none"> <li>Combine the results provided into a yearly impact report</li> </ul>  |      | ●    | ●    | ●         |
| 37. Demonstrate impact to secure future funding                  | <ul style="list-style-type: none"> <li>Guide Council budget bids and other funding sources</li> </ul>      | CTRC                  | <ul style="list-style-type: none"> <li>Build event or activity reporting for future use in out of region funding proposals</li> </ul>   |      | ●    | ●    | ●         |
| 38. Guide evidence-based future planning                         | <ul style="list-style-type: none"> <li>Create consistent and useful measuring practices</li> </ul>         | CTRC, Event Owners    | <ul style="list-style-type: none"> <li>Use the year-on-year reports as the basis for future planning (audiences, number of events and activities)</li> </ul>  |      |      | ●    | ●         |
| 39. Ensure transparency in funding and outcomes reporting        | <ul style="list-style-type: none"> <li>Report on funding outcomes</li> </ul>                               | CTRC                  | <ul style="list-style-type: none"> <li>Once an events matrix is in place, release clear information on all events and activities funded, and the method of choosing them and deciding on the amount invested</li> </ul>     |      | ●    | ●    | ●         |
| 40. Celebrate volunteers, artists, and organisers publicly       | <ul style="list-style-type: none"> <li>Yearly celebration of events, arts and culture community</li> </ul> | CTRC, RADF, Community | <ul style="list-style-type: none"> <li>Host an annual volunteer recognition event for the entire industry</li> <li>Consult with the events, arts &amp; culture sector as to how they would like to be celebrated</li> </ul> |      | ●    | ●    | ●         |





# Implementation *Notes*

## **Timeline**

All targets are set to commence in Year 1, with activities continuing through Years 2 and 3 and beyond. This recognises that building a vibrant cultural calendar requires sustained commitment and continuous improvement.

## **Responsibility**

Responsibilities are shared across Council departments, community organisations, businesses, event owners, and other stakeholders. Successful delivery requires genuine collaboration and partnership, with Council acting as facilitator and coordinator rather than sole deliverer.

## **Monitoring and review**

Progress on this action plan will be monitored using the measures defined for each target. Annual reporting will track achievement and identify adjustments needed to stay on track toward our five-year vision.

## **Resource requirements**

Implementation will require appropriate resourcing, including Council staff time, grant funding (RADF, external sources), volunteer contributions, business sponsorship, and community in-kind support. Specific budgets and resource allocations will be determined through Council's annual planning processes.

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## **Resourcing & *Funding***

### **Arts Queensland – Funding programs and partners –**

[www.arts.qld.gov.au/aq-funding](http://www.arts.qld.gov.au/aq-funding)

### **Tourism and Events Queensland | Destination Events –**

[teq.queensland.com/au/en/industry/what-we-do/queensland-events/queensland-events-funding/destination-event-funding](http://teq.queensland.com/au/en/industry/what-we-do/queensland-events/queensland-events-funding/destination-event-funding)

### **Queensland Sport | Department of Sport, Racing and Olympic and Paralympic Games –**

[www.sport.qld.gov.au/](http://www.sport.qld.gov.au/)

### **Festivals Australia | Office for the Arts –**

<https://www.arts.gov.au/funding-and-support/festivals-australia>

### **Cultural Tourism | Grow Cultural Tourism Fund –**

[www.arts.qld.gov.au/funding-opportunities/funding/cultural-tourism-fund](http://www.arts.qld.gov.au/funding-opportunities/funding/cultural-tourism-fund)

### **Philanthropy –**

[www.philanthropy.org.au/](http://www.philanthropy.org.au/)



# RAVENSWOOD GOLDMINING

Trieste Mt Wright



Brookville

# Collaboration with other *Plans*

## **CHARTERS TOWERS REGIONAL COUNCIL**

### **Destination Management Plan 2025–2030**

The Events, Arts and Culture Plan supports destination management goals by using a year-round calendar of events, arts and cultural activities to attract visitors, extend the length of stay, and showcase the region's unique heritage and outback character. Large scale events like the Country Music Festival and Rodeo serve as key drawcards, while smaller cultural experiences give visitors reasons to explore further and return.

[www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/destination-management-plan-2025-2030.pdf](http://www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/destination-management-plan-2025-2030.pdf)

### **Economic Development Strategy 2025–2030**

This strategy aligns with economic development priorities by supporting local businesses through event-driven visitation and spending, creating employment opportunities in creative industries, and building pathways to retain young people in the region. The three-tiered model of events generates direct economic benefits while strengthening the liveability factors that attract and keep workers and families in the Charters Towers Region.

[www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/economic-development-strategy-2025-2030.pdf](http://www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/economic-development-strategy-2025-2030.pdf)

### **Community Strategic Plan 2025–2035**

The plan reflects community strategic priorities by emphasising social connection, inclusion across all ages and backgrounds, and genuine collaboration between Council and community groups. Its focus on reaching beyond the town centre to rural areas, providing accessible and affordable activities, and strengthening volunteer capacity supports the broader goal of building a connected and resilient community.

[www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/community-strategic-plan.pdf](http://www.charterstowers.qld.gov.au/files/assets/public/v/1/forms-publications/documents/corporate-publications/community-strategic-plan.pdf)

## **ARTS QUEENSLAND**

### **Queensland's Time to Shine 2025–2035**

The plan aligns with Arts Queensland's strategy by committing to accessible and inclusive participation, supporting the development of local artists and performers, and celebrating First Nations culture and connections. It recognises arts and culture as essential to community wellbeing and identity, and prioritises building local creative capacity through workshops, displays and skill development opportunities.

[www.arts.qld.gov.au/\\_\\_\\_data/assets/pdf\\_file/0017/5318/Qlds-Time-to-Shine.pdf](http://www.arts.qld.gov.au/___data/assets/pdf_file/0017/5318/Qlds-Time-to-Shine.pdf)

## **TOURISM AND EVENTS QUEENSLAND**

### **Destination 2045 – Delivering Queensland's Tourism Future**

This plan supports Queensland's long-term tourism vision by positioning Charters Towers as a vibrant regional destination with authentic cultural experiences that differentiate it from other locations. By driving visitation through high-quality events, building regional pride, and delivering memorable experiences, the plan supports sustainable tourism growth that benefits both visitors and the local community.

<https://d1w2s48w6qezjg.cloudfront.net/media/Destination%202045%20-%20Delivering%20Queenslands%20Tourism%20Future.pdf>



**CHARTERS TOWERS**  
REGIONAL COUNCIL

### **Events, Arts & Culture Plan 2026 –2031**

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