

COOROY BUTTER FACTORY INTERPRETATION CENTRE

This proposal seeks to garner the enthusiasm and passion of our community by building an Interpretation Centre (IC) that will attract tourism to the Hinterland as well as the greater Noosa Shire. The proposal includes use of the facilities by the community (painting, literature, music) to create social and cultural sustainability by working with heritage groups to present their stories. The IC will have a prominent focus on the environment centred on Noosa's Biosphere Reserve. By incorporating new strategies we will be adding to the overall economic development of Cooroy and the Hinterland.

The IC will feature dynamic and interactive displays outlining the nature, geology, heritage and indigenous make up of our community. These areas of interest are attractive elements of nature-based tourism and of interest to Noosa Shire residents. The focus on nature-based tourism will complement the current activities of Tourism Noosa and the Noosa Biosphere Reserve. This proposal addresses four "Bottom Line" objectives (financial, social, environmental and heritage). The Interpretation Centre will develop as a compelling reason to visit Noosa Hinterland. It will create new business and employment opportunities while maximising current community usage.

Our goals are:

1. Create an Interpretation Centre that will raise awareness of our region for visitors and residents.
2. Develop a series of programs that will spread economic value into the Hinterland and local residential areas.
3. Provide the local community with continued use of the Cooroy Butter Factory.
4. Give the Cooroy Butter Factory a long, rich and sustainable future.

This proposal will serve the Hinterland, using the Cooroy Butter Factory as a Hub, spreading the economic benefit to the wider community. The Interpretation Centre will service all centres in its promotions and functions. It will be a Gateway to the Hinterland.

The Concept

Create an Interpretation Centre at the Cooroy Butter Factory that sits at the geographical centre of the Noosa Community Biosphere that will:

- Attract visitors both transient and long term.
- Attract new growth-oriented tourism opportunities into the Noosa Region.
- Establish a self-funding resource for Community activities in the Hinterland.
- Establish a location for creation and display of painting, music, literature, writing, woodworking, ceramics/pottery and other arts.
- Create an environment for storytelling.
- Create themes that will allow art groups to align their work to provide sales opportunities for members.

This proposal is based around the region's strength and reputation for quality tourism. By adding new segments of nature, indigenous and heritage tourism we can predict increased tourism opportunities from global, national, local and passing travellers and therefore revenue to provide a sustainable future. It aligns with Australian and Queensland's tourism programs which target

international tourism growth areas. Over 10 years we can identify short, medium and long term opportunities and self-sustainability within 3-5 years based on a strong risk assessment.

Noosa Museum

The use of the Cooroy Butter Factory as an Interpretation Centre will continue not only to preserve the past but share our history with current and future residents and visitors to the Noosa region using technology and entirely new presentation techniques. It will be designed for families.

The Interpretation Centre offers an ideal opportunity to exhibit our past in a modern context for the benefit of all. By sharing this history with the IC, the Noosa Museum has the opportunity to free up space to more readily accommodate its expanding collection.

For Noosa Museum, this opportunity means better use of their collection for the benefit of the community providing new tourism experiences as well as a valuable connection established between historic Pomona, Cooroy, Cooran, Federal and Boreen Point throughout the Hinterland.

Suggested Building Usage

- Permanent but evolving displays, dedicated to a specific topic.
- Renewable displays with specific cultural heritage themes.
- Local community organisations, on a rostered basis, for community purposes such as education, recitals, seminars and displays etc.
- Static displays too large for the Noosa Museum.
- Staging new exhibits in preparation for exhibition.

Measurable Outcomes

This proposal includes quadruple bottom line approach for sustainability in 4 key areas:

1. Financial: through tourism development and revenue generation.
2. Environment: special attention to the Noosa Biosphere and what it means to residents and visitors.
3. Social: by including all Hinterland Community groups, enhancing their profile and providing display opportunities.
4. Cultural and Heritage: cultural heritage of Noosa through its history, geology and population, explained accurately and clearly through education programs.

This proposal plans, under a sustainable umbrella, inclusive usage of the Cooroy Butter Factory designed for total Hinterland community participation according to community needs.

Funding and Planning

The Interpretation Centre will be funded by several sources including: entry fees, share of tourism levy, special event fees, operator royalties, technology developments, sales and partnerships along with grants from multiple streams at all levels of government.

Volunteers

Volunteers will initially support the operation of the Interpretation Centre. In the long term it is planned the Centre will require professional management in partnership with volunteers and others.

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