



The Hinterland, Cooroy, Pomona, Cooran, Federal, Boreen Point

# The Cooroy Butter Factory

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## An Expression of Interest Presented by

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**Jeanette Alfredson** is a member of the Cooroora Historical Society, Chair of the Noosa Biosphere Community Cultural Board and President of the Noosa Museum. Jeanette has been long committed to advocacy for Noosa Shire's cultural and heritage needs.

None of the groups mentioned above have been offered any formal role in this submission nor played a part in its development. The plan is based on developing a management format in discussion with Noosa Council that reaches out to all community groups.

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## Introduction

**In October 1914**, the foundation stone for the Cooroy Butter Factory (CBF) was laid. This means the CBF started its life just on 100 years ago, a significant anniversary and a tribute to its longevity.

Through 100 years the **CBF has undergone several transformations**, including destruction by fire in 1930, finally arriving at today's iconic status. It currently serves Cooroy as an Art Gallery and retains the passionate interest of those who currently use the building.

**This proposal seeks to continue the interest, and passion, of current users in the future of CBF as a component of the solution which is to build an Interpretation Centre (IC) that will attract tourism to the Hinterland as well as the greater Noosa Shire by building on Noosa's reputation as a tourist destination. With new strategies we will be adding to the overall economic development of Cooroy and the Hinterland. This proposal includes use of the facilities by the community (painting, literature, music) to create social sustainability and provide 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.**

The IC will feature dynamic and interactive displays outlining the nature, geology, heritage and indigenous make up of our home. These areas of interest have high attraction to nature based tourism and the interest to Noosa Shire residents. **The focus on nature based tourism will complement the current activities of Tourism Noosa** and the Noosa Biosphere Reserve will become an important driver for future financial sustainability. Thus we are addressing four "Bottom Line" objectives.

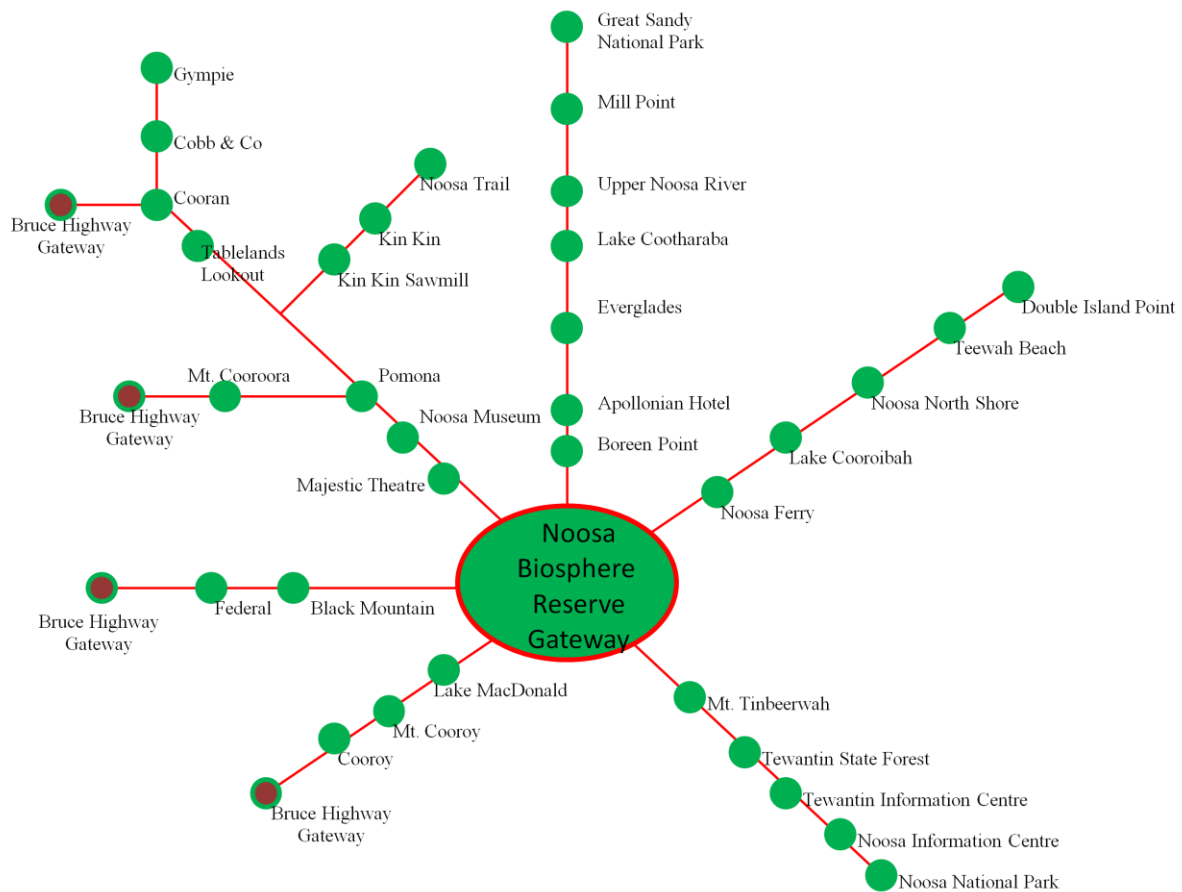
.Our goals are:

1. Create an IC that will **raise awareness of our region for visitors and residents** alike;
2. Develop a series of programs that will **spread economic value** add into the Hinterland and local residential areas;
3. Provide the **local community with continued use of the CBF** in accordance with IC and community needs;
4. Give the CBF a long, rich and **sustainable future**.

## Defining The Hinterland

The Hinterland can be defined as Cooran, Pomona, Cooran, Federal and Boreen Point, the upper Noosa River system, Teewah and Elanda Point. These areas are the heart of the Noosa Biosphere Reserve and its purpose.

This proposal will serve the Hinterland, using the Cooroy Butter Factory as a Hub, from which the economic benefit can be spread to the wider community.



The Interpretation Centre will service all centres in its promotions and functions. The development of a Hub and Spoke approach is intended to move visitors to join itineraries and visit all locations in the Hinterland.

There are 4 entries off the Bruce Highway to the Hinterland from which traffic can be channelled through the Hinterland to the Interpretation Centre and then outwards through the Hinterland whether to the North or South. The location of the Cooroy Butter Factory as the central geographical hub for the Noosa Community Biosphere will attract a reasonable percentage of passing traffic.

## What is an Interpretation Centre?

### Reference

“Interpretation is the work of revealing, to such visitors as desire the service, something of the beauty and wonder, the inspiration and spiritual meaning that lies behind what the visitor can with his senses perceive’<sup>1</sup>

### The Concept

Create an Interpretation Centre using the historic Cooroy Butter Factory sitting at the geographical centre of the Noosa Community Biosphere.

This leads to several dynamics:

1. Using the CBF/IF to **attract visitors** both transient and long term;
2. Attracting new **growth orientated tourism** opportunities into the Noosa region;
3. There is no, current, **central point that celebrates the Noosa Biosphere Reserve**. The Cooroy Butter Factory provides a superb central location.
4. Establishing a source of knowledge for the residents, local schools and community organisations for **understanding our Community Biosphere Reserve**;
5. Establishing a **self funding** resource for Community activities in the Hinterland;
6. Establishing a **location for creation and display** of painting, music, literature, writing, woodworking, ceramics/pottery and other arts;
7. Creating an environment for **storytelling**.
8. Recognition Centre for the **culture and heritage** of Traditional and Historical Aboriginal persons, South Sea Islanders and Europeans to the Noosa region;
9. Setting up as **an events centre** e.g. weddings, seminars

The Interpretation Centre will be a **repository of hi-tech** displays based on creating thought-provoking and memorable experiences for visitors connecting people with our natural and cultural heritage.

Content will be **designed for adults and children** (family groups); will rotate according to core themes every 3-4 months to offer continual attractions.

Themes will allow **art groups to create aligned displays** therefore providing sales opportunities for their Members.

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<sup>1</sup> Freeman Tilden (1977)

## Daring to be Different

Over the years the Cooroy Butter Factory, after it ceased production went through many models none of which appear to have reached financially sustainable levels. The issue is **what can be done differently** and if there is a plan why isn't it in operation now. It would appear that a single use purpose is not sustainable, from experience to date, without establishing a compelling "point of attraction".

We are building **our plan on an innovative product** based around Noosa'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.

The Hinterland has **four direct entrances to Noosa Biosphere Reserve**, for both North and South traffic on the Bruce Highway. These strategic locations are not even signposted unlike the entrances at Peregrine and Noosa-Eumundi roads (both at least 20kms from the Bruce Highway). Signposting to attract traffic from the heavily populated Bruce Highway into the Hinterland will be a priority.

Our proposal includes space for **community groups to work with the CBF** by scheduling exhibitions, creating educational programs all under our sustainable financial model.

In local discussions there are **ideas for immediate IC exhibitions** that can initiate revenue generating activities in the near term providing a platform towards strong sustainable income levels and then to a self funding model for the IC and the Community.

## Noosa Museum

Noosa Museum, **located in the historical heart of the UNESCO recognised Noosa Biosphere Reserve**, has a world class collection of artefacts reflecting the cultural heritage of the Noosa region. In addition it is the “Keeping Place” for the Gubbi Gubbi Traditional Owners. It received recognition from the ABC as Regional Museum of the Year for Queensland in 2010.

The Museum was founded by the Cooroora Historical Society in 1985 mainly as a means to preserve what was rapidly disappearing of the past. The use of the CBF as an IC will **continue not only the preservation of the past but present that past to the future residents and visitors** to the Noosa region using technology and entirely new presentation techniques.

The Noosa Museum has **a vast and varied collection**. It houses an expansive and impressive collection of photographs capturing Noosa’s pioneer history. The visual record is complemented by a library of books and newspapers dating back to the early 20th century on the Noosa Shire.

The Interpretation Centre offers an ideal opportunity to take our past for presentation in a modern context for the benefit of all. By **sharing this history** with the IC the Noosa Museum will 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** in terms of new tourism experiences, a valuable connection to be established between historic Pomona and Cooroy and then into the Hinterland.



## **Measurable Outcomes**

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

### **Financial**

Through tourism development and revenue generation from activities.

### **Environment**

Special attention to the Noosa Biosphere Reserve and what it means to residents and Visitors

### **Social**

By inclusion of all Hinterland Community Groups, enhancing their profile and display opportunities.

### **Culture and Heritage**

The cultural heritage of Noosa through its history, geology and population will be explained accurately and clearly.

This proposal plans, under a sustainable umbrella, an inclusive use of the CBF designed for total Hinterland community participation according to community needs.



## **Growth Orientated Tourism**

The highly successful strategy of Tourism Noosa is built upon sun seekers relaxing on the beach during the day and visiting our brilliant Restaurants in the evening. It is Hastings St/Gympie Tce. centric to a large degree.

Our Proposal builds on that strategy to create a new stream of tourists as well as leverage the current stream of tourists.

## **Queensland Ecotourism Plan 2013-2020 (Draft)**

“World class nature is the main reason for international and domestic visitors to travel in Queensland. No longer a niche market, ecotourism is now one of Queensland’s greatest competitive advantages.

Proposed vision to be achieved by 2020

Queensland is Australia’s number one ecotourism destination and recognised as a world leader in ecotourism.

This will be achieved by:

1. Delivery of world class experiences
2. Facilitating product development and innovation
3. Raise the profile of Queensland’s ecotourism experiences
4. Foster thriving operators
5. Embrace a partnership approach between industry and government”.

“The Noosa Biosphere Reserve is also significant because it includes celebrated holiday destinations and a tourism industry. It includes an internationally recognised beachside resort town, hinterland villages, farming areas and a range of industries and businesses. The Noosa region has a long and rich cultural history. This is featured in local museums, information centres, libraries and galleries. It is also home to many practising artists and cultural groups. A number of internationally renowned festivals are held in the region.”<sup>2</sup>

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<sup>2</sup> Dr Sue Davis, Past Chair Noosa Biosphere Reserve

## How the Building Might be Used

The building has multiple and large rooms.

It is anticipated that

1. A room will be assigned as a permanent, but evolving, display dedicated to a specific topic and aspect of the Noosa Shire (the Biosphere Reserve is the one theme applicable to Noosa Shire)
2. A room assigned to renewable displays identified with specific themes related to cultural heritage (Indigenous and European), history, geology, population, environment, waterways for example
3. A room assigned for the local community organisations for displays managed under a 3 month forward booking schedule. An opportunity for the exhibitions to align with the display themes will provide possibilities of commercial opportunities for these community groups.
4. A room assigned for community purposes such as education, recitals, and seminars. This room will contain amenities for a variety of uses including flexible seating, tables, projection sound systems etc.
5. Spare rooms for static displays that are too large for the Noosa Museum but have strong interest value for the community either in isolation or as a small themed display similar to the concept of the Gubbi Gubbi Keeping Place.
6. A place for staging new exhibits in preparation for exhibition.

## Benefits of Interpretation Centre

1. **Inspire** visitors to the Hinterland.
2. Inspire visitors from overseas to the greater Noosa area using heritage, nature and history as enticers, **building on Tourism Noosa's** successful strategies.
3. Setting up a Member's Register to attract **return visits** by visitors and residents alike.
4. **Increase visitation** by increasing visits to particular heritage sites.
5. Well designed heritage interpretation presentations and programs **increases visitor dwell time** e.g. creating weekend seminars on specialist topics.
6. Offers **security of tenure** to local community groups as IC will drive financial sustainability.
7. Will provide a place for fund raising events for **community projects**
8. Will be a strong **economic value add** for the Cooroy and Hinterland Community from new tourism streams and their distribution throughout the Hinterland.
9. A place for **local learning** for Indigenous history, topics such as the Noosa Biosphere Reserve as well as topical events e.g. Murdering Creek.
10. Will provide a **location for community events** e.g. music recitals.
11. Will provide a focus for **specific tourism events** to the region e.g. Cruise Ship Coach trips from Brisbane.
12. **Partnership with Noosa Museum** to utilise their display assets, to utilise their experience and to give them more space for their exhibits in Pomona.
13. **Local employment.**
14. Especially attractive to **hi-tech industry as a catalyst for development.**
15. A **Rainy Day attraction** for visitors to Noosa

## Funding and Planning

The Interpretation Centre will be **funded using a number of sources.**

1. Entry Fees
2. Share of tourism levy to be applied relative to Cooroy contribution
3. Grants (National, State and Local – Heritage, Indigenous, Tourism)
4. Special Event fees
5. Royalties from tour operators
6. Technology developments (Apps)
7. Sales of items
8. Partnerships e.g. Indigenous food kitchen

The **planning outlook is to be 10 years.** This will consist of detailed plans for the first three years, then strong suggestions for the following three years then a visionary outlook for the longer term.

Every year a fresh plan will be drawn up for approval. This plan will embrace

1. The success or otherwise of the previous year.
2. New strategies to ensure that plan deviations are corrected, if not working the way envisaged, or to take advantage of strategies that are successful
3. A next year detailed plan and a following year outline with the medium and long term plans updated as knowledge and new strategies are identified.
4. All plans and results to be audited for clarity of vision.

## Volunteers

**Volunteers**, initially, will support the operation of the Interpretation Centre. In the long term it is planned the IC will require professional management in partnership with Volunteers and other work opportunities.

By the nature of the IC and the use of Hi-Technology we expect to attract a lot of **attention and interest from the Community** which should be converted to participation as Volunteers.

We also plan to work with **Centrelink** and offer work experience opportunities to job seekers.

As we evolve the IC will become more professional and it is anticipated **Consultants** will be used from time to time to monitor progress and offer future guidance.

## Issues

### Air Conditioning

The environment of the CBF appears to be satisfactory. It is important to have circulating air so the initial plan will be to use overhead fans.

### Noise

The noise issue has been described both as bad and as high quality.

Where noise is a problem the exhibits and furniture, by having sound baffling qualities, will contribute to alleviating this problem.

## Opportunities

### Solar Power

Implementing an **advanced solar energy strategy** to reduce power costs to a point where the CBF income will be net positive.

### Water

Establishing a **water harvesting plan** to make the entire precinct, other than drinking water, self reliant is part of this proposal.

## References and Sources

In forming this expression and in preparation for the discussions to follow, should this proposal be accepted for further examination, we offer the following **reference list**:

*George Washington University*

Adventure Tourism Market Study 2013,

*The Sustainable Tourism Cooperative Research Centre*

Wildlife Tourism market in Australia,

A Guide to Assessing the Economic Value of Tourism in Regions

Characteristics of touring holiday-makers in Australia

CULTURE and HERITAGE Tourism

An Indigenous Tourism Story Audit Tool

INDIGENOUS TOURISM INVOLVEMENT IN QUEENSLAND

INDIGENOUS/ABORIGINAL TOURISM RESEARCH IN AUSTRALIA

LIVING MEMORY AND THE INTERPRETATION OF HERITAGE

Regional Economic Contribution of Tourism Destinations in Queensland

Tourism MegaTrends to 2020

Wildlife Tourism

*Tourism Australia*

Australia's ideal visitor – The Experience Seeker

Understanding Experience Seekers in the Japanese Market

Understanding Experience Seekers in the UK Market

Understanding Experience Seekers in the Chinese Market

Understanding Experience Seekers in the German Market

Understanding Experience Seekers in the US Market

Domesticate 2013

Indigenous tourism in Australia: Profiling the domestic market

Regional Tourism Profiles Sunshine Coast 2008/09

Experience Seeker in New Zealand

Snapshots Nature Tourism

Success Factors In Cultural Heritage Tourism

*Tourism & Events Queensland*

CRUISE SHORE EXCURSION FORUM, 2013

Queensland Eco and Sustainable Tourism

*AUSTRADE*

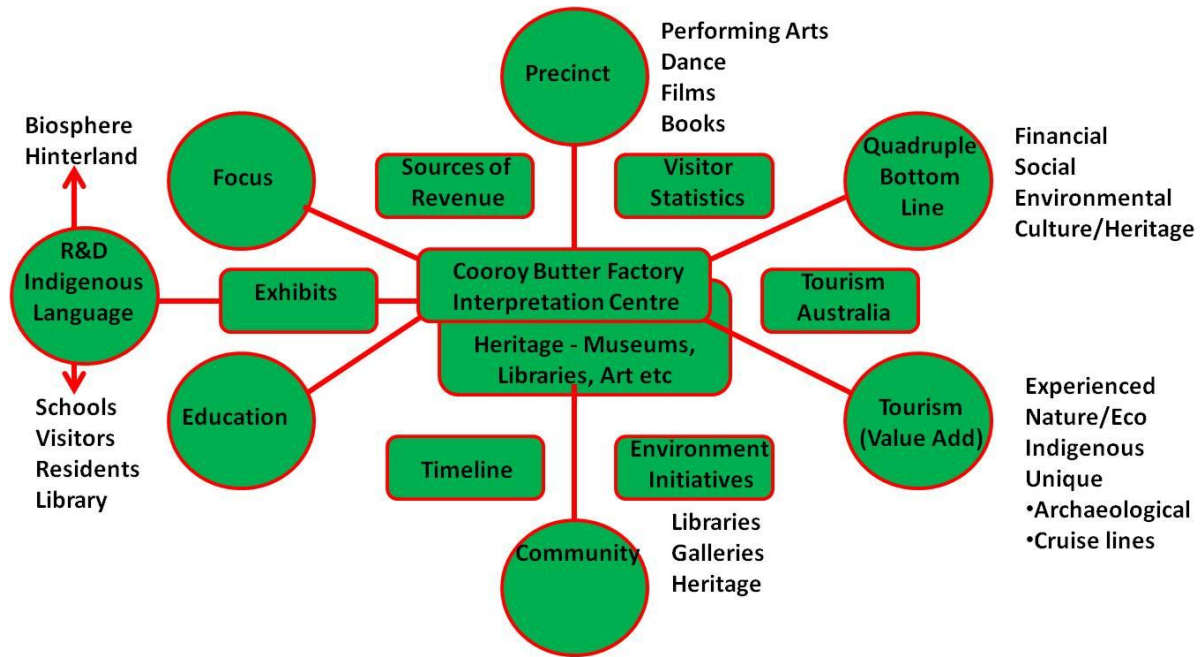
EVENTS: DRIVERS OF REGIONAL TOURISM

INBOUND TOUR OPERATOR KEY CONTACTS

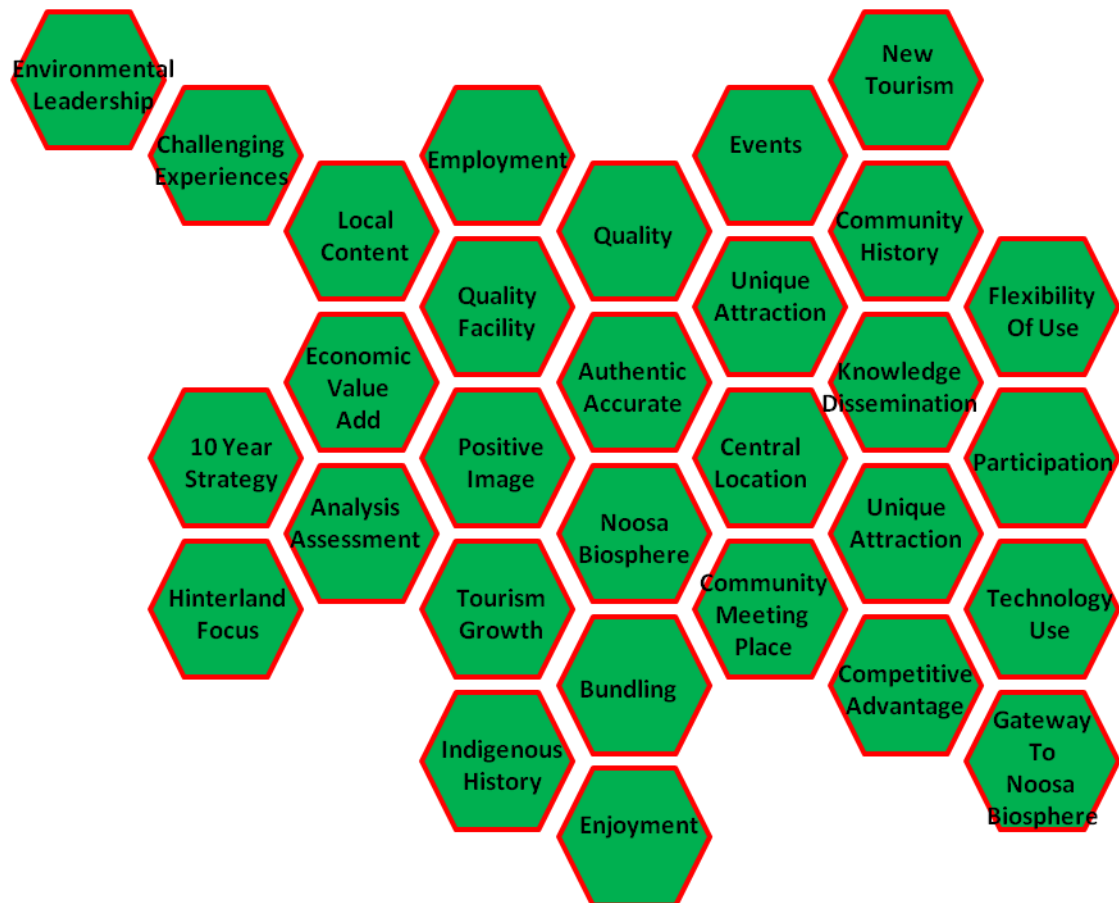
**An Association of Australia's Senior Finance Executives**  
**SUSTAINABILITY: A GUIDE TO TRIPLE BOTTOM LINE REPORTING**  
*Heritage Centres*  
The Hicira handbook  
*QUT*  
Heritage Tourism in Coastal Towns NOOSA (2001)  
*Jupiters Casino*  
Community Benefit Fund Funding Guidelines  
*Inaugural Global Geotourism Conference, Fremantle, WA,*  
**MARKETING GEOTOURISM SUSTAINABLY**  
*Tourism and Transport Forum*  
**NATURE-BASED TOURISM IN AUSTRALIA**  
*Edith Cowan University, Australia*  
Potential Geotourists: An Australian Case Study  
*UNC School of Government • N.C. Rural Economic Development Centre*  
Small Towns, Big Ideas  
*Australian Heritage Commission*  
Successful Tourism at Heritage Places  
*Moreton Bay & Islands*  
Tourism Strategy FOR THE REDLANDS 2010 – 2014  
*Victoria*  
**VICTORIA'S 2020 TOURISM STRATEGY**



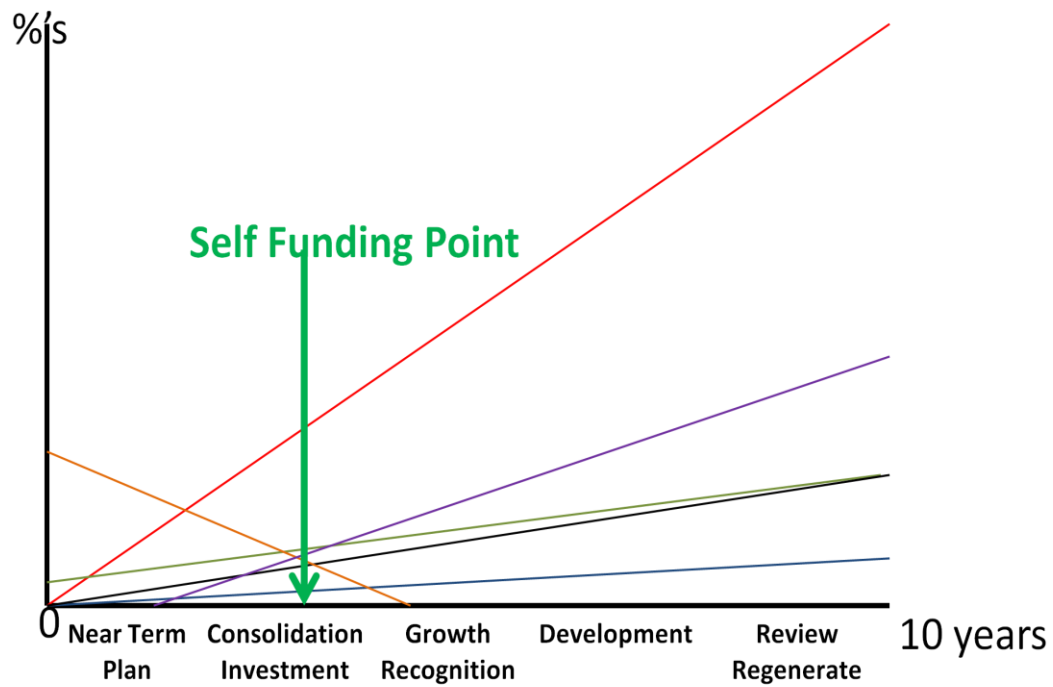
## Overall Solution Architecture



## Outcomes Planned



## Financial Plan Concept



Interpretation Centre Visitors 0-25,000

Admittance Fee \$16.50 to \$25.00

Grants revenue \$10,000 to \$25,000

Events revenue \$50,000 to 100,000

Council Costs \$175,000 to \$0

Special Tours \$0 to \$200,000

## Chinese Tourism? – Numbers to Think About

Source: Tourism Australia, Understanding the Chinese Consumer

Age Group	25-44	84%
Partner with Children	64%	
Full Time Work	95%	
Professional/Manager	77%	
Location	Shanghai/Beijing/Guangzhou	75%

### Factors when selecting destination

1 World class beauty and natural environment	57%
4 Rich history and heritage	34%
5 Spectacular coastal scenery	27%
12 Native or cultural heritage activities	19%

### Elements of world class beauty

Remarkable scenery	64%
Engaging with nature first hand	18%
World Heritage status	10%
Visiting sites of historical/cultural significance	8%

### Elements of Interesting Attractions

1 Natural landmarks/heritage sites	47%
2 Historical landmarks	13%

Aspiration: Chinese considering travel to Australia in next 4 years 58%

Intention: Chinese actively planning travel to Australia in next 2 years 45%

In 2012 Australia attracted 626,000 tourists

Chinese satisfied with visit to Australia 44% (top score)

In 2012 the United States attracted 1,475,000 tourists

Chinese satisfied with visit to United States 22%

In 2012 Singapore and Malaysia attracted 3,272,000 tourists

Chinese satisfied with visit to Singapore and Malaysia – no score recorded