




ORDINARY MEETING

22 JANUARY 2025

STRATEGIC

Item No.	11.1	
REPORT TITLE	Event Management	
AUTHOR	Kristine Smith	
ATTACHMENTS	Woorabinda Pioneers of the Past – Towards Our Future	

PURPOSE

Council to review and support the proposal for Pioneers of the Past – Towards Our Future to co-ordinate Woorabinda Rodeo in October 2025

REPORT

- On the 10th December 2024, a member of the Pioneers of the Past – Towards Our Future group member to discuss a proposal to assist Council in planning for a Rodeo Even to be held in October 2025.
- The proposal steps out a four (4) phase approach to deliver pre and post activities. Each phase will require a cost analysis to determine cost effectiveness.
- It is recommended that the Pioneers of the Post – Towards Our Future members and the Community Service Manager schedule regular meetings to plan for the event and prepare the budget.

RISK MANAGEMENT IMPLICATIONS

- Ongoing planning and preparation will need to differentiate between delivering a program or event to ensure risk assessments considered with associated activity or event

POLICY IMPLICATIONS

- Procurement within current and new Budget

LEGISLATIVE & OTHER REGULATORY REQUIREMENTS

- Qld Local Government Regulation 2012

BUDGET, FINANCIAL AND RESOURCE IMPLICATIONS

Yet to be determined

CONSULTATION

Dawn Bounghi

RECOMMENDATION

That Council:

1. To approve the CEO to commence the event planning process with the Pioneers of the Past – Towards Our Future Group.
2. Instruct the CEO to prepare and submit the event budget for Council approval no later than May 2025.

Woorabinda Rodeo

Pioneers of the Past - Towards Our Future

Submitted By: Dawn Bounghi, Damien Munns, Randall Bloomfield, Steven Bounghi, Harry McCoy, Cecillia Bounghi and Martha Bloomfield

The Purpose of the Proposal: To seek approval and support from our local Council, which aims to bring together members of our community for a day of family-friendly entertainment while promoting the sport of rodeo to the younger generation. The event will provide an opportunity for youth to engage in rodeo activities, learn horsemanship, and develop sportsmanship skills. It will also foster a sense of unity within the community and showcase local talents. How the vision began was when I was thinking about the old people and how they used to run rodeos in Woorabinda. We have a lot of horsemen and women here in Woorabinda, we carry that through our old people of the past. We know that this will take time to develop but hoping we can look towards our future to better our community even more.

Role of Indigenous Stockmen and Women. In Woorabinda we have a rich history of working on the land from back as far as 1926, when my grandfather Oscar Munns was only 14 when he was a head stockman who led the cattle from Taroom to Woorabinda with the government. Our people are highly skilled in not just riding a horse, but animal handling. Many of our Pioneers of the past left their skills throughout their families and community.

Pride in Heritage: For Indigenous stockmen and women, participating in rodeos can be a source of pride and away to keep traditional skills alive, blending their cultural heritage with contemporary sporting events.

Promote Rodeo Culture: Introduce and engage local youth in rodeo sports, including barrel racing, bull riding, roping and many more.

Community Building: Create a shared experience that brings families, neighbours, and local organizations together.

Youth Development: Provide a safe and encouraging environment where young people can develop their skills, confidence, and teamwork. All ages, with rodeo events divided into appropriate age groups (eg. Junior rides, young adolescent and adult rides etc.)

Elders play a huge part in our community, these rodeos will provide an outing event for the elders of the community to come along and enjoy a day out.

Project Overview: We can consider camps, which will offer horse riding training, farm skills and personal development activities land management, care for animal, learn about animal cruelty, youth horse riding and skill development camps on local properties.

Frequency: Proposed for monthly/seasonal/ aligning with favourable weather conditions and local event calendars.

Trained Professionals: Back To Roots. All rodeo events will have qualified instructors and professionals to oversee the youth activities.

Risk Assessment: To be provided by Woorabinda Pioneer Rodeo Group and Back to Roots.

Emergency Medical Teams: Medical personnel will be on-site to provide immediate assistance if needed.

Animal Welfare: Rodeo animals will be treated with respect, and the event will follow guidelines from national rodeo organizations to ensure their well-being.

Risk Management:

Safety and Participants: Ensure experienced trainers, maintain appropriate participants-to-staff ratio, conduct daily health checks, and prepare for potential hazards specific to horseriding and outdoor activities

Safety Measures: First aid stations, rodeo clowns for bull riding safety, Ambulance, crowd control, police, community security.

Ticket Sales: This can happen later as we grow.

Sponsorships: From Council, local businesses, organisations, outsiders

Concessions & Vendor Fees: Fees charged for foodstalls.

Merchandise vendors: To be organised by Woorabinda Rodeo Group Only

- SHIRTS
- HATS
- LANDSCAPING PHOTO'S AROUND WOORABINDA
- COOLERS
- KEY RINGS
- POSTCARDS
- CUPS
- MUGS
- SCARFS

Social Media Campaigns: Utilize platforms like Facebook, flyers.

Community Outreach: Flyers at local businesses, schools, and community handouts.

School Collaborations: Involve schools, parental permission will be required for participation in certain activities, and in rodeo events for consent/permission/media release letters.

Confidentiality: Ensure that any personal issues discussed during the program remain confidential.

Mental Health Support: This program would give the youths an opportunity for any additional mental health support.

Inclusivity and Accessibility: Ensure all activities are inclusive and offer accommodations for youth with disabilities or special needs.

Financial Risk:

Apply for fundings through the grants writer

Secure insurance, maintain budget controls, and establish contingency funds.

Emergency Preparedness:

First aid personnel on-site, emergency communication plans, and clear procedures for severe weather or injury.

Timeline for Events

Phase 1: Planning and Approval by Council

Duration: 1-2 months

Activities: Secure council approval, finalise location and permissions recruit staff and volunteers, develop risk management plan and publicize event.

Phase 2: Pre-Camp Preparations

Duration: 1 month before each camp

Activities: Prepare camp facilities, confirm registrations, finalize participants materials, and ensure safety measures.

Phase 3: Program Execution

Duration: 2 days/weeks per camp

Activities: Conduct horseriding and skill development sessions, ensure participant safety, manage daily activities, and assess participant progress.

Phase 4: Post-Camp Evaluation

Duration: 2 weeks post-camp

Activities: Gather feedback from participants, parents, and staff assess outcomes; and prepare evaluation report for Council review.

Benefits to the Community

Improved Youth Well-Being: Youth who participate will gain valuable life skills, improved mental health, and better physical well-being.

Community Strengthening: The program will help foster a supportive network between youth, parents, schools, and community organizations.

Increased Awareness: Promoting youth well-being will increase overall awareness of mental health, fitness, and holistic well-being in the community.

Reduced Stigma: By normalizing conversations about mental health, this program will reduce stigma and encourage youth to seek help when needed.

Community and Business Benefits

Economic Impact: The rodeo will generate revenue for local businesses and attract visitors from neighbouring towns.

Educational Opportunities: Youth will learn about agriculture, livestock, and horsemanship, while also developing skills like responsibility and teamwork. Land Management (Woorabinda Rangers), and personal development while fostering a sense of connection to the local rural environment.

Conclusion

The **Woorabinda Rodeo** will serve as a celebration of local culture, provide youth with a hands-on learning experience, and foster a strong sense of community pride. With your support, this event can become an annual tradition that offers entertainment, education, and economic benefits to the entire area.

We are excited to work together to bring this vision to life!

Pioneers of the Past - Towards Our Future

