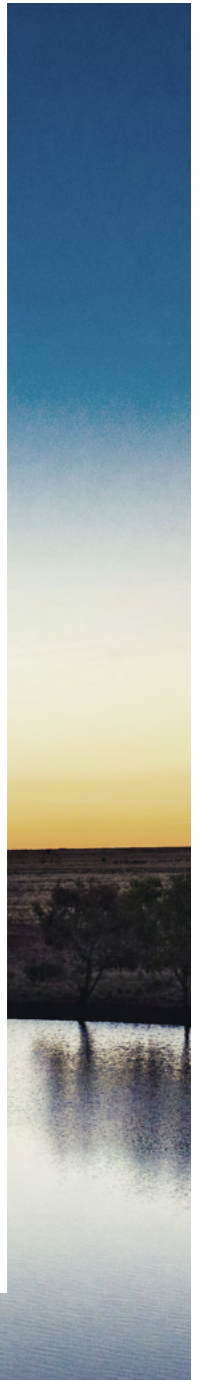
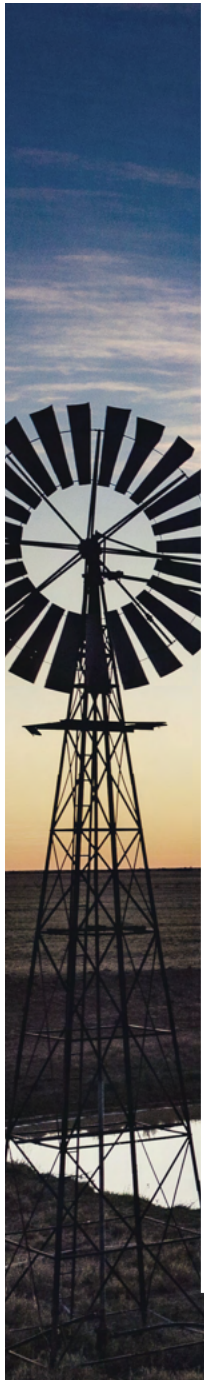


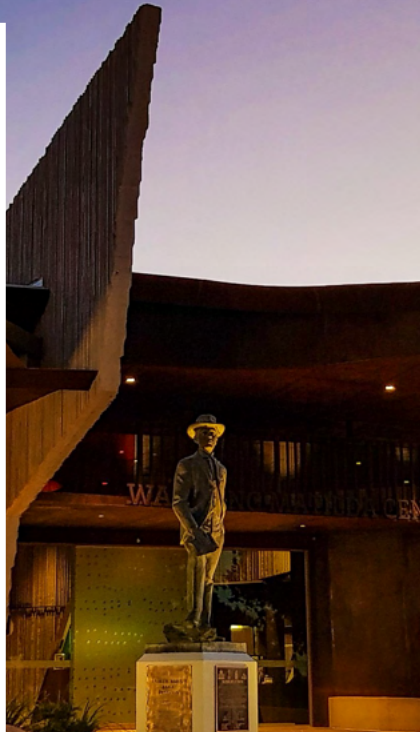


# ANNUAL REPORT 2021

[WWW.MATILDACENTRE.COM.AU](http://WWW.MATILDACENTRE.COM.AU)



WINTON, QUEENSLAND



## OVERVIEW

The Waltzing Matilda Centre (WMC) located in Winton, Outback Queensland is the first museum in the world dedicated to a song. Our new Centre re-built in 2018 uses the very latest digital technology to tell the stories of our community and of the popular song. In the museum you will hear locals share their story of growing up in Winton, you will see beautiful local photographs, the Outback Regional Gallery, walk through Qantilda place and experience how the shire was last century.

The WMC has been built in a way that will provide an enhanced cultural, tourism and educational asset for the community of Winton, as well as for the unique story of the 'unofficial Australian national anthem', Waltzing Matilda.

Our mission is to provide an exceptional experience in the WMC and encourage longer stays, dispersal across the region, and further support tourism as a source of economic and social benefits to the community.

*The Waltzing Matilda Centre acknowledges the Koa people, and their neighbours, the Maiawali, Karawali, Yirandali, Iningai, Pitta Pitta and Wanamara people as traditional custodians of the land on which we work. We pay our respect to the past, present and future Aboriginal and Torres Strait Islander peoples and the continuation of their cultural, spiritual and educational practices.*

Our Board of Directors are:

- Mr Jeff Close OAM
- Mrs Sallyanne Atkinson AO
- Mr Stanley Bruce Collins OAM
- Mrs Robyn Stephens OAM
- Mayor Gavin Baskett
- Cr Shane Mann
- Mrs Lyn Fraser
- Mr John Paynter
- Cr Sandy Gillies (until Feb 21)
- Cr Frank Standfast (from 22 Feb 21)
- Ms Lynda Alcorn (from 15 Apr 21)

The purposes for which the Waltzing Matilda Centre operates includes the following:

- educating people on the life and writings of the Australian poet, Andrew Barton "Banjo" Paterson and in particular his poem, "Waltzing Matilda";
- educating people on, honouring and paying tribute to the spirit of the "Australian Character" as epitomised by the poem "Waltzing Matilda";
- honouring and paying tribute to the pioneers who built and developed the Australian outback and educating people on the history of such pioneers;
- assembling and exhibiting collections of outback relics, memorabilia and artworks including those relating to the writings and the life of Andrew Barton "Banjo" Paterson;
- developing a research library of outback lifestyle and literature including the promotion and development of bush poetry;
- developing a historical museum; and
- generating vibrant arts and cultural experiences for diverse audiences through the Outback Regional Gallery.

# CHAIR MESSAGE

**Report from Chair - 2020-2021**

**30th November 2021**

The Board of Waltzing Matilda Centre Ltd has two functions.

The first is that under Commonwealth law it is the body responsible for the management of the Trust fund associated with the centre. As donations to the Trust are tax-deductible, the Board has special responsibilities in managing the Trust. Some recent significant actions have been the amendment of the Constitution so that it complies with modern requirements of Commonwealth legislation, a method to make recommendations to the Board on the purchase of selected creative pieces to add to our permanent collection, the allocation of donations to the Trust and of course the scrutiny of the bank statements presented to our meetings. This part of the Board's function is regulated with each Director registered with ASIC. I thank the Company Secretary for keeping the Register up to date and ask if he would forward to each Director the new requirements for the Director Identification Number –we have until the 30th of November 2022 to comply.

The second includes “to provide advice to the Winton Shire Council in order to maximise the benefits to the community including financial reporting, risk management, legal and regulatory compliance and functions”.

I thank the Board members and Council staff for your work in helping us meet this brief.



I also want to thank staff members Jenny Elliott, Tourism Services Coordinator and Karen Stephens, Exhibition Supervisor for their reports to the board over the past year. Welcome to Abbey Buckham as the new Manager of WMC, Tourism and Economic Development.

Some of the advice offered to the Winton Shire Council over recent time has included :

- the naming of the rooms in the Centre;
- the strong desire to have the Cafe up and running;
- the running of a Waltzing Matilda Day – this time over the 2 days;
- the flow of visitors around the Centre;
- our visitors can now plan ahead and secure their tickets online;
- researching our trademarks;
- the whole opportunity around current and future Ambassadors;
- strategic planning;
- the QANTAS exhibit, especially as part of Winton's Centenary of QANTAS celebrations;
- the Walkway of Honour project;
- suggestions on how to facilitate donations;
- windmill repairs.



Thank you to our sponsors and partners especially, The John Villiers Trust, Dick and Pip Smith (Ambassador donation), Red Ridge Interior and Elders Insurance Central Queensland. It was great to have WMC Ambassador Julie McDonald OAM visit Winton and the Centre in September.

I believe the special relationship the Centre has with the Winton District Historical Society gives the Waltzing Matilda Centre a valuable 'point of difference' in the visitor experience market. In between we have been able to enjoy and support many Regional Art Gallery events. We look forward to being of service in the future.

A strong and active Board meets regularly to oversee the Trust Fund and also to offer advice to the Winton Shire Council. As more and more people, particularly families, are finding a renewed interest in Australian history, the future of the centre is bright. This will be coupled with the renewal of exhibits over time. I would like to thank the staff at the centre for making it such an attraction and the Board members for their valuable voluntary contribution.

JEFF CLOSE  
CHAIR OF BOARD  
WALTZING MATILDA CENTRE LTD





# OPERATIONAL UPDATE



The Waltzing Matilda Centre is operated by the Winton Shire Council.

This 2021 Annual Report is a snapshot of our achievements and in the following pages, we share some of the successes from the past year and celebrate the Waltzing Matilda story.

In 2021 the WMC had a record number of visitors, despite COVID-19 disruptions and many cancellations with border closures,

Congratulation to Cox Architecture who were awarded the 2021 Queensland and Regional Architecture Award - JW Wilson Award for Building of the Year for the Waltzing Matilda Centre.

The Centre and Winton has seen a large up take in educational tourism with schools showing increasing interest in the Shire. This has been a positive development which will be capitalised on.

Thank you to our generous partners and supporters. We thank you for your support and look forward to another successful year in 2022!

## VISITORS

Throughout 2021, we had over 26,400 visitors compared with 17,130 for 2020. The busiest month was July with 6,617 visitors, almost double the previous year. Many of the foot traffic within the Centre came around the major events held in Winton including Way Out West Festival, Vision Splendid Outback Film Festival and Outback Festival.

Our visitor information staff fielded enquiries on border restriction's, roads, local events, overflow accommodation and things to do in and around Winton. Positive feedback was often received from visitors on the quality of the WMC exhibition and the friendly customer service from staff.

2021 brought many tour groups visiting the Centre, especially school groups and had record merchandise sales at the Dagworth Station Store.



## OUTBACK REGIONAL GALLERY

The Outback Regional Gallery had a busy year showcasing seven art exhibitions, six events, four educational workshops and additional programmes for the community and visitors. Highlights to our program this year included the inaugural Emerging Youth Category as part of the 2021 John Villiers Outback Art Prize sponsored by The John Villiers Trust, 'The Dungatar Footballers Ball' a community event sponsored by Queensland Government through Arts Queensland and Red Ridge Interiors to alleviate the ongoing effects of the pandemic. Currently on display until 2 February 2022 our very first 'Collection Exhibition'.

## QANTILDA MUSEUM

The Winton District Historical Society and Museum Inc. had another successful year with the continuation of maintaining and updating displays in the Qantilda Museum, as well as contributing to the Copper Exhibition by supplying objects to add to the exhibition.

## ACCREDITATION

Waltzing Matilda Centre continues to achieve accreditation through the Quality Tourism Framework and Visitor Information Centre Network. Recently we also achieved accessibility certification for limited mobility, and wheelchairs and scooters access.

## WEBSITE

Ongoing developments have been made to the website. Recently an online booking system has been implemented to keep up with consumer trends and allow visitors to book in advance.

## SOCIAL MEDIA

Make sure to subscribe to our Facebook Page and newly created Instagram to keep up to date with activities happening and seeing some wonderful pictures our visitors capture of the Centre and Winton.

## TUCKERBOX CAFE

The WMC is thrilled to have Brent and Katrina running our Tuckerbox Cafe from July this year following many months of closure due to COVID-19 in early 2020.

# 2021 ACTIVITIES & EVENTS

## ART EXHIBITIONS & WORKSHOPS

### JAN

- 100 years QANTAS Kids Art Competition & POP UP exhibition

### FEB

- Now is the Time - QAGOMA Kids on Tour

### MAR

- 2021 John Villiers Outback Art Prize and workshops

### APR

- The John Villiers Trust Professional Development Arts Workshop for Youth

### MAY

- Living Colour exhibition touring from the QLD State Archives

### JUN

- Lightning Without Flash by Joe Ruckli

### AUG

- The Dungatar Footballers Ball & free screening of the film 'The Dressmaker'

### SEP

- Robert MacPherson: Boss Drivers - QAGOMA Touring

- The John Villiers Trust Professional Development Arts Workshop for Youth

### NOV

- The Collection Exhibition



## 2021 JOHN VILLIERS OUTBACK ART PRIZE

The 2021 John Villiers Outback Art Prize generously sponsored by The John Villiers Trust attracted over 178 entries and this year we celebrated our inaugural Emerging Youth Category. The prize pool for our annual signature art prize now worth \$16,000 celebrates Outback: A Sense of Place. Pictured: Lea-Ann Bradley CEO, The John Villiers Trust with 2021 Major Award Winner Lyn Laver Ahmat.

## WALTZING MATILDA DAY

On Tuesday 6th April a chartered bus, followed by tag alongers headed off to Combo Waterhole and then lunch at Kynuna to celebrate Waltzing Matilda Day. On Wednesday 7th April the Waltzing Matilda Centre hosted whip cracking schools, sheep shearing, wool spinning displays and a public talk on Banjo.

## QLD BOULDER OPAL ASSOCIATION

The Queensland Boulder Opal Association held the 'Queen of Gems' jewellery design awards at the WMC.



# 2021 ACTIVITIES & EVENTS



## QUEENSLAND OPERA

The Queensland Opera delivered a fantastic showcase of country music at the 'Are You Lonesome Tonight' to over 300 people who attended the free event on the 20th of May, the Waltzing Matilda Centre provided an amazing backdrop.

## GREGORY NORTH BOOK LAUNCH

Gregory North launched his new book 'Winton in the year of Waltzing Matilda 1895-6' at the Centre.

## COMMUNITY EVENTS

The Winton Shire Council held multiple community events at the WMC including, a community meet & greet with 40 attendees, ANZAC Day at the Walkway of Honour, Mother's Day Brunch and Remembrance Day.

## OUTBACK WRITERS FESTIVAL

The 2021 Outback Writers Festival was held at the Centre.

## ALLIANCE FLIGHTS

Alliance Airlines planned four day trips from Brisbane to Winton throughout 2021. Over 275 visitors were greeted at the airport with our dinosaurs costumes before travelling to Australian Age of Dinosaurs, having lunch in town and visiting the WMC.

## THE DUNGATAR FOOTBALLERS BALL AND GALA FASHION FAIR

A live community event funded by Queensland Government through Arts Queensland was held at the WMC, where guests were able to meet and greet with Australian Fashion Designer Marion Boyce via a live zoom cross from Sydney.



# THANK YOU

IF THERE IS ONE SONG THAT LIVES  
IN THE HEART OF ALL  
AUSTRALIANS, IT IS "WALTZING  
MATILDA"...

Please visit us again soon!

Stay connected via our Facebook and Instagram  
social media pages - @waltzingmatildacentre

To support the Waltzing Matilda Centre and  
make a tax deductible donation please contact  
1300 665 115 or [waltzing@matildacentre.com.au](mailto:waltzing@matildacentre.com.au).

**Waltzing Matilda Centre**

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