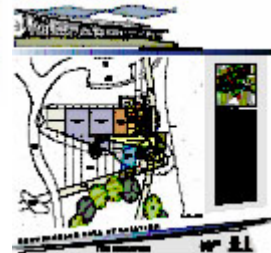
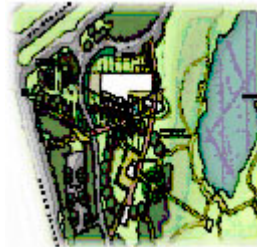


Bert Hinkler Hall of Aviation Feasibility - Business Plan

Project Outline

The development of the Hinkler Hall of Aviation is a project of national significance. The Hinkler Hall of Aviation will deliver a real understanding of the personal, historical, social, technical and physical impact arising from the achievements of one of Australia's leading aviators. In November 2003, Leisure Futures worked with Interpretive Solutions and the Bundaberg City Council to deliver a detailed analysis on the Hinkler Hall of Aviation and produced the following documents:

- ➔ Operational Business Plan
- ➔ Conceptual Building Design
- ➔ Exhibit Concept Plan
- ➔ Collections Policy
- ➔ Economic Benefit Assessment
- ➔ Community Education Plan
- ➔ Implementation Plan



The key findings of this business plan are summarised as follows:

Bundaberg is lacking in quality tourism product.

- ➔ In 2001 in excess of 700,000 people visited Bundaberg; and
- ➔ Tourism is a major source of revenue for the Bundaberg tourism region. Total overnight visitor expenditure in Bundaberg was \$171 million in 1999. Over 1998-99, tourism employed 7,445 people and accounted for 5.9% (or \$304 million) of Gross Regional Product in the Wide Bay / Burnett statistical division.

A strong educational market exists within the region.

- ➔ The Hinkler Hall of Aviation has a total education market of 11,000 students.

Over the past five years the existing Hinkler House Memorial Museum has averaged 13,000 visitors per year.

- ➔ Visitation numbers for the first year of operations have been forecast at low range 19,300 - base range 27,500 and high range 34,500.

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The business plan has been based on a capital development budget of \$2.75 million.

- ➔ The building and interpretive design phase of this project has determined that additional funding will be