



THE MAC CULTURE AND TOURISM DIVISION

Press Release

February 2008

The MAC Services Group Limited – New Culture and Tourism Division

The MAC Services Group Ltd (The MAC) is pleased to announce it has appointed Margaret Cameron as its new Culture and Tourism Manager, to develop The MAC Tourist Village in Nebo.

Ms Cameron says the new complex will provide a tourism experience, unlike any other, that captures the hearts and minds of today's tourists through a visual history of our past. Locals will already be aware of the Pioneer Tracks Photographic Gallery and the murals which are visible from the road at The MAC Village Nebo, but may not be aware of the research and background work that has gone into the development of these MAC Culture and Tourism attractions.

The MAC has built an enviable reputation in accommodation provision in the Bowen Basin with five Villages in Nebo, Dysart, Middlemount, Moranbah and Coppabella. It is The MAC's Executive Chairman, Mr Kevin Maloney's vision, to see the Nebo township as the centre of a new cultural tourism venture. This is coming to fruition with construction to commence shortly of a caravan and cabin site adjacent to the Mining Village in Nebo, which will be operational in the second half of 2008.

Mr Maloney's vision for promoting the cultural heritage of Nebo includes historical education through art, landscape and local folklore. Future growth for the Nebo village will include a centre for education, a full program and learning materials for students of all ages and cultures, an artist in residence, evolution gardens, colourful murals, cabin and caravan accommodation and a small shopping village. The MAC proposes to create the Mount Britton Arts School Facility – a first for the area – as an invitation to artists to recognise Nebo Shire as a place of artistic significance.

At the Nebo site the visitor will see murals and displays based on the Mt Britton Township and gold mine as it was in the 1880s, experience some of the hazards encountered on the journeys of early explorers, see iconic figures such as Sir Sidney Kidman, and learn of his contribution to pastoral development. Many of the scenes draw inspiration from photographs contained in the Pioneer Tracks of Queensland Gallery, another tourist initiative, open to the public, at the Nebo site.

Artist in Residence, David Sheffield has been painting murals on site for the past eighteen months, with the subject matter depicting significant times and events in our Australian history. These also include Australia's First Settlement and



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Australians at War. The murals are a visual delight and will form the basis for a unique collection of international interest.

Mayor of Nebo Shire, Mr Bob Oakes views these developments with excitement as he sees an opportunity for the community to build on its Historic Nebo brand, and further develop the already significant tourism locations in the Nebo District including the old gold mining town of Mt Britton, Homevale Station, Lake Elphinstone and the historic township of Nebo itself.

“Significant tourism product adds a third dimension” as he sees it, “to Nebo’s recognition as an agricultural and mining district. The MAC development provides an opportunity for Nebo to be recognized as a tourism mecca in the larger Mackay Region, by providing real products and a gateway to the outback and the Mining Trail being developed by Mackay Tourism.”

CEO at Nebo Shire, Mark Crawley, builds on the mayor’s enthusiasm for the project by saying, “the increase in tourism product in the Nebo district which will provide jobs, economic diversity and sustainability beyond the resource boom, for Nebo and the future Isaacs Regional Council, is an enormous plus for the Region”.

With Ms Cameron’s appointment, The MAC proposes to bring together a complete tourist and educational experience. She will be working closely with Tourist Associations, Education and other attraction providers and all levels of Government to ensure this is a highly successful venture for the Region. Ms Cameron says that there are many more plans in the pipeline for development and that these will be revealed as they are completed.

Further information may be obtained by contacting Ms Cameron on 0437 893 197 or by calling The MAC Culture and Tourism on 07 4957 6355.