

Wellshot Hotel

More than just a pub....



"Just talk
about
you, the
Wellshot
& impact on a
small
community"
PETER KENYON





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Me, Tracy Hatch

Hotelier, Councillor, ILG Co-Op
Director but most of all a
passionate community member

Born: Springsure, Qld

Parents: Ray & Betty Taylor

School: Springsure State, Year 10

Married: Paul Hatch

Children: Heidi 30 & Annabel 25

Grandchildren: Hudson 3mths, 4 teeth, 10kg,
57smiles, 15 nappies a day & much more...





2013

"Will I did get better?"

I did only because I learnt to put yourself first sometimes and the rest just happens – don't get me wrong I still have "shit" days but just days. Not weeks, months or years! Love what you do, do what you love!



So I, turned into we- bought a pub?..the
Wellshot Hotel, Ilfracombe Outback
Qld...more than just a pub.



Team



People



Passion



You



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- # work the quirk
- # tell the story
- give them a reason to stop
- # enter your venue or town through a different door or road
- # remember your customers names
- # promote your town, not your venue
- # think outside the box
- # diversify, diversify, diversify – did I say diversify?

The Pub's Impact on a Small Community

What Happens...

- Beverages
- Specialty Coffee
- Old Fashioned Food
- Country Hospitality
- Markets
- Garden Expos
- Workshops
- Delivery Location
- Meetings
- Raise money for charities

What Goes On...

- Conversation, conversation, conversation
- Collaboration
- Healing
- Promotion
- Pride
- Ownership
- Ideas Shared
- Knowledge
- Generosity

"if you can make someone smile your job is done"

Don't look back you are not going that way

Eight years ago we walked into a rundown hotel, a community that was bitter with little pride. The caravan park & the general store had liquor licences. Everyone was staying home. People our now collaborating, working together, achieving goals and most of all seeing what our town has to offer. After all it is the Maleny of Longreach. The place to live, work & play. Not just the doing of the Wellshot Hotel but the entire community. There is so much out there but we need to hunt as a pack...we need people to want what we have.





*Be yourself...
everyone else
is taken*

Thank you

