NSTRC Aramac Slideshow Notes

FUN FACTS

Aramac is located in BRC, along with 5 towns – Alpha, Jericho, Barcaldine, Aramac and Muttaburra

We have about 3 thousand residents and an area of around 54 thousand sq km, so really, we have quite a lot of land for a spar's population.

It has one of Australia's most unique sculpture trails

The Lake Dunn Sculpture Trail features more than 30 metal sculptures spread across the outback landscape, turning a scenic drive into an open-air art gallery. Aramac is known as the gateway to attractions such as Lake Dunn, Horsetailer's Gorge, Gray Rock, and the mysterious Healing Circle

Aramac was once connected by its own tramway

The town built its own tramway to connect with the railway network, and visitors can still see historic rail memorabilia, including the famous "Aunt Emma" rail motor at the Tramway Museum.

It's one of the oldest towns in Central West Queensland

Established in 1869, Aramac was the first town in the district and became an important service center for the surrounding pastoral industry. In 2024, we celebrated 150 years of Aramac, and our WWI Memorial turned 100. Another fun fact being that it is only one of two still standing in its original place.

The town's name came from a tree carving

Originally known as Marathon, our town was later renamed after Robert Ramsay Mackenzie - the first explorer of the area who carved his name (R R Mac) on a tree. The tree was found by the explorer William Landsborough, and the name Aramac was born.

Aramac and the surrounding district were once among Australia's major wool-producing regions.

Bowen Downs covered more than 2 million acres of prime sheep country. Also being home to White Bull.

OUR ACHIEVEMENTS AND POINTS OF PRIDE

- Aramac ANZAC Monument – Sarah Lima
- Adorabull Trail – we have 18 white bulls, including the big white bull. Some new additions include Treatabull at the Aramac PHC, Reusabull at the Thrift store, Relivabull at the Public amenities and Invisabull, on a spare allotment in the main street.
- Events and Celebrations
- Community Spirit
- Strong Heritage and History

WHAT DOES TOURISM LOOK LIKE FOR US

We look at tourism and what does it look like for us and what we want it to look like and grow into. We have brochures and information out there. But we want it to be more connected, easily accessible and to keep people interested.

We already have a strong foundation of unique attractions, including the Lake Dunn Sculpture Trail, the White Bull and the Aramac Tramway Museum. But we want to expand on that and bring in knowledge and information that isn't already accessible to the public. Things like highlighting the trail from Aramac to Clermont. You can see the cobb and co tracks that have been carved into the track. Not many people know that these exist.

The opportunity is to build on these attractions by enhancing public spaces, improving visitor experiences, strengthening our town presentation, expanding events and experiences, celebrating our local stories, and encouraging visitors to stay longer and explore more of what the district has to

offer. We already have a great deal at the Caravan Park – pay for 3, stay for 5, $75 for 5 nights. And our Freedom of Choice parks are free this year.

We want to make Aramac to be a destination for people to host an event or use our facilities and natural beauties – for example, this year, the community hosted and catered for a 500-person car rally, we've had a triathlon and horse sport events around the Sculpture trail.

ADVOCACY, INITIATIVES AND PROJECTS

Through Council and community, we have a range of projects on the go.

- Gordon Street Enhancement
- Growing tourism and visitation - including wayfinding signage
- Road network upgrades
- Facility and public space upgrades – including the Aramac Memorial Park, caravan park and showgrounds.
- Childcare

INTO THE FUTURE

- Unlock land for opportunity
- Bring more people and business into community
- Continue growing our points of interest
- Tick off our projects and continue striving for more
- Make Aramac and our communities a destination, not just a place people pass through.