Setting the Direction for
David Fleay Wildlife Park

Directions Paper for the David Fleay Wildlife Park
Concept Master Plan
June 2014

Gateway Visitor Centre
Master Planning initiative 2013–14
## Contents

David Fleay Wildlife Park—gateway to discovering your wild side ........................................ 1  
The vision for David Fleay Wildlife Park ....................................... 2  
A time for change ...................................................................... 2  
Responding to the issues and opportunities .............................. 4  
How we will achieve the vision ................................................... 6  
1. Attracting visitors .............................................................. 7  
2. Delivering meaningful experiences .................................... 8  
3. Valuing our volunteers ...................................................... 9  
4. Building strong partnerships ........................................... 10  
5. Governance for a sustainable long-term future ............ 11  
What will be delivered and when.............................................. 12  
Where to go for more information............................................. 14  

---

*Photo: Robert Ashdown, Queensland Government*
David Fleay Wildlife Park—gateway to discovering your wild side

In a busy, technology-driven world, connecting with wildlife in a friendly, authentic setting is something special that creates treasured moments and lasting memories. David Fleay Wildlife Park has the potential to offer these moments to its visitors, with genuinely warm and distinctive wildlife experiences that inspire and engage young and old.

The Queensland Ecotourism Plan 2013–2020 sets the vision to establish Queensland as a world leader in ecotourism, delivering best practice nature-based experiences that contribute to the conservation of our natural resources and cultural heritage. The Department of National Parks, Recreation, Sport and Racing (the department) has also released the long term Master Plan for Queensland’s Parks and Forests, with the goal that our local communities and visitors are active outdoors, value our diverse recreational opportunities and natural and cultural heritage, and have a life-long appreciation of our parks and forests.

Through this Gateway Visitor Centres master planning initiative, the department aims to support Queensland’s ecotourism aspirations, enhance existing experiences and identify new opportunities for the Park.

Located in secluded bush land in the heart of Queensland’s Gold Coast, the 24 hectare David Fleay Wildlife Park is a long-established visitor attraction and education facility providing visitors with the opportunity to view and learn about native wildlife.

David Fleay Wildlife Park does not seek to compete with other local wildlife attractions, but rather to stay true to what it does best: following in the footsteps of Dr David Fleay with passionate rangers and volunteers providing visitors educational and entertaining native wildlife experiences in a friendly and authentic setting.

The actions set out in the David Fleay Wildlife Park Concept Master Plan and this Directions Paper will reinvigorate the Park so it becomes a contemporary wildlife experience that visitors, tourists and locals love and are encouraged by. The Park will also become the ‘gateway’ from which visitors explore surrounding natural areas such as Burleigh Heads National Park, Tallebudgera Creek, and the Burleigh Green Space reserves.

The Master Plan implementation will follow a staged approach with new facilities and existing facilities being enhanced, new signature wildlife experiences will be developed that reflect the Park’s unique assets and story. Partnerships will be strengthened with the local community, education providers and the tourism industry.

The Park is well positioned as a Gateway Visitor Centre to provide visitors with inspirational and educational information about Queensland’s national parks and the crucial role they play in protecting wildlife and conserving their habitats. Through positive and memorable experiences at the Park, visitors will be encouraged to get outdoors and discover other national parks in south east Queensland.

Photo: Maxime Coquard, Queensland Government
The vision for David Fleay Wildlife Park

David Fleay Wildlife Park is a treasured destination for wildlife experiences that honour the Park’s legacy and attract and inspire a new generation of visitors, young and old.

This vision is supported by a series of aspirational objectives that will ensure the sustainable future of David Fleay Wildlife Park by 2020.

The vision and aspirations support the Queensland Government’s tourism and recreation commitments in the Queensland Ecotourism Plan 2013-2020 and the Master Plan for Queensland’s Parks and Forests.

Our aspirations for 2020 are:

- to be recognised as a destination for entertaining and educational native wildlife experiences in a friendly and authentic setting
- to grow overall visitor numbers to 40,000 per year, including school and education group visitors and local Gold Coast residents
- to be a ‘gateway’ to Tallebudgera Creek, Burleigh Heads National Park, Burleigh Green Space and south east Queensland national parks
- to provide an iconic and contemporary national parks Gateway Visitor Centre delivering engaging interpretative experiences
- to develop supportive and engaged partner working relationships
- to attract and retain a team of passionate volunteers that support Queensland Parks and Wildlife Service (QPWS) rangers in delivering high quality visitor experiences
- to grow average visitor length of stay
- to grow average visitor expenditure in the Park
- to deliver services which grow admission, retail, food and beverage yields
- to achieve an overall financial performance which provides the Queensland Government with value for money.

Encouraging a love for nature

The Park’s environmental education focus is a valuable feature of the Park that will be reinvigorated. The Queensland Government, through its Nature Play Queensland initiative, has committed to encouraging Queensland communities to value nature and families to prioritise nature play in their children’s lives. By extending the range of programs offered and providing opportunities for unstructured play, the Park has the potential to be a place where families are drawn to engage in nature, learn about the native wildlife and be inspired to take a love for the natural environment into their day-to-day lives.

David Fleay Wildlife Park will also support families and children participating in the Nature Play Queensland initiative, increasing the time children spend in unstructured play outdoors and in nature.

The Park has now outgrown the small theatrette and needs new facilities and improved access to attract a new generation of visitors and meet their expectations of a contemporary wildlife park. Visitor numbers and revenue are declining, with the Park currently attracting around 17,000 visitors each year.

The Queensland Government has committed to building on the legacy of Dr Fleay’s native wildlife programs and establishing the Park as a ‘must see’ ecotourism destination on the Gold Coast, attracting up to 40,000 visitors each year by 2020.

The legacy of Dr Fleay’s pioneering work in conserving Australian wildlife, alongside ranger-led wildlife encounters and contemporary environmental education, will provide the key points of difference for the Park in the future. A careful balance will be struck between remaining true to the original vision and undertaking responsible investment.

A new amphitheatre will provide opportunities for interactive shows and events and an education space for school groups. A new canoe facility and access links between the Park and Tallebudgera Creek will encourage education groups to ‘kayak to the Park’ and extend the recreational and nature play opportunities for visitors.

The kangaroo enclosure will be remodelled to enable visitors to experience greater interaction with wildlife, and the koala enclosure will be relocated and upgraded.

All visitor experiences at the Park will be reviewed and new signature experiences and wildlife encounters that create a point of difference for the Park and attract visitors will be developed over time.

A time for change

Honouring Dr Fleay’s legacy

Established in 1951 by Dr David Fleay, the Park’s purpose was to provide a sanctuary for wildlife and a facility for the life study of animals that encourages community appreciation and understanding of Queensland’s native wildlife and their conservation. After many years of tireless work, Dr Fleay bequeathed the Park to QPWS in 1982 and continued in his wildlife conservation efforts. Dr Fleay was recognised for his contribution to wildlife, receiving numerous awards including the Most Excellent Order of the British Empire (MBE) from the Queen in 1960.

Over the years, the Park became a popular tourism attraction for international and domestic visitors and a much loved local wildlife park with its signature platypus exhibit, wedge tail eagles and other animals, and educational programs.
Stage 1—Concept Master Plan for David Fleay Wildlife Park

Stage 1 Recommendations:

1. New canoe jetty and access trail
2. New amphitheatre
3. Redesigned koala enclosure
4. New kangaroo encounters and study trail
5. Removal of fencing to open up Moon Dam
6. Refreshed interpretation and signage (site-wide)
7. Motorway and entry signposting
8. Visitor Centre refresh
9. Site refresh and refurbishment.

Existing Buildings and Structures:
A. Cassowaries
B. Dingoes
C. Fresh Water Crocs
D. Salt Water Crocs
E. Swamp Wallabies
F. Lace Monitor
G. Proserpine Rock Wallabies
H. Bridled Nail Tail Wallabies
I. Tree Kangaroos

Stage 1 Recommendations - Operational Programs:

A. Creation of a program of curriculum-based education packages
B. Development of new interactive wildlife show content and behind the scenes tours
C. Marketing to re-establish the Park
D. Renovation of the volunteers program
Responding to the issues and opportunities

This Directions Paper is the result of a year-long Gateway Visitor Centre master planning initiative.

The department worked with a specialist contractor team, a cross-agency Reference Group and stakeholders to identify the long term future for the Park. An extensive public consultation process provided valuable feedback on the suggested options.

The top 10 issues from the public consultation (not in any order):

1. Target investment at reinvigorating the Park, including wildlife exhibits and new interactive visitor experiences.
2. Maintain the Fleay legacy by focusing experiences on native animal exhibits and conservation.
3. Engage in appropriate partnerships with community, education, research and commercial partners.
4. Avoid unnecessary duplication of exhibits and experiences with those offered by other wildlife attractions.
5. Maintain the commitment to implement the Concept Master Plan.
6. Market the Park as a priority.
7. Introduce governance arrangements which support delivery of the objectives.
8. Reinvigorate the volunteer program.
9. Revisit the camping options.
10. Progress the new butterfly house and aviary proposals.

These points have been taken into consideration in the development of the David Fleay Concept Master Plan and the strategies of this Directions Paper.

A small number of opportunities have not been included in the strategies due to lack of community and stakeholder support. The “glamping” (luxury camping) proposal will not be progressed in the short term. The department will consider ecotourism proposals to offer on-site accommodation in the future if it is part of a package to enhance the Park’s appeal to education and school groups.

Aligned with the objective to encourage young families to the park, a longer term option includes an interactive nature themed playscape for children. The via Ferrata proposal (steel suspension ropes challenge) will not be considered as an option. The consultation feedback highlighted strong support for resources to be focused on providing quality wildlife exhibits and experiences.

Photo: Maxime Coquard, Queensland Government
Artist impression of proposed canoe facility and amphitheatre

1. Pathway from Launch Site to Car Park
2. Soft Landing Site
3. Canoe Jetty
4. Dedicated Unloading Area

1. Amphitheatre Seating (150 max)
2. Stage Area
3. Screened Entrance for Performers
How we will achieve the vision

Through the master planning process five themes have been identified as key to the Park’s long-term success.

1. Attracting visitors
2. Delivering authentic visitor experiences
3. Valuing our volunteers
4. Developing strong partnerships
5. Governance for a sustainable long-term future

Future development at David Fleay’s will be guided by a series of strategies within each of the above themes. While not exhaustive, the strategies set out below are considered critical to the success of the Park as a visitor attraction and important asset for wildlife conservation.

Proposed kangaroo encounters and study trail

1. Education/Learning Node
2. Raised Visitor Pathway
3. Entrance/Exit Points to Enclosure
1. Attracting visitors

Wildlife is one of the main attractions for visitors to Australia, with nature tourism ranking among top travel motivators for international visitors. The future success of David Fleay Wildlife Park as an ecotourism experience is dependent on its ability to attract a sustainable number of visitors.

With its rich legacy, conservation focus, passionate rangers and volunteers, the Park has the potential to build on its strength as a destination for young families, schools and special interest groups to reach its target of up to 40,000 visitors per year. To do this in a competitive visitor market the Park will need a clear positioning within the Gold Coast wildlife tourism offering, a greater range of native wildlife species, and increased opportunities for visitors to interact with the animals.

Understanding the needs of the target visitor markets and their changing expectations will be essential to ensure the Park can deliver and where possible exceed these expectations.

Strategies

1.1 Increase the volume and visibility of native wildlife species to reinvigorate the Park’s role in wildlife conservation and as an ecotourism destination.

1.2 Attract local visitors by providing initiatives that appeal to families, special interest groups and local residents with visiting friends and relatives such as Wally’s (the baby platypus) 1st birthday event, Nature Play Queensland programs, a ‘behind the scenes’ experience, new interactive show content and kangaroo encounters.

1.3 Increase domestic and international visitor numbers by providing flexible ticket options and developing strong links with the Gold Coast tourism industry and south east Queensland tourism operators where appropriate.

1.4 Increase school and education group visitors and become a preferred destination in the region for education providers through programs that inspire, captivate and educate such as a signature ‘paddle to the Park’ package for schools.

1.5 Position the Park as a QPWS Gateway Visitor Centre and destination for visitors seeking to interact, connect with and learn about native wildlife in an intimate setting where wildlife conservation is the core focus.

1.6 Develop an annual marketing plan to re-establish and reposition the Park in the mind of its target markets, focusing on the signature experiences and points of difference provided by the Park, such as the platypus and ranger-led activities.

1.7 Work in partnership with organisations such as Tourism and Events Queensland and Gold Coast Tourism to create a brand for the Park that is aligned with the Queensland National Parks consumer brand and Gold Coast destination brand.

1.8 Ensure the David Fleay Wildlife Park brand is supported by appropriate images and messages that clearly communicate the Park’s positioning.

1.9 Identify the characteristics, needs and expectations of the Park’s target markets through surveys and industry engagement and establish a visitor satisfaction baseline.

1.10 Review and regularly update the products and experiences offered to ensure they continue to meet visitor needs and expectations and their pricing is comparable with industry averages.
2. Delivering meaningful experiences

David Fleay Wildlife Park’s unrivalled setting in the heart of the Gold Coast makes it one of the most accessible visitor destinations and a gateway to Queensland’s national parks. To effectively compete and set the Park apart from other local wildlife attractions, ranger-led experiences are needed that touch visitors emotionally, create treasured moments they can’t experience in the same way elsewhere, and leave them feeling inspired and connected with the wildlife, people and heritage of the Park.

The QPWS rangers, with their knowledge and passion for conservation, are an important asset and provide a point of difference for David Fleays and Queensland’s national parks. There is an opportunity to raise the profile of rangers and their nature conservation work so they become as iconic as Australia’s surf life savers and a draw-card for international and domestic visitors.

An opportunity exists to extend the range of experiences at the Park for visitors by developing a ‘behind the scenes’ activity. Led by volunteers and rangers, this would provide visitors with more opportunities to interact with wildlife and gain a deeper appreciation for the Park’s conservation work and legacy.

The Park’s location on the Tallebudgera Creek in the Burleigh Green Space, with its boardwalk and outdoor recreational activities, presents an opportunity to link the two areas. A clear connection would attract more visitors to the Park and extend the options for all ages to have fun and be active in the outdoors.

Strategies

2.1 Identify and develop signature ranger-led wildlife encounters which create a point of difference from other wildlife attractions and add value to the core native wildlife conservation focus.

2.2 Develop a new multi-purpose outdoor show area that provides an effective hub for education programs, events and entertainment.

2.3 Review and provide increased opportunities for visitors to interact with wildlife through the design and delivery of show content, wildlife exhibits, ‘behind the scenes’ experiences and potentially supervised wildlife feeding.

2.4 Weave the conservation and habitat protection work of QPWS rangers through the Park’s interpretation and interactive displays.

2.5 Raise the profile of QPWS rangers as ambassadors of Queensland’s national parks, and ensure rangers are a visible and engaging component of the visitor experience, and present in marketing collateral and promotional activities.

2.6 Extend the nature-based opportunities available to visitors through the development of water-based recreation on Tallebudgera Creek, with a paddle-craft launch and landing facility for kayaks and canoes.

2.7 Identify opportunities at the Park, and through the links with Tallebudgera Creek, to encourage unstructured play outdoors in nature, as part of the Nature Play Queensland initiative.

2.8 Develop a small number of signature endangered species programs, such as Richmond birdwing butterfly, Lumholtz’s tree-kangaroo or the spotted-tailed quoll, to provide the Park authenticity as a contemporary wildlife centre with demonstrated links to conservation in national parks and the local area.

2.9 Develop high quality and creative exhibits and interpretive products that connect and engage visitors intellectually and emotionally with Queensland’s national parks and their conservation.

Photo: Kate Delaney, Queensland Government
3. Valuing our volunteers

A thriving wildlife attraction that is well maintained and where visitors are actively involved in learning about and interacting with animals requires a passionate, customer-focused team of people with the relevant skills and commitment to providing high quality services. An enhanced Gateway Visitor Centre volunteering program is essential to support the efforts of staff and ensure the Park attracts motivated volunteers.

Friends of Fleays is a long-established organisation which provides valuable volunteering support to the Park and is an important partner in recruiting and energising volunteers.

Strategies

3.1 Review where volunteer help is most needed to support Gateway Visitor Centre activities, including operational support and fundraising.

3.2 Provide a volunteer program that fosters a team of volunteers with the knowledge and commitment to assist in delivering the Park’s functions and services.

3.3 Enhance volunteer management as a core function of QPWS at the Park and ensure staff have the skills and training to guide and motivate a team of volunteers.

3.4 Identify and document for staff and volunteers the roles, responsibilities and outcomes expected of volunteers and their own expectations of the Gateway Visitor Centre’s staff.

3.5 Increase the number of volunteers through regular promotional activities in partnership with Friends of Fleays, targeting the local community, the business community and local clubs.

3.6 Recruit volunteers that are enthusiastic and passionate about the Park and committed to going the extra mile to enhance visitors’ experiences.

3.7 Increase volunteer engagement by introducing a recognition and reward program that regularly acknowledges the efforts of volunteers.
4. Building strong partnerships

Achieving the vision for the Park will require the combined commitment of the department, volunteers, the local tourism industry, education providers and the local community. The department is committed to developing partnerships which assist in delivering high quality visitor and conservation outcomes, increasing revenue and reducing costs.

Commercial partnerships will be critical in the delivery of the longer term opportunities for the Park, such as a birds of prey show or butterfly enclosure. The department will seek to establish a governance and management approach that enables appropriate partnerships to be successfully established and maintained.

Strategies

4.1 Partner with the Tallebudgera Active Recreation Centre and Beach School in developing a link between the Park and Tallebudgera Creek for students and visitors, with new paddle-craft launch, and undertake cross-promoting activities.

4.2 Partner with the Department of Education, Training and Employment and local schools in developing tailored curriculum packages and school holiday programs and in the continued delivery of the Connect with Nature program.

4.3 Seek opportunities to work collaboratively with Tourism and Events Queensland, Gold Coast Tourism and local tourism attractions to deliver a richer overall Gold Coast tourism experience and to leverage the marketing efforts of these other tourism products.

4.4 Partner with local tertiary institutions to identify and promote volunteer roles suited for youth and seek recognition for the roles as work experience within study courses.

4.5 Seek opportunities to partner with research organisations to advance the Park’s conservation work, including the endangered species program, enhance education programs and encourage voluntourism and community support.

4.6 Work with Gold Coast City Council in ensuring trail links and signposting are effective for Park visitors.

4.7 Identify where additional partnership support is needed and establish effective working relationships with the community, tourism industry and public and private sector organisations as relevant.

Photo: Robert Ashdown, Queensland Government
5. Governance for a sustainable long-term future

The success of the Park is dependent on a governance model that allows the Gateway Visitor Centre to respond to commercial opportunities and challenges in a competitive market. To remain contemporary and attuned to the needs of its target markets will require a more commercially focused approach. The Park’s management team needs the ‘local ownership’ and flexibility to manage, invest and innovate, while incorporating appropriate safeguards for public investment within Queensland Government structures.

As a sustainable business with an appropriate governance and management model in place, the Park will be able to contribute more to both the tourism economy and local communities, and deliver good value for money from the Government’s continued investment.

Strategies

5.1 Investigate the merit of establishing a not-for-profit foundation alongside the chosen governance model to promote the Park’s conservation and educational activities, for example, a ‘Platypus Foundation’.

5.2 Determine and transition to an appropriate model of governance for management of the Park, which will deliver the Gateway Visitor Centre’s objectives and priorities, allow management staff to have a flexible approach to pricing, and enable effective financial planning.

5.3 Foster sustainable commercial operations through streamlined permitting and adherence to the department’s Best Practice Ecotourism Development Guidelines.

5.4 Provide the Park manager and relevant staff with the appropriate training and experience covering business management, visitor attractions, and commercial acumen, and the authority to implement operational decisions.

5.5 Develop quantitative and qualitative performance measures that support the development of outcomes-based centre management and align with the objectives of the Park as a Gateway Visitor Centre.
What will be delivered and when

Implementation of the development opportunities for the Park identified in the David Fleay Wildlife Park Concept Master Plan will occur in two stages. This staged approach will maximise the benefits that can be achieved for the Park, local community, tourism industry and visitors within the reality of existing budgets and resources.

Stage 1 includes high priority as well as desirable actions focused on reinvigorating key wildlife experiences with essential infrastructure and services which put the Park on a competitive footing again. These actions will be delivered by the department in 2014–2016 from existing funds.

Stage 2 involves actions to build a greater breadth of experiences for visitors to enjoy. Development of the Stage 2 development opportunities will be subject to funding being secured in future years.

This funding allocation is consistent with the Queensland Government’s commitment to improving the State’s financial position. Funding for the Park must be allocated on a priority basis, where the need is greatest.

The department is open to commercial operators providing new tourism products at the Park that are consistent with its vision and objectives and provide a point of difference, such as bird watching tours and canoeing/kayaking.

Stage 1—Opportunities

In Stage 1 there are a number of key priority actions to increase visitor numbers and improve the overall quality of the visitor experience.

1. A new amphitheatre will provide a much needed dedicated venue for interactive shows and events and an education space for school groups. This development will result in the koala enclosure being relocated and enhanced.

2. A new paddle-craft launch facility and access links between the Park and Tallebudgera Creek will help to increase the appeal of the Park for education groups, extend the recreational opportunities for locals and potentially encourage commercial operators to develop complementary visitor experiences linking to the Park.

3. A remodelled kangaroo enclosure will increase the level of interactivity visitors can enjoy with wildlife at the Park, with visitors able to experience up close interaction and observation with macropods.

4. Freshwater crocodiles at Moon Dam will be relocated on site and unnecessary fencing will be removed at the Dam to improve visitor access and the appeal of this area of the Park.

5. The feasibility of a ‘behind the scenes’ product for visitors will be investigated. This could be led by volunteers or rangers to increase the range of visitor experiences and opportunities to interact with wildlife.
Stage 2 Longer Term Recommendations
1. Extended Visitor Centre deck area
2. New walk-through butterfly house
3. Utilising the heritage parts of the site (Fleays house, platapussary)
4. New interactive children’s playscape area
5. New interactive insect house
6. Enhanced interpretation in Visitor Centre
7. Upgraded kitchen area within Visitor Centre
8. Refreshed quoll exhibit
9. Surrounding pathway network and green spaces
10. New aviary
11. New walking trail(s)
12. Opportunity for new overnight camping site.

Existing Buildings and Structures
A. Cassowaries
B. Dingoes
C. Fresh Water Crocs
D. Salt Water Crocs
E. Swamp Wallabies
F. Wetland Enclosure
G. Lace Monitor
H. Proserpine Rock Wallabies
I. Bridled Nail Tail Wallabies
J. Tree Kangaroos

Key Stage 1 Proposed Development
i. New Amphitheatre
ii. New Canoe Facility and Access Trail
iii. New Kangaroo Encounters and Study Trail

Stage 2 Longer Term Operational Programs
Sustained investment in;
A. Refreshed curriculum-based education packages
B. Refreshed ‘show’ content including night-time themed tours/shows. Cultural content and indigenous stories offer particular potential
C. Targeted marketing
D. Continued focus on maintaining a vital and viable volunteering program
E. Promotion of the Park as a venue for external events and functions
Proposed capital works 2014–2016

Priority actions
(in order of priority and subject to funding availability)

1. Design and construction of a new amphitheatre/show area.
2. Design and construction of a new paddle-craft launch and access trail.
3. Removal and rebuilding the koala enclosure.
4. Design and construction of a Kangaroo Encounters study trail.
5. Removal of fencing to open up Moon Dam.

Highly desirable

6. Development of refreshed interpretation and signing (site-wide).
7. Overall site refresh and refurbishment where feasible.

Proposed operational investment 2014–2016

Priority actions
(in order of priority and subject to funding availability)

1. Establish a partnership and joint ticketing arrangement with the Tallebudgera Active Recreation Centre and Beach School.
2. Develop signature experiences and new wildlife encounters, including the platypus as a key point of difference for the Park.
3. Review the current experiences offered and potential new opportunities, including a ‘behind the scenes’ tour and other ecotourism products for the Park.
4. Increase the quality and quantity of native wildlife species at the Park.
5. Develop a program of curriculum-based, education packages to support the new canoe-based product for the education market.
6. Develop new wildlife education based, interactive show content for the new amphitheatre.
7. Develop a program of marketing activities, including research into key markets.
8. Engage with local ecotourism operators and commercial partners to develop packages for the domestic tourism market consistent with best practice ecotourism guidelines.
9. Review and enhance the volunteer program in conjunction with Friends of Fleays to recruit volunteers.
10. Decide and transition a new governance model for the Park.
11. Regularly review and update the products and experiences offered.

Highly desirable

12. Establish new motorway signposting to improve accessibility.
13. Establish research partnerships and initiate the endangered species programs.
14. Identify and establish other relevant partnerships.
15. Establish a visitor satisfaction baseline.

Stage 2 Longer term opportunities
(subject to future years funding availability)

A number of long term opportunities for the Park have been identified in the Concept Master Plan. Their delivery will be subject to the department successfully securing additional funding in future budget cycles.

- Continue to deliver Stage 1 actions.
- Interactive childrens playscape.
- Extend the Visitor Centre deck area to provide an informal outdoor space for visitors to use for eating and relaxing.
- Investigate options for the development of new signature experiences such as a walk-through butterfly house as a major new indoor attraction.
- Enhance the quality of interpretation offered in the Visitor Centre, using technology to increase visitor engagement and learning.
- Continue to refresh show content, products and experiences offered and education packages.
- Consider proposals from non-government organisations (NGOs), community and other stakeholders for the use of Dr Fleay’s House and the Platypussary in a way that honours Dr Fleay’s legacy and contributes to the sustainable future of the Park.

The department is committed to maintaining Dr Fleay’s legacy and the Park’s remarkable story and history. At this time funding resources have been prioritised towards reinvigorating the Park’s popularity for schools and families and improving wildlife encounters. The feasibility of adaptive reuse of the Fleay House for other purposes such as heritage displays open to the public would involve a significant body of work to meet the standards required for heritage listing and public access.

Where to go for more information

For more information about the Gateway Visitor Centre Master Plans initiative and the David Fleay Wildlife Park Concept Master Plan, visit www.nprsr.qld.gov.au. Concept Master Plans have also been developed for Walkabout Creek Visitor Centre and Mon Repos Turtle Centre.

Find out more about David Fleay Wildlife Park at www.nprsr.qld.gov.au/parks/david-fleay