

**Destination North Coast Tourism Symposium 2021**  
Thursday, 24 June 2021 – C.ex Urunga Golf & Sports Club

## **Respond. Recover. Rejuvenate.**

**Steve Noakes - Binna Burra Lodge - A Case Study in Regeneration**

From disaster comes opportunity!

How an iconic Australian nature-based tourism enterprise has progressed since the early days of the 2019/2020 Black Summer bushfires.

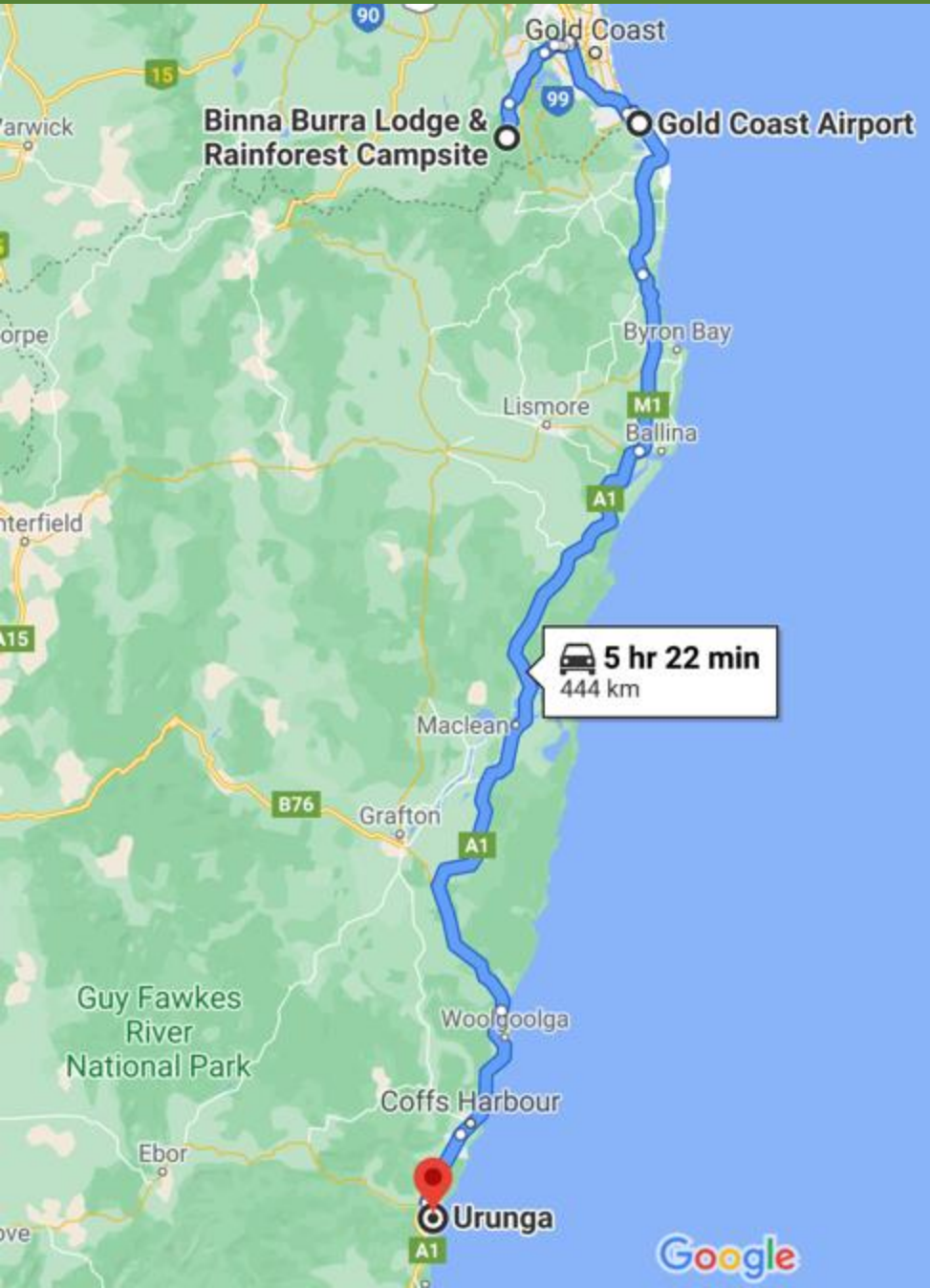


## Topics:

1. Binna Burra Lodge
2. Black Summer bushfires
3. Response
4. Recovery
5. Rejuvenation



# 1. Binna Burra Lodge - location



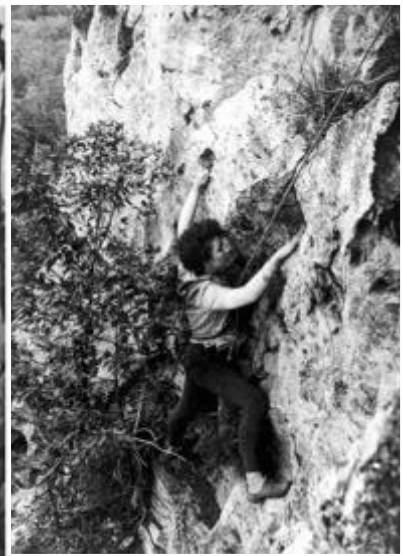
**'In all things in nature there is something of the marvelous.'**

Aristotle  
384 BC – 322 BC

The logo for the Gondwana Rainforests of Australia World Heritage Area, featuring a stylized tree and the text 'Gondwana Rainforests of Australia World Heritage Area'.



# Binna Burra Lodge – since 1933



Bushwalkers take a break at Lamington National Park ca. 1935. John Oxley Library, SLQ. Neg 79944

1945 Ford V8 built for Queensland Holiday Resorts, Binna Burra

The luxury 27 passenger Binna Burra Bus

# Binna Burra Lodge – before the 2019 bushfires



## 2. Black summer bushfires @ Binna Burra

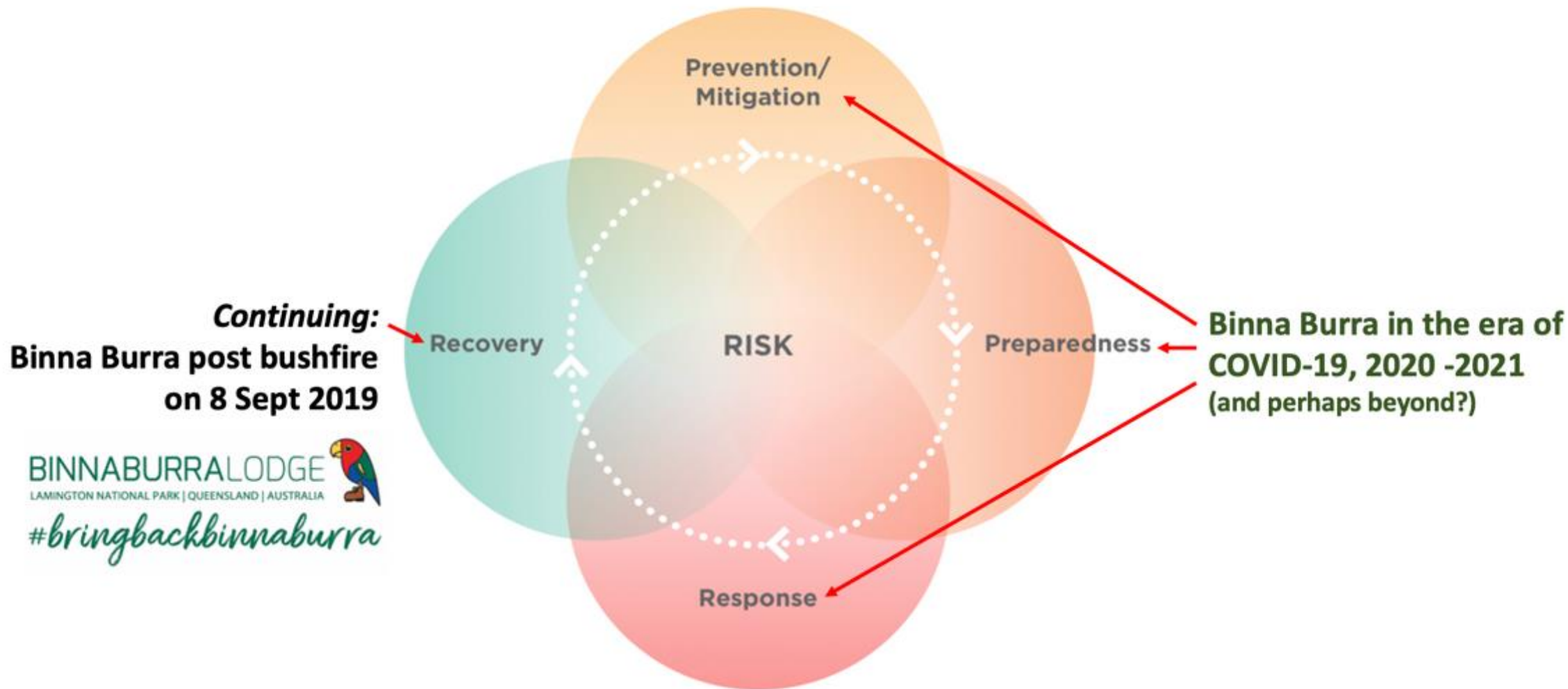


12 minutes.

[www.youtube.com/watch?v=RXuk776Hz8E&list=PL6P39IWPpKeoM8WzZRVQwiiB3GAt4uowE&ab\\_channel=BinnaBurra](https://www.youtube.com/watch?v=RXuk776Hz8E&list=PL6P39IWPpKeoM8WzZRVQwiiB3GAt4uowE&ab_channel=BinnaBurra)

# 3. Response

The 'comprehensive approach' to disaster management.  
*Prevention, Preparedness, Response and Recovery (PPRR)*



The four phases of PPRR are not linear  
nor are they independent of the others.

## ***Response:* Dealing with the immediate issues.**

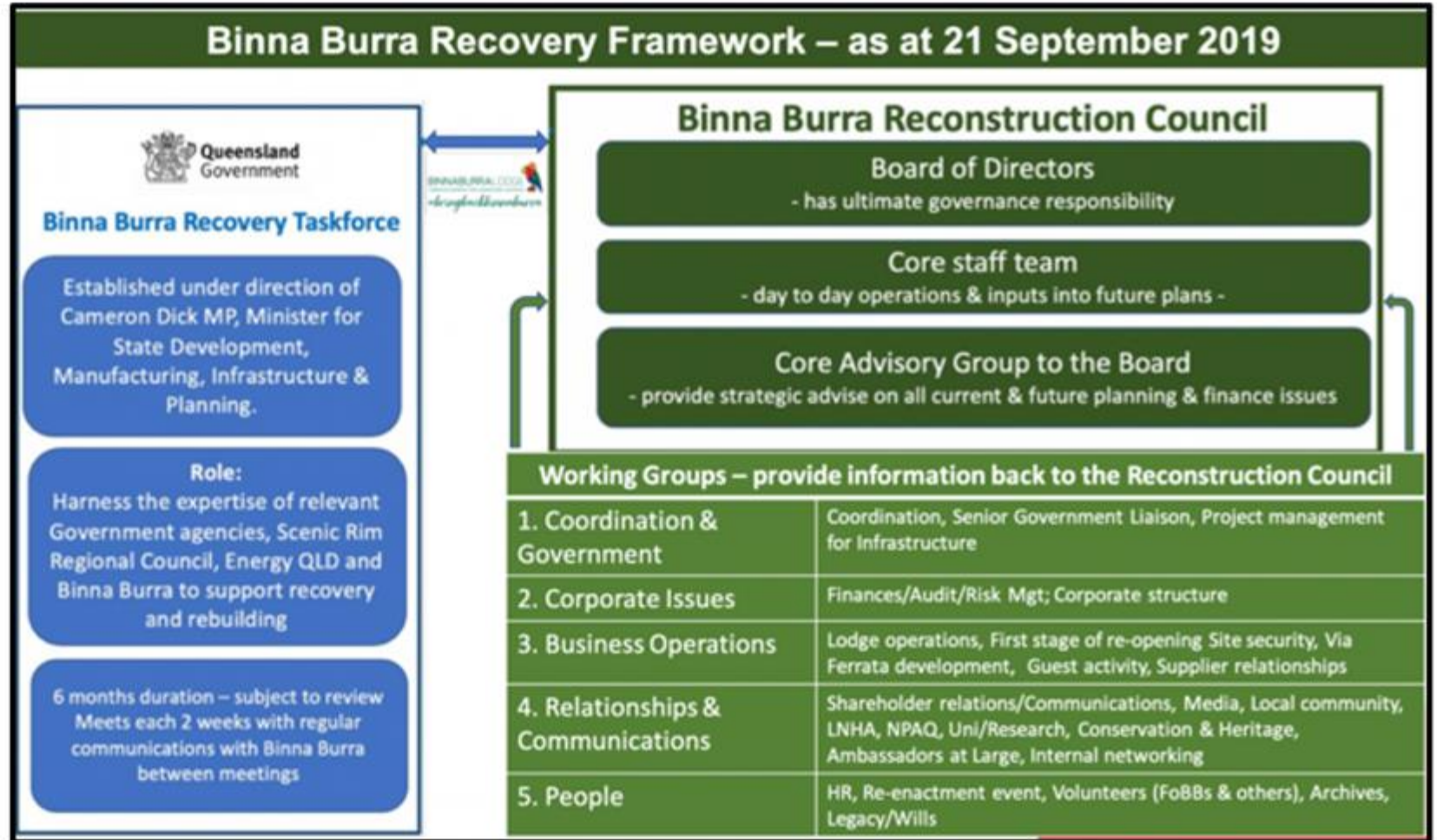
**Reactions, grief, sadness, staff, intense media interest, customers, creditors, suppliers, bank, ATO, road access, asbestos, internal & external communications, shareholders, Board responsibilities, volunteers, solvency, water, sanitation, power, wildlife, site security, legal compliance issues, high profile visitors, personal situation etc**



📷 Binna Burra Lodge's Steve Noakes Picture: NIGEL HALLETT

## **Focus on the opportunity!**

## Our bushfire recovery framework 2019 - 2020



- Stakeholder webinars/forums**
- #1 Wednesday 27 May 2020
  - #2 Wednesday 8 July 2020
  - #3 Wednesday 19 August 2020
  - #4 Wednesday 30 September 2020



# 5. Rejuvenate



*We're still on top of the world ...*



**BINNABURRA**  
LAMINGTON NATIONAL PARK  
QUEENSLAND | AUSTRALIA



## Reach New Heights...

The old Binna Burra lodge site is one of the most in-demand Hinterland event destinations in Queensland and is now back open for the first time since the bushfires of 2019.



JUN.  
26

FOLLOW THE RAINBOW -  
WINTER SOLSTICE FESTIVAL  
2021

by BEECH MOUNTAIN BROTHERHOOD  
INC

[Follow](#)

\$25

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*Event Enquiries*  
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07 5533 3622



## Project Timeline

### Understanding our place in time

Binna Burra has existed for 87 years, on a site with history that spans back into deep time. As we move to reset, reimagine and recreate we are setting a vision that we hope to carry us forward at least another 86 years from the 2019 bushfire, and beyond.

Updating the Masterplan has been made necessary due to the 2019 bushfire, yet it also provides opportunity to fully consider trends and changes that are impacting Binna Burra or will impact Binna Burra in the future. It also provides the opportunity to embed the actions established through the RAP and create a holistic strategic vision for the future. The development of all of these projects and corresponding documents will provide clear "what's next?" steps for Binna Burra.

## A moment in time

## Reset, Reimagine, Recreate



1933

2019/2020  
Present

2105

# BINNABURRALODGE

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Strategic Vision, Master Plan & RAP

*- Reset - Reimagine - Recreate -*

**Background Summary Report**

Draft Document V8: 09 Oct 2020



## Future Opportunities

*"Reset, reimagine and recreate Binna Burra, ready for the next 86 years!"*

Steve Noakes

Chairperson

On behalf of the Board of Directors,  
Binna Burra Lodge Limited.

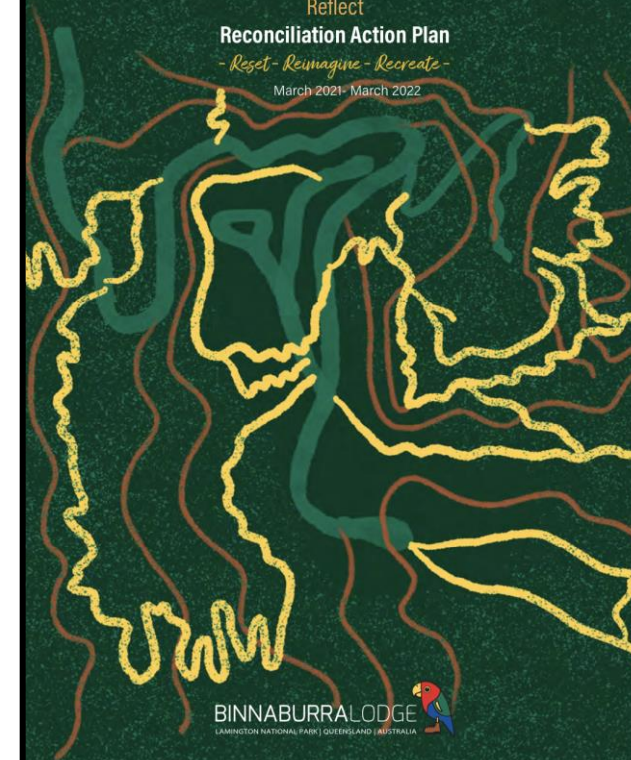
Binna Burra Lodge

Reflect

Reconciliation Action Plan

*- Reset - Reimagine - Recreate -*

March 2021- March 2022



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### TIMELINE OF OPPORTUNITIES AND FUNDING STATUS

MARCH 2021

2023

2030

MARCH 2021

**Mount Roberts**  
Sky Dome events  
and picnic area

**\$75,000 FUNDED**

MARCH - DEC 2021

**Mount Roberts**  
demolish/clean up,  
**via ferrata** cliff  
stabilisation & **BBL**  
**masterplanning**

**\$1,775,000 FUNDED**

MAY-JULY 2021

**Teahouse**  
**and Campsite**  
**Amenities**  
20 new camping/  
RV/caravan sites

**\$500,000 FUNDED**

SEP 2021 - DEC 2021

**Via ferrata Bellbird**  
**Cliffs**  
World-class cable  
climbing path

**\$1,675,000 FUNDED**

SEP 2021 - JUNE 2022

**Mount Roberts to**  
**Bellbird Clearing**  
Up to 13 tiny 'wild'  
houses

**\$1,500,000 UNFUNDED**

JULY 2022 - JUNE 2023

**Barn Precinct**  
Conference  
and operations  
improvements

**\$1,400,000 UNFUNDED**

2023 - 2030

**Binna Burra Lodge**  
To replace former  
iconic Lodge  
building

**\$20,000,000 UNFUNDED**

# Teahouse, Camping and Amenities

## Current Teahouse Site

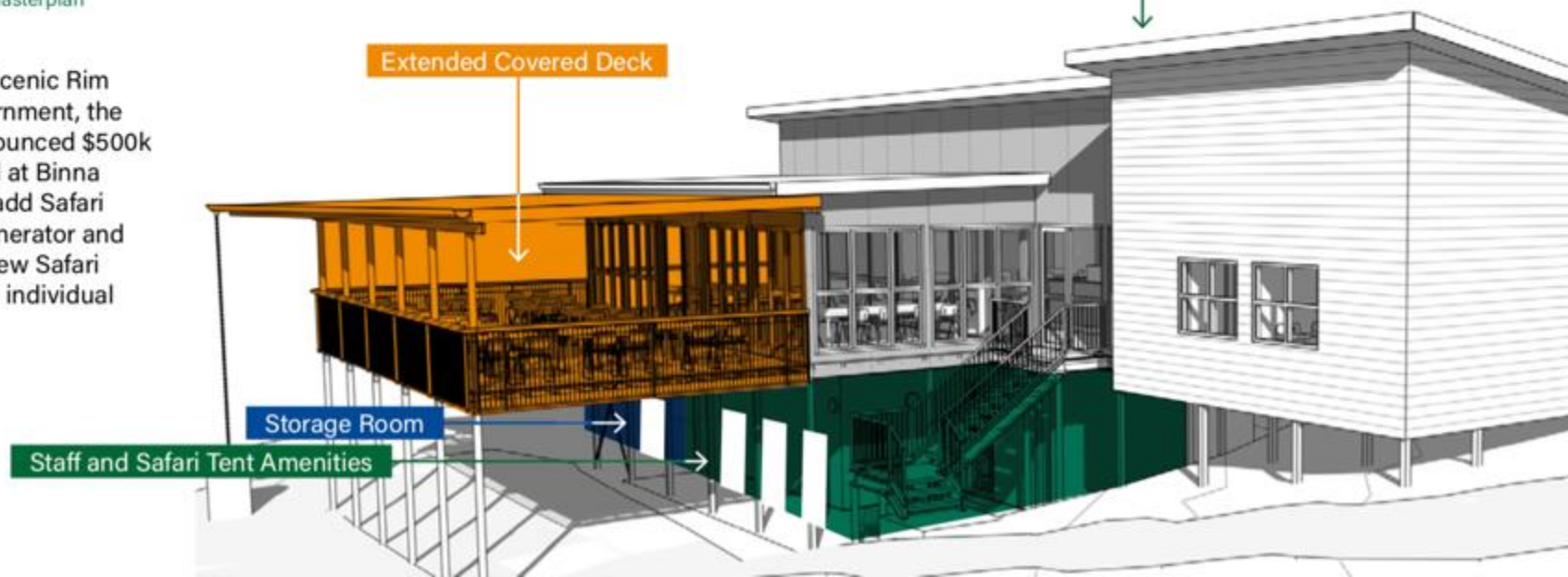


\*Aligns with:  
'Teahouse' and  
'New Safari  
Tents' plans in  
2008 Masterplan



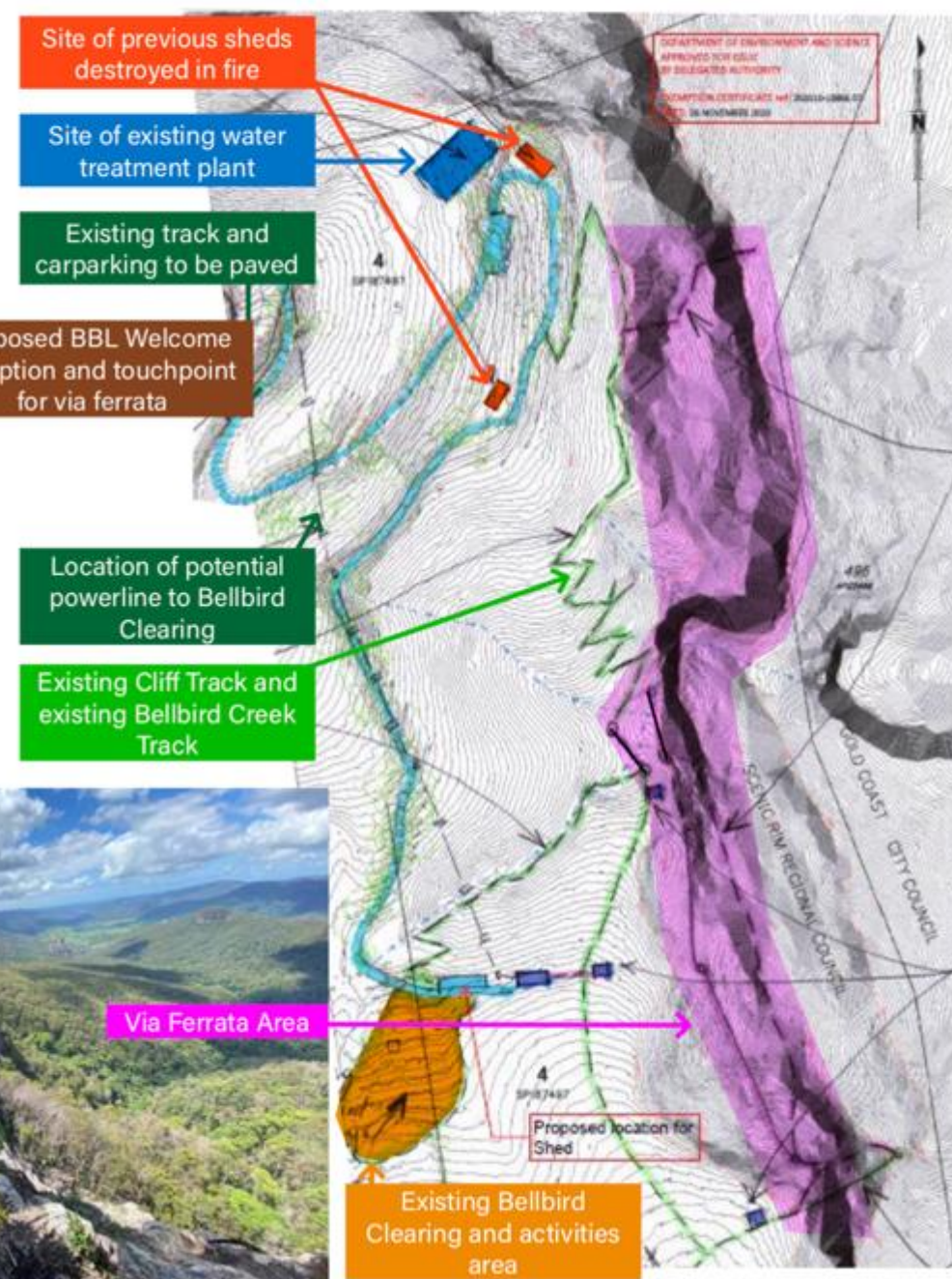
Funded

In December 2020, with the support of Scenic Rim Regional Council and Queensland Government, the National Bushfire Recovery Agency announced \$500k (local economic recovery) to be invested at Binna Burra to extend the Teahouse deck and add Safari Tent amenities (including emergency generator and additional water storage) supporting 2 new Safari Tents, 6 powered RV/Caravan Sites & 10 individual Camping Sites.



# Via Ferrata

## Bellbird Cliff and Saddle



Just before the September 2019 bushfire, the Queensland Government approved funding of \$1.675m from the Attracting Tourism Fund (ATF) to construct a via ferrata climbing course at Binna Burra incorporating a Reconciliation Action Plan. Following the bushfire it was determined that significant stabilisation would be required to enable the construction of the via ferrata course on the cliff face. Additional funding of \$1.775m was provided from Disaster Relief Funding Arrangements (DRFA) to fund the stabilisation works, as well as clean-up of the site on Mt Roberts, and Master Planning.

Via ferrata comes from the Italian term for "Iron path" and is a climbing route attached to a cliff face using steel cables, fixed metal rungs, bridges and ladders. Climbers are secured to a steel cable at all time for safety. When complete, it will be the only commercially operated via ferrata course in Australia.

Binna Burra expects to complete construction of the course in 2021. The via ferrata will be based on the Bellbird Cliffs with a purpose built Activities Building supporting other activities in the Bellbird Clearing including a possible re-opened flying fox, archery and yoga.



Funded

# RV and Casual Camping

## Old Lodge Drive



\*Aligns with:  
'Bush Cabins'  
position in 2008  
Masterplan

To replace accommodation lost in the fires, additional casual camping and RV/Caravan Sites will be added. The Casual Group Camping area disperses large groups away from the Rainforest Campsite enabling schools and university groups to enjoy Binna Burra and surrounds.

Funded



# Barn Precinct

## Between Saddle and Mt. Roberts



\*Aligns with:  
'Health Hub' &  
'Seminar Centre'  
plans in 2008  
Masterplan

Consistent with the 2008 Master Plan, a plan to expand the Barn precinct to provide flexible meeting and activities space and supporting operational infrastructure has been designed but not yet funded.



Not yet funded – but making progress

# Tiny 'Wild' Houses

## Throughout Site

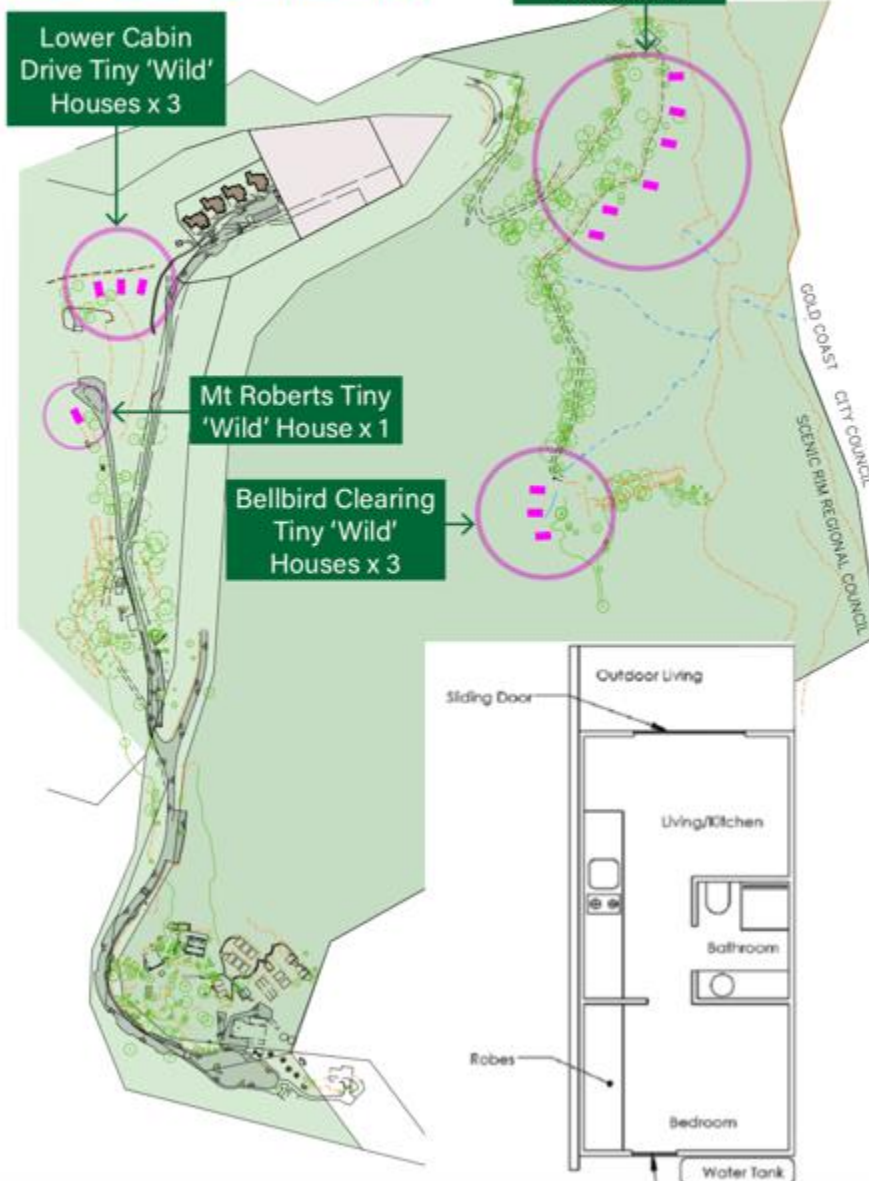


\*Aligns with:  
'Single Storey Cabins and  
'Bush Cabins'  
plans in 2008  
Masterplan

On the former Lower Cabin and Laundry site, former activities course off the approach track to Bellbird Clearing and around the edge of the Bellbird Clearing, management have identified a number of locations for self-contained, Tiny Houses which Binna Burra might brand as 'Wild' Houses. These are a popular form of accommodation built on trailer bases capable of being moved, but likely based up to 10 years in locations chosen for either their pristine view or 'wild' privacy.

They will be connected where practical to mains power and sewage, however fitted with solar panels, compostable toilets and water supplied from by existing tank water stored on site.

NOTE: All locations shown below are indicative only. House designs are indicative concepts only.



Tiny House Company featured in images

**For those who  
feel the 'spirit of  
Binna Burra'.  
A once in a lifetime offer.**

*Binna Burra Lodge Ltd. Since 1933.*

*Probably Australia's largest nature-based tourism collective  
We're a social enterprise inside the world heritage listed  
Lamington National Park*

**\$1 per share. Minimum of 500 shares  
Shareholder discounts available**

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**Offer Information Statement outlines investment risk  
[www.binnaburrallodge.com.au/buying-shares](http://www.binnaburrallodge.com.au/buying-shares)**

## Investors given opportunity to save Heritage listed Binna Burra landscape (March 2021)



[www.youtube.com/watch?v=PG9Gcf0zVHg&ab\\_channel=SkyNewsAustraliaSkyNewsAustralia](https://www.youtube.com/watch?v=PG9Gcf0zVHg&ab_channel=SkyNewsAustraliaSkyNewsAustralia)

2 minutes 31 seconds

Last message.

We do.  
Do you?



Photo credit to Corey Hatton