

QldRailHeritage.com—helping preserve Queensland's rail heritage.

**QldRailHeritage.com:
A resource for helping preserve
Queensland's rail heritage**

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The Heritage Constraint...

- Unfortunately, many heritage groups, especially those operated by volunteer enthusiasts, seem to actively neglect their real and potential audiences
- In my experience many groups don't adequately publicise their activities or provide enough information about their collections or their heritage contexts



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- QldRailHeritage.com: a web site providing a single point of access to Queensland's rail heritage institutions: rail-oriented museums, heritage rail tours, railfan groups, railway modelling, points-of-interest, etc.
- Links to/from a worldwide network



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- And provides web services for CQCRGN (Central Queensland Combined Rail Groups Network), an informal group that meets 3-4 times per year to exchange ideas and information



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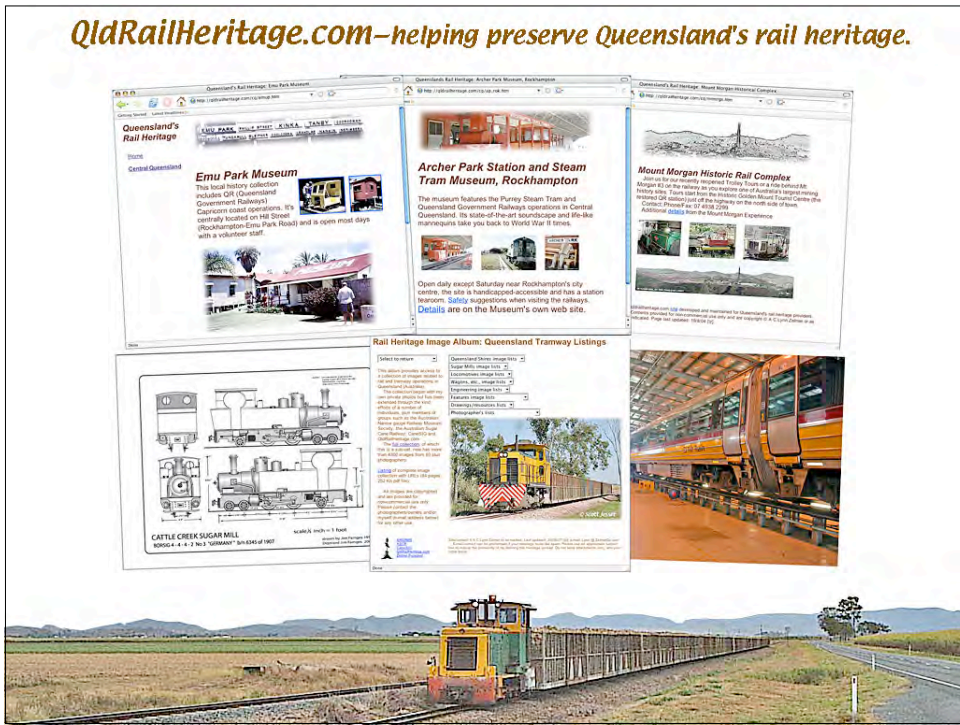
- Promotes 45++ rail heritage museums, organisations and heritage activities
- Provides hosting for several institutions, with basic information and contact details and/or links to 'official' sites for others
- Operates without charge as a volunteer activity of a retired lecturer and modeller



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Hosted/Managed sites include

- Friends of the Archer Park Rail Museum, Rockhampton
- Australian Sugar Cane Railway, Bundaberg
- Australian Narrow Gauge Railway Museum Society, Woodford (www.angrms.org.au)
- Modelling the Railways of Queensland Convention



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On-line Resources include

- Identifying information with location, operating times and contact details
- Special and coming events
- Photographs, plans, etc.
- Historical information and current trends for Queensland's rail industry
- Links to other related sites/information

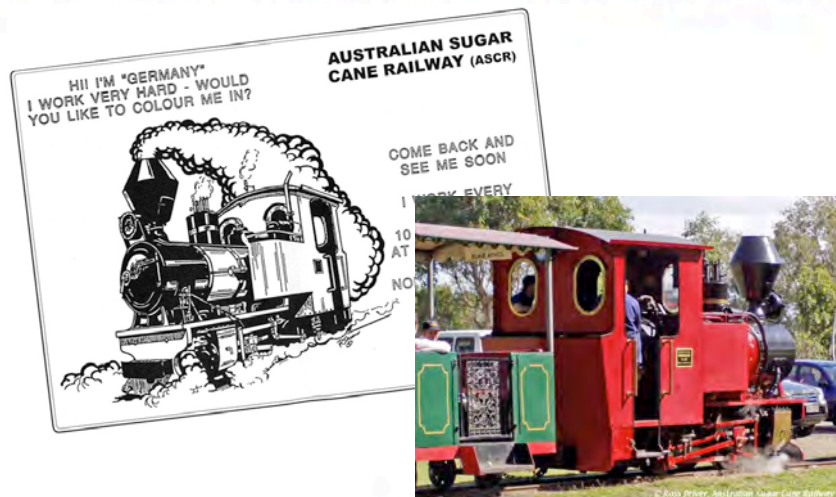


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- Access to over 7,000 downloadable photos, drawings, etc., from over 100 photographers and draughtsmen
- Extras include kid's colouring pages, annual calendars (some years), free downloadable card models, historical notes, etc.



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Why the Internet?

- Low-cost, updateable promotional tool as tourists, railfans and historians all use web search tools when seeking information
- Low cost means of making resources (photos, brochures, etc.) available
- Local and worldwide exposure



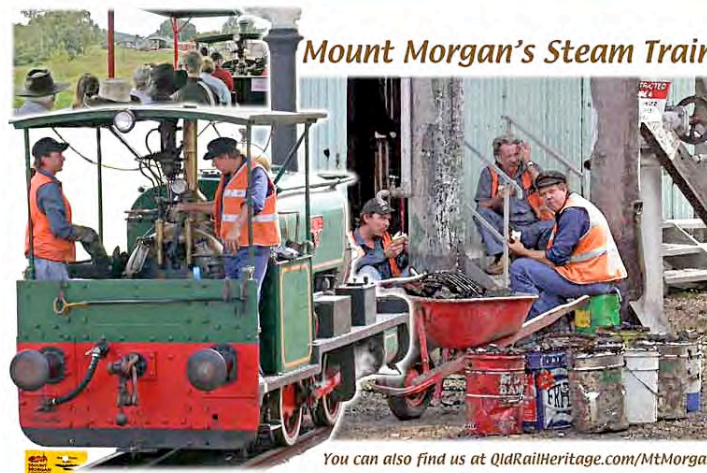
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Challenges?

- Currency: need for regular updating
- Relevance: improve search engine rankings
- Credibility: institutional vs commercial sites and advertising/sponsorship
- Ease of use: the more information that is available, the harder it is to find (navigate)
- Accessibility: layout, colours, labels, etc.



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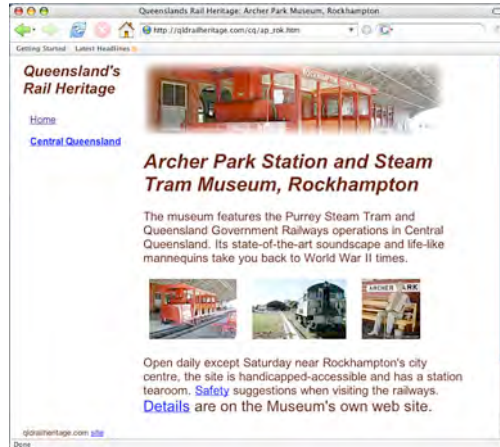
Web Site Management Alternatives

- Current 'best practice' is based on material stored in corporate databases, with web pages assembled 'on the fly' by proprietary content management system
- Clerical staff/volunteers can hand code html for sites if they follow an agreed design and optimise image and pdf files for fast downloading (eg QldRailHeritage.com)



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Case Study: Archer Park



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Archer Park Station and Steam Tram Museum



[Home](#) [Activities](#) [News](#) [Collection](#) [Photos](#) [Friends](#) [Links, etc.](#)

Home to the only surviving Purrey Steam Tram!

The museum features a restored Purrey Steam Tram, one of nine tramcars and six trailers that operated in Rockhampton from 1909 to 1939, and Queensland Government Railways operations in Central Queensland.

It has a state-of-the-art soundscape and life-like mannequins that take you back to World War II times.



Open daily except Saturday near Rockhampton's city centre. The site is handicapped-accessible and has a station tearoom.



Page URL: file://localhost/Volumes/Data_1/2007/WebDevelopment_0701/qldrailheritage/archerpark/index.html was last updated 12 Oct 07, L.Z. © QldRailHeritage.com & Friends of Archer Park Station and Steam Tram Museum, Inc



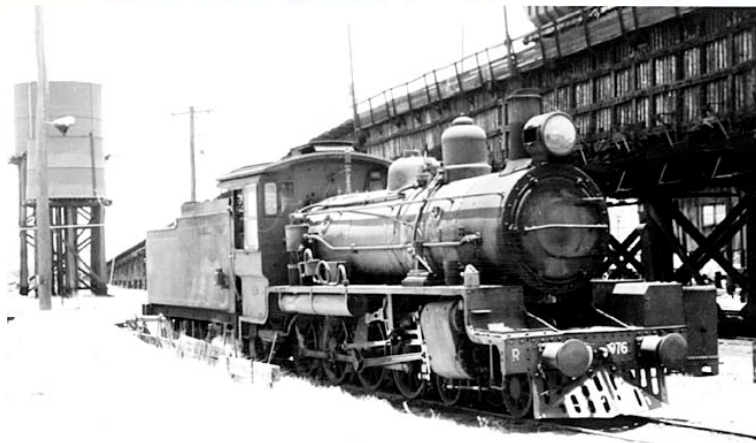
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Dining Car Staff- Rockhampton to Mackay Mail Train
Left to right: Mavis Heit, Dot Meyers (Head Waitress), Sonya Holy (General), Clive Timmon, Mavis Troe (me).
Taken 1952-1953 at Stanley Street Railway Station, wagons on line, other side of fence (grape vine on fence and trellis), Mavis Wiltshire (nee Troe) M.W.



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C17 976 at Rockhampton loco, 17/12/68 Bill Blannin



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- Preserving Queensland's rail heritage requires many skills and activities... maintaining a web site is just another useful heritage skill
- Model building is another—see also www.zelmeroz.com/CaneSIG

