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

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

- 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

lynn@zelmeroz.com, May 2010
• 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

• 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
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

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

- 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.
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

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.
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)
Case Study: Archer Park

Archer Park Station and Steam Tram Museum, Rockhampton

The museum features a restored Pursey Steam Tram, one of nine trams and six trailers that operated in Rockhampton from 1929 to 1938, and Queensland Government Railways operations in Central Queensland. It has a state-of-the-art soundscap and life-like scenes 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.

Details are on the Museum's own web site.
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Dining Car Staff - Rockhampton to Mackay Mail Trains
Left to right: Mary Red, Dot Mayers (Head Waitress), Susie Holy (Confectioner), Olive Tommas, Marv Tree (car). Taken 1952-1953 or Stanley Street Railway Bridge, vapour on line, other side of steam engine view on frame and tracks. Marvin Witscher (car Tree) M.W.

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

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

lynn@zelmeroz.com, May 2010
• 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