

Western Queensland Alliance of Councils **Olympics and Paralympics Proposal**

- 23 Local Government Areas
- Three regions
- 60% of Queensland

Ready to play our part and contribute to an Olympic and Paralympic Games for all of Queensland.

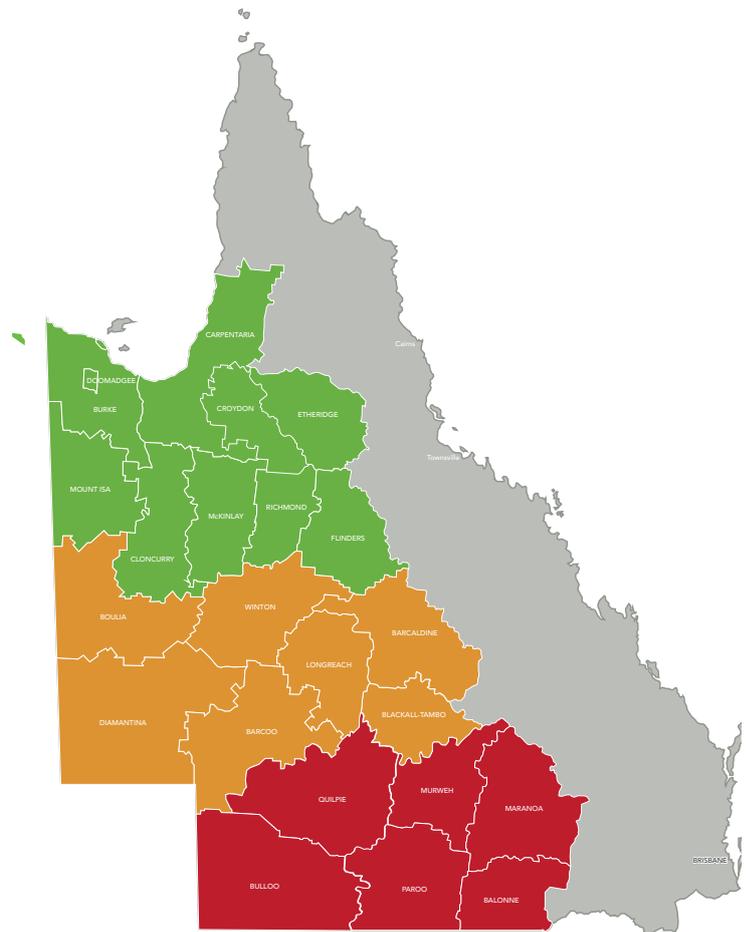
Our proposal has been developed with the aim of boosting Queensland's representation on the world stage - showcasing our culture, ingenuity, resources, and natural beauty.

From across Western Queensland, we have selected the iconic elements that set our distinct regions apart and offer unique opportunities for the Organising Committee to consider.

North West Queensland – Precious metal ore from the very heart of Queensland contributing to the Games medals from our billion-dollar NWQ Minerals Province, a powerhouse in our State's economy and major contributor to our place on the global trade stage.

Central West Queensland – Staff and volunteer uniforms from Red Ridge the Label. The designs tell the story of strong Murri women and their culture and brings together the colours and spirit of Queensland.

South West Queensland – The Games mascot is the resilient and resourceful Bilby. Not only a super cute marsupial, but also a fighter coming back from the brink of extinction, thriving in its harsh desert home and growing in popularity across the globe.



Front cover images: Glencore; Red Ridge the Label; Tourism and Events Queensland, and Save the Bilby Foundation.

BACKGROUND INFORMATION

Olympic medal designs

- The design of the Olympic and Paralympic medals is the responsibility of the host organisation committee.
- Traditionally the front of the medals features Nike, the goddess of victory, as well as other symbols of the ancient Olympic games such as the Panathenaic Stadium.
- In the past Beijing (2008) opted to include jade in its designs with white (gold) and green shades (silver and bronze) of jade embedded in the reverse of the medals. No other organising committee has opted to use a precious stone or gem.
- For Brisbane 2032, it is suggested that opal from Central West and South West Queensland could be incorporated into the medals also.
- Sustainability has been a key element in recent medals from Tokyo's (2020) use of recycled electronics sourced from a collection drive involving citizens across the country, to Rio (2016) using old silver mirrors and X-ray plates.
- The Sydney (2000) Olympic Games medals included the customary symbols - Nike holding a palm in her left hand and a winner's crown in her right on the obverse face. Controversially it featured the Roman Colosseum (which had been used in the past) rather than the Greek Panathenaic Stadium. The Sydney Opera House, the Olympic torch and the Olympic rings are represented on the reverse.
- Sydney's medals were produced by the Royal Australian Mint. They were designed by Wojciech Pietranik, Polish-Australian artist and sculptor best known for his design work for coins and medals and working at the Royal Australian Mint.



Beijing Olympics Medals – source: AP



Sydney Olympics Medals – source: <https://olympics.com/en/olympic-games/sydney-2000/medal-design>

About Red Ridge the Label

- Born from the red sandhills of central western Queensland, Red Ridge the Label shines a spotlight on central western Queensland Aboriginal artists by expressing their work in beautiful fashion.
- Founding artists, Wangkangurru and Yarluandi women Aulpunda 'Jean' Barr-Crombie and Anpanuwa 'Joyce' Crombie from Birdsville, Queensland, paint together as Two Sisters Talking. Two Sisters Talking want to drive a future pathway from their art canvas work and storytelling in a more productive and sustainable way.
- Many of the garments and accessories are named with an Aboriginal word from their Country – the Simpson Desert. In sharing their language, they hope more families will again speak a language that is in fear of being lost.

About Red Ridge the Label cont.

- Launching on the fashion stage in 2020 the foundation of Red Ridge the Label is the realisation of long-held dreams and this connecting practice has since reached many communities throughout Queensland's central west.
- From Mount Isa to Thargomindah, many more artists have now been involved in creating print works to be expressed in beautiful fashion. It is through each and every garment that their stories are told.
- Red Ridge the Label has been worn by prominent television personalities and politicians including Leeanne Enoch MP, Annika Wells MP and our Premier Anastacia Palaszczuk MP.
- Most recently the Brisbane-based M3 Architecture opted to use off the rack Red Ridge the Label for its team uniforms.
- Red Ridge the Label was also the uniform of choice for the Outback Queensland Tourism Association at the Australian Tourism Exchange in May 2023.
- The garments and accessories are ethically made in and around Blackall, Central West Queensland through the Red Ridge network, with a small team in Brisbane assisting with production - boosting the local economy and jobs.
- Red Ridge the Label was supported by, and is a major achievement of, the Regional Arts Services Network, an initiative of the Queensland Government through Arts Queensland.

More information: <https://www.redridgethelabel.com.au/>



Premier Anastacia Palaszczuk MP wearing a dress from the Andrawilla Collection



Annika Wells MP wearing a dress from the Georgina Collection.



Red Ridge the Label designs for teams and representation including M3 Architecture (far right).
Image source: Red Ridge the Label <https://www.facebook.com/redridgethelabel/>

About the Bilby's significance in Queensland

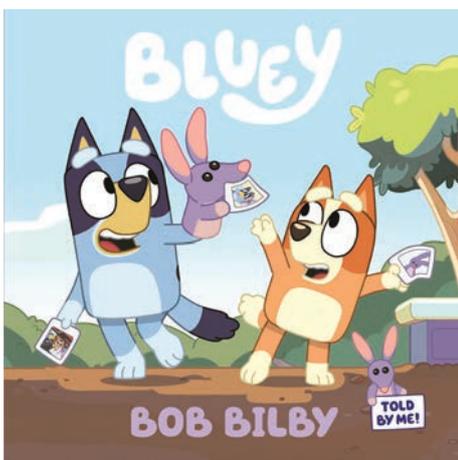
- The Bilby is the totem for the Kunja people of South West Queensland, which includes the areas around the Warrego River, including what are now the major townships of Charleville and Cunnamulla.
- The Kunja people still celebrate their traditions on country including the tribe's culturally significant Bilby dance.

Queensland is a premier Bilby experience destination in Australia

- The State is home to several leading Bilby conservation projects and associated tourism icons including the Bilby Experience in Charleville, Ipswich Nature Centre, and the Dreamworld Bilby Discovery Centre on the Gold Coast.

Growing international reputation

- Global Queensland-born superstars Bluey and Bingo have helped shine the spotlight on the Bilby with episodes, books and merchandise featuring their puppet Bob the Bilby.
- DreamWorks also produced a short, animated feature in 2018 with a central Bilby character.



Federal and State support for the Bilby

- In April 2023 to coincide with Easter, the Federal Government announced \$5million in support of projects to protect Bilby habitat and support growth in its populations.
- Media statement from Minister for Environment and Water, Tanya Plibersek MP: <https://minister.dcceew.gov.au/plibersek/media-releases/better-protection-our-easter-bilbies>



Source: Twitter: [Anthony Albanese @AlboMP](#)

- The Queensland Government also made an announcement in April 2023.
- Minister for the Environment and the Great Barrier Reef and Minister for Science and Youth Affairs, Meaghan Scanlon MP announced: Queensland's long-standing partnership with the Save the Bilby Fund will continue for another 10 years after both parties – in the lead up to Easter - signed a new collaborative deed to protect the iconic Bilby.
- Media release: <https://statements.qld.gov.au/statements/97544>

Other Bilby mascots

- There are no notable Bilby mascots in use.
- The Save the Bilby Foundation and other associated not-for-profits use the animal's image and silhouette for its activities, and it is also used across associated chocolate products from supporting companies.
- Haigh's Chocolates has produced an Easter Bilby chocolate for 30 years in support of the Rabbit Free Australia not-for-profit. In recent years they have used a character (as pictured with Prime Minister Albanese on the previous page) to promote campaign activities to highlight work to save the Bilby.
- Source: <https://rabbitfreeaustralia.org.au/our-projects/former-awareness-activities/>
- Some minor use of the Bilby include:
 - From the archives there was the Bedtime Bilby broadcast on regional television more than a decade ago.
 - The small chemist outlet, Capital Chemist in Canberra, has Billie the Bilby.

