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FOR IMMEDIATE RELEASE

Dynamic program for condensed 2020 Expo

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COOKTOWN

Cook Shire Council has condensed the re-branded Cooktown Expo 2020 into a dynamic three week program following feedback from stakeholders.

The Cook Shire Council-led Cooktown 2020 Festival, initially planned to be a 48-day program, was recently rebranded as the Cooktown Expo 2020, with an increased focus on building business capacity and economic development. The 48-day program had also been condensed into a three weekend schedule, Cook Shire Mayor Peter Scott said. "The shorter program is not only much more practical from an operational point of view, but also allows tourism providers to better package their experiences for visitors," Cr Scott said.

The Expo would not only commemorate the 250th anniversary of James Cook's visit to Cooktown and the historic first recorded act of reconciliation, but also focus on creating opportunities to share innovation, promote progress and foster cooperation, Cook Shire Mayor Peter Scott said. "The Expo still has the key theme of 'Our Shared History' but it also has a broader focus on business capacity building, economic development and sharing information, as well as showcasing our region through art, culture, business, agriculture and tourism," Cr Scott said. "We want to create a biennial event which will be a forum to showcase our progressive region and inspire, challenge and educate."

Cooktown Expo 2020 will feature three weekends of significant events, across July and August 2020, each with a distinct cultural focus to promote tourism within Tropical North Queensland:

July 17 – 19 The Reconciliation Rocks Music Festival will recognise our shared history through music, song and dance and feature national and local Indigenous and non-Indigenous artists.

July 24-26 The Discovery Festival will include an Indigenous showcase, art, culture, language, food, storytelling, history and the arrival of the Replica HM Bark Endeavour which will stay for two weeks and conduct shore to ship encounters.





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August 1-4 The Endeavour Festival will highlight navigation, botany, astronomy, cartography, aviation, the Endeavour Ball and Re-enactment of Cook's landing in 1770 and farewell of Endeavour Replica.

Council's Director of Community, Economy and Innovation Lawrence Booth said the Expo was backed by a focused consortium of stakeholders and supporters. "We will be working closely with our consortium members and supporters to develop the Expo 2020 program and activities, which will include ideas exchanges, forums, discussions, conferences and entertainment," Mr Booth said. The key consortium members are Cook, Wujal Wujal and Hope Vale councils, Gungarde Aboriginal Corporation, James Cook University, the National Trust of Australia (Queensland) and the Torres and Cape Indigenous Councils Alliance.

Key supporters include the Australian National Maritime Museum, the National Museum of Australia, the National Library of Australia, Tourism Tropical North Queensland, the Royal Historical Society of Queensland, Gladstone Regional Council, the Town of Seventeen Seventy and Yarrabah Aboriginal Shire Council.

For more information contact Mr Booth via email to mail@cook.qld.gov.au or phone on 4069 5444.

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