



Cooktown Expo 2020 - Frequently Asked Questions

1. What is the focus of the Expo, tell me more about the event?

Cooktown Expo 2020 is a regional showcase and event built around the concept of reconciliation between Indigenous and non-Indigenous Australians and commemorating the 250th anniversary of the historical landing of James Cook at what is now known as the Endeavour River, which resulted in the first recorded act of reconciliation between Europeans and the First Nations people. Cooktown Expo 2020 will take place over three weeks in July and August 2020 and will comprise three key weekends, each with a distinct cultural focus. The Expo includes a strong Indigenous focus and stories of the historical heritage to inspire, challenge and educate.

2. What are the dates for the Expo?

Cooktown Expo 2020 will take place over three weeks in July and August 2020, each with a distinct cultural focus:

- Reconciliation Rocks Music Festival – 17-19 July 2020
- Discovery Festival – 24-26 July 2020
- Endeavour Festival – 31 July -4 August 2020

3. What events are planned?

3 KEY WEEKENDS



July 17 – 19 ‘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 ‘Discovery Festival’ – will include an Indigenous Showcase, art, culture, language, food, storytelling, history and the arrival of the Replica of Captain Cook’s ship HM Bark Endeavour which will stay for two weeks and conduct shore to ship encounters.

July 31- Aug 4 ‘Endeavour Festival’ – will highlight navigation, botany, astronomy, cartography, aviation, the Endeavour Ball and Re-enactment of Cook’s landing in 1770 and farewell of the Endeavour Replica.





4. When will the Re-enactment of Captain Cook's landing at the Endeavour River occur?

The current schedule for the Re-enactment is at 3pm on:

- **July 19** The first recorded act of reconciliation occurred in Cooktown on July 19, 1770.
- **July 26**
- **August 2**

5. What dates will the Replica of Captain Cook's ship *HM Bark Endeavour* be in Cooktown?

25 July – 4 August 2020

6. Is the event free or ticketed?

The majority of the events will be free, however there will also be events that require tickets

7. What happens to the \$5.5 million funding announced by Prime Minister Scott Morrison?

The Federal Government Funding announced by PM Scott Morrison in January 2019 is allocated to infrastructure projects only. These funds are not allocated to running the Expo. Council is awaiting receipt of the funding contracts, which are expected to be received in early August once the new government is fully operational.

8. Why are we seeking further sponsorship and funding?

We are seeking funding to enable Cook Shire Council and the broader community to deliver a professional event which creates national and regional attention. Using the 250th anniversary of Cook's landing as a foundation event, we plan to showcase our region over three weeks with an extensive program of art, cultural, business and educational events which will attract a national and international audience.

Cooktown Expo 2020 will build awareness and will further cement Cooktown and Cape York as a tourist destination.

The Expo aims to build a sustainable economic future for Cooktown and Cape York whilst facilitating and promoting collaboration with regional partners.

9. Is Cooktown Expo 2020 a platform for Reconciliation?

Cooktown Expo 2020 recognises the first recorded act of reconciliation between Europeans and Australia's Aboriginal inhabitants in what became Cooktown. The event will explore the story in more depth, developing awareness of and celebrating Cooktown's unique historical heritage.





10. Why are we celebrating Captain James Cook's journey?

Cooktown Expo 2020 recognises the first recorded act of reconciliation between Europeans and Australia's Aboriginal inhabitants. 2020 marks the 250th anniversary of Captain James Cook's voyage along the east coast of Australia in 1770, where he spent seven weeks in Waymburr, now Cooktown. Cook and his crew spent more time with the local Indigenous Guugu Yimithirr people than anywhere else on the East Coast. During this extended period, the Guugu Yimithirr people instigated the first act of reconciliation with Cook and his crew; the first recorded sighting of a kangaroo (Gangurru) was recorded and sketched, over 150 Indigenous words were recorded for the first time and thousands of Australia's Indigenous plants were identified. We are commemorating and acknowledging our shared history since the arrival of the first Europeans on the shores of our ancient land.

11. Have Indigenous people been engaged in the process and establishment of the Expo?

Yes. Council has formed a Consortium including Hope Vale and Wujal Wujal Aboriginal Shire Councils and other Aboriginal organisations throughout Cape York. The Consortium was formed to assist with planning and delivery of Cooktown Expo 2020. The Consortium has also been collaborating with a range of Indigenous partners and organisations.

12. How will this Expo impact the local community?

There will be national and international attention focused on Cooktown in the lead up to and during Expo 2020. Visitor numbers will be substantial over the three weeks and the town will play host to many visitors from our region, our nation and other nations.

13. How will the local community benefit?

Expo 2020 will be of great benefit to the local community. We expect the event will create business and job and training opportunities for the local community for 2020 and beyond.

14. How will Cooktown and surrounds cater for the influx of tourists?

We will all need to work together to ensure we maximise the opportunities to provide accommodation and facilities for the influx of tourists and supporters.

Tent City accommodation is available and will be located on Adelaide Street.

15. How can locals benefit and be involved in the economic development expected from Cooktown Expo 2020?

All businesses need to 'Get on Board' for 2020. This means planning how you and your existing business can be ready to support the influx of tourists. Build your business and personal profile based on the marketing program which will focus attention on Cooktown in 2020. Consider starting a pop up or short-term business which can support the event.

16. Where do I register to be a volunteer at Cooktown Expo 2020?

Volunteers can register their interest on our website <https://cooktown2020.com/volunteer/>

For further information regarding Cooktown Expo 2020, please visit our website <https://www.cooktown2020.com/>

