

Willards Farm tours

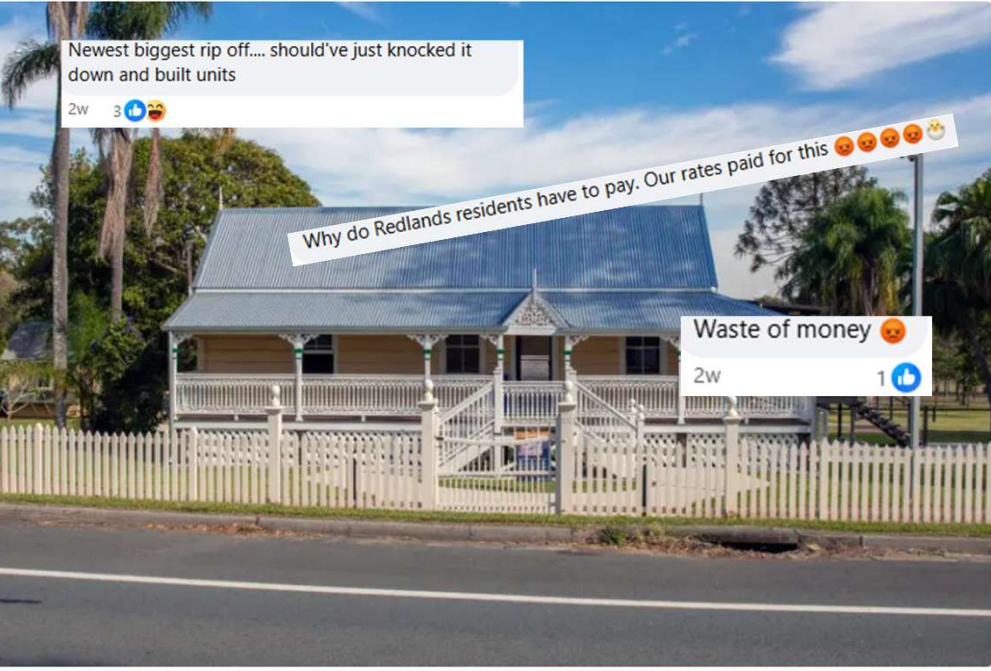


Developing community and local history resources
from a decade-long heritage building project

Cost questions mount as \$9m Willards Farm tours spark backlash

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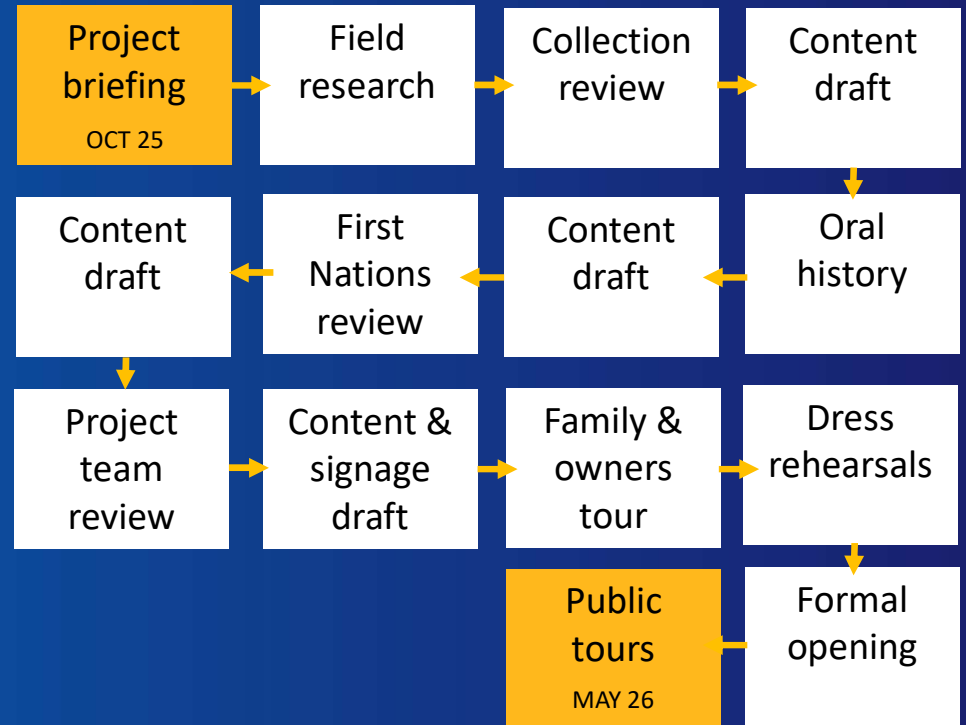
 **Andrew Jefferson** | Published: April 22, 2026



Challenges

- Mixed public opinion on conservation project
- Development tied to Brisbane Olympics
- Project team had no experience in heritage house tours

Developing the tours





Tour Format

- Guided tour of outer buildings focusing on early farming and history of labour on the property
- Seated presentation inside telling social story of Willard Family and community

First farm public tour reveals a powerful look into Redlands past

2 Min Read

Ashleigh Watson | Published: May 17, 2026



RICH EXPERIENCE: A fresh new heritage site is available for locals to learn about our history.

WILLARDS Farm has officially welcomed its first members of the public, with the inaugural tour offering an experience far richer and more revealing than a typical heritage walk.

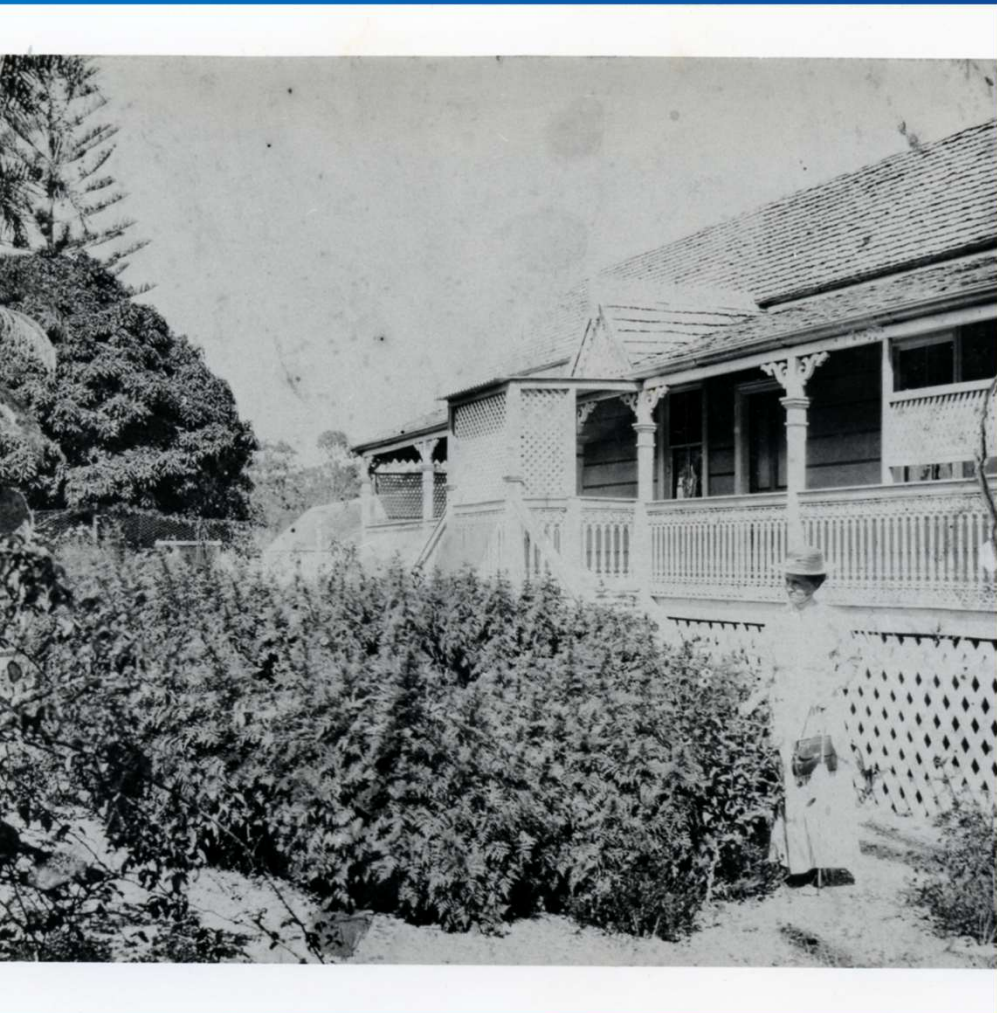
Public reception

- Tour itself received well by visitors
- Positive media response
- Tickets often sold out in advance
- Upcoming in-library program for those who can't access the farmhouse

Outputs

- Oral histories of the project and site
- Added images to the collection
- Updated long-form timeline document
- Added objects to farmhouse
- Opportunities for Local History team





The future

- A living history site
- Documenting the Birkdale Precinct
- Connecting with First Nations and South Sea Islander Communities
- Research opportunities
- WWII Receiving Station storytelling