



THOMSON RIVER

M A S T E R P L A N

2021



**Longreach
Regional Council**
Ilfracombe Isisford Longreach Yaraka







MAYOR'S MESSAGE

It is my pleasure to present this exciting master plan for the future of one of our region's greatest natural assets – the Thomson River at Longreach.

The Thomson River Master Plan lays out our community's vision for a river precinct that meets the needs of locals and visitors alike. One that is active and alive, pristine and protected, recreational and restorative. A destination of choice that draws people from all walks of life to enjoy an unrivalled outback lifestyle.

This long term vision for the future of our Thomson River precinct will take many years and significant investment, both public and private, to realise. Council has taken the first step, in consultation with the community, by preparing this master plan. Now the work of attracting government and private investment begins.

Our community expect us to plan for the sustainability of our region in a fiscally responsible manner. Council will seek funding from state and federal governments, as well as private sector and philanthropic organisations, to deliver the initiatives outlined in this document.

In other words Council is committed to realising this vision, but we will not go it alone. We will only achieve these goals in partnership with stakeholders that can support the sustainable development of a dynamic river precinct that lives up to community expectations.

Our community can be incredibly proud of this plan. They have contributed to its development at every stage, and their input will continue to be crucial as the projects in this document progress further. It will be the work of current and future generations to deliver on the concepts laid out in these pages.

On behalf of those future generations, I thank our community for helping us to build this exciting outlook for the future of our river.

Cr Tony Rayner

Mayor – Longreach Regional Council

Joint Venture between



**Longreach
Regional Council**
Ilfracombe Isisford Longreach Yaraka

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01

INTRODUCTION

The master plan for the Thomson River sets out a long-range vision with supporting strategies to guide investment and change within the Thomson River precinct. The plan is a bold and ambitious strategic tool that aims to create a cohesive and engaging river precinct that can be developed over time. Implementation of the vision will deliver enormous community benefits while providing new recreational attractions and activities for visitors alike.

The plan provides a compelling opportunity to really explore the future potential of the river, and understand what value revitalisation of the precinct can do for the township, both for the local community and as an attraction for tourists alike. The existing asset has remarkable natural features however is currently underutilised due to the lack of and quality of facilities and its current engagement with the river. Strategies within the master plan will focus on delivering new tourism and community-based activities along this stretch of the Thomson River, that will ultimately draw more people to and create better use of this remarkable natural asset.

WHY MASTER PLAN FOR THE THOMSON RIVER?

The Thomson River is a unique natural asset located just a few kilometres from the Longreach township. The river is truly loved by it's locals for recreational activities, be it boating, fishing, swimming, water sports or just to relax by the water. A popular freedom camping site sits adjacent the river, attracting thousands of visitors each year, however currently there are no real services or facilities along the river bank for people to use.

With nearby townships offering additional activities and attractions, it often means that tourists only stay a night or two before moving onto nearby towns. Redevelopment of the Thomson River provides an opportunity to really enhance the river experience and utilise the river to its full potential.

The benefits are two fold, by providing new and improved recreational activities for the local community so that they can better utilise and celebrate the great amenity they already have at their doorstep. Secondly, the new river experience will attract more visitors into Longreach and keep tourists in the community for longer by broadening the range of available tourism activities on offer, whilst capitalising on the unique natural assets of the Thomson River.

In order to successfully develop the Thomson River, a master plan is required to ensure development occurs in an effective and sequenced approach. It is not anticipated that the master plan be developed in one go, but as a staged process that can be implemented over time as funding becomes available. The master plan will provide an overarching plan for the ultimate scenario, a series of flexible strategies to guide development and a high level implementation approach to ensure successful delivery over time.

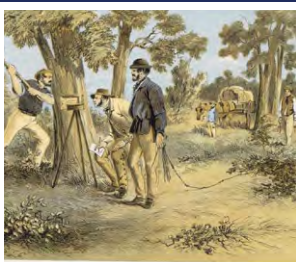
The master plan is a strategic decision-making tool that:

- Guides and prioritises investment in physical infrastructure to maximise its value and long-term relevance
- Gives a clear indication to the community about the future direction of the waterfront precinct
- Provides a place for Council to demonstrate its leadership position on environmental matters, Indigenous reconciliation, economic contribution and community access
- Confirms and reinforces the importance of the Thomson River as the town's most important natural asset

The bold and contemporary master plan provides an opportunity to pragmatically rethink the optimal function of the Thomson River moving forward, and what role it will play in the community, as well as in attracting tourism.



LONGREACH STORY



Area surrounding the Thomson River was surveyed and explored sporadically.



First pastoral lease granted for the region of Bowen Downs, which covered over 5,000 square kilometres. The area would be grazed by 35,000 cattle and 350,000 sheep.



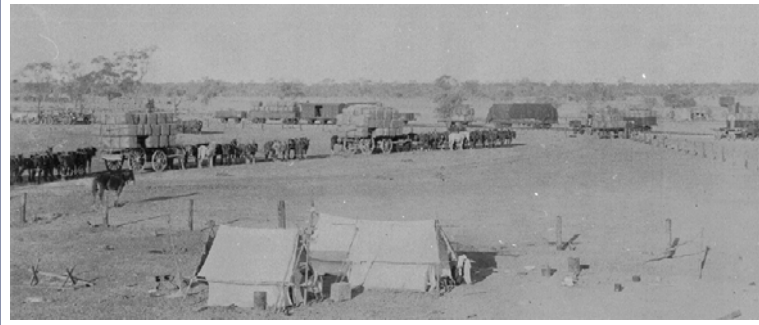
The rail line was completed and opened, leading to rapid growth in Longreach. By this year there were three hotels, several trades and businesses, post office, and a police station and jail.

1847 1860 1863 1866 1887 1892 1900

Traditionally owned and inhabited by Iningai people.

Landsborough and Buchanan exploring Longreach District

Railways surveyed the area for the rail line west of Rockhampton, selecting the site of Longreach as suitable for the line terminus. This line primarily served pastoral exports.



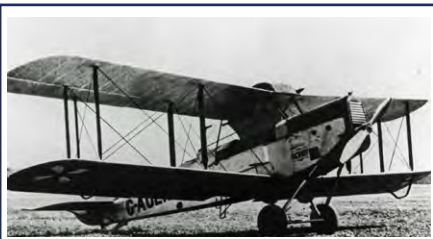
Longreach was gazetted as a town for its large waterhole on a long reach of the Thomson River. The first sale of town allotments was held at Barcaldine, with the first lot sold to the Queensland National Bank for 107 pounds.

Longreach became a district centre. Population had grown from about 150 in 1891 to almost 2,000 in 1903. The town now had a hospital, churches, schools, and several clubs and societies.





Longreach would become a transportation hub in the following years. Embracing new technology, motor car hire and repair businesses were established. In 1916, the Railway Station terminus was opened.



The first Qantas Aerial Medical Service was flown from Longreach to Cloncurry, a victory for outback residents. The Service was renamed the Royal Flying Doctor Service in 1955.



A reticulated water supply was connected to the river, replacing the town's mineralised bore water and allowing for irrigation. Agriculture expanded, and street trees and parks could be maintained.

1910

1919

1929

1938

1944

1950

Two airmen, P.J. McGinness and Hudson Fysh visited the town, and two years later established Qantas outback airlines. In 1921, they established a plane assembly factory and hangar. Locally-produced electricity arrived with a new powerhouse, of the earliest generation to operate using coal-fired gas products.



Wartime saw some growth in the town, where a base hospital was opened. Qantas expanded its operations through the war running its Empire Service.



1950's wool industry boom - Longreach was known as the 'Wool Capital of the World' and 'Centre of the Golden Fleece'



1960

1967

1980

2020

Wool prices declined, and an investment in beef cattle led to a decline in meat prices. The town population decreased significantly.



Longreach became the home to a hands on agricultural training facility, Longreach Pastoral College, where students were able to receive practical experience in a large range of industries.



As roads improved and supplies were stabilised, the Shire Chair, Sir James Walker, invested in outback tourism. The powerhouse was decommissioned in 1985 and converted into a museum. The Stockman's Hall of Fame opened in 1988, and the Qantas Founders Museum in 1996.



Longreach remains a point of touristic attraction for travellers seeking to experience the outback. Many of its historical buildings have been preserved and Heritage listed, some being turned into museums. The Thomson River brings both local and regional visitors.



02

CONTEXT

LOCAL AND REGIONAL CONTEXT

Longreach has a population of approximately 3,000 people and is located at the heart of the Queensland State, quite literally. The town is approximately 680km west of Rockhampton, 650km from Mt Isa, and 660km south-west of Townsville. Although fairly remote, by air travel one can fly to either Townsville or Brisbane in under 3 hours.

Longreach is the administrative centre of the Longreach Regional Council, which was established in 2008 as a merger of the former Longreach, Ilfracombe and Isisford shires, and is made up of these townships with a population of approximately 3,500. Nearby townships including Winton, Barcaldine, Blackall and Stonehenge which are all within a two hour drive and play a critical part of the broader network of outback experiences.

Tourism is playing an increasing role in the economic development of the Longreach township and the broader Central Queensland region. Being home to a number of major tourism activities already, along with several caravan parks, it

is a popular location for those wanting to experience the real Australian Outback.

Critical to the increased success in attracting more tourists to the region requires the ability for each of these nearby townships to piggy-back off one another through the unique tourism offerings each of them have to offer. Staying true to the outback, while providing complementary activities and opportunities is what will drive this. Consideration should also be given to the townships beyond this immediate 200km radius, as many outback travellers will drive the entire Central Queensland Region.

Longreach has a sub-tropical climate that is typically warm days / cold nights in winter (between 8-26°C), whilst the summer days / nights tend to be hot (between 22-37°C). For this reason, summer months can sometimes be a deterrent for tourism. Peak tourism tends to happen predominantly from April through to October. This also coincides with the 'dry season' where there is typically very little rainfall.



Regional Landscapes - Yaraka



LONGREACH
MEAN ANNUAL
TEMPERATURE
RANGE FROM
15°C TO 32°C

220
SUNNY DAYS
EVERY YEAR



TOWN CONTEXT

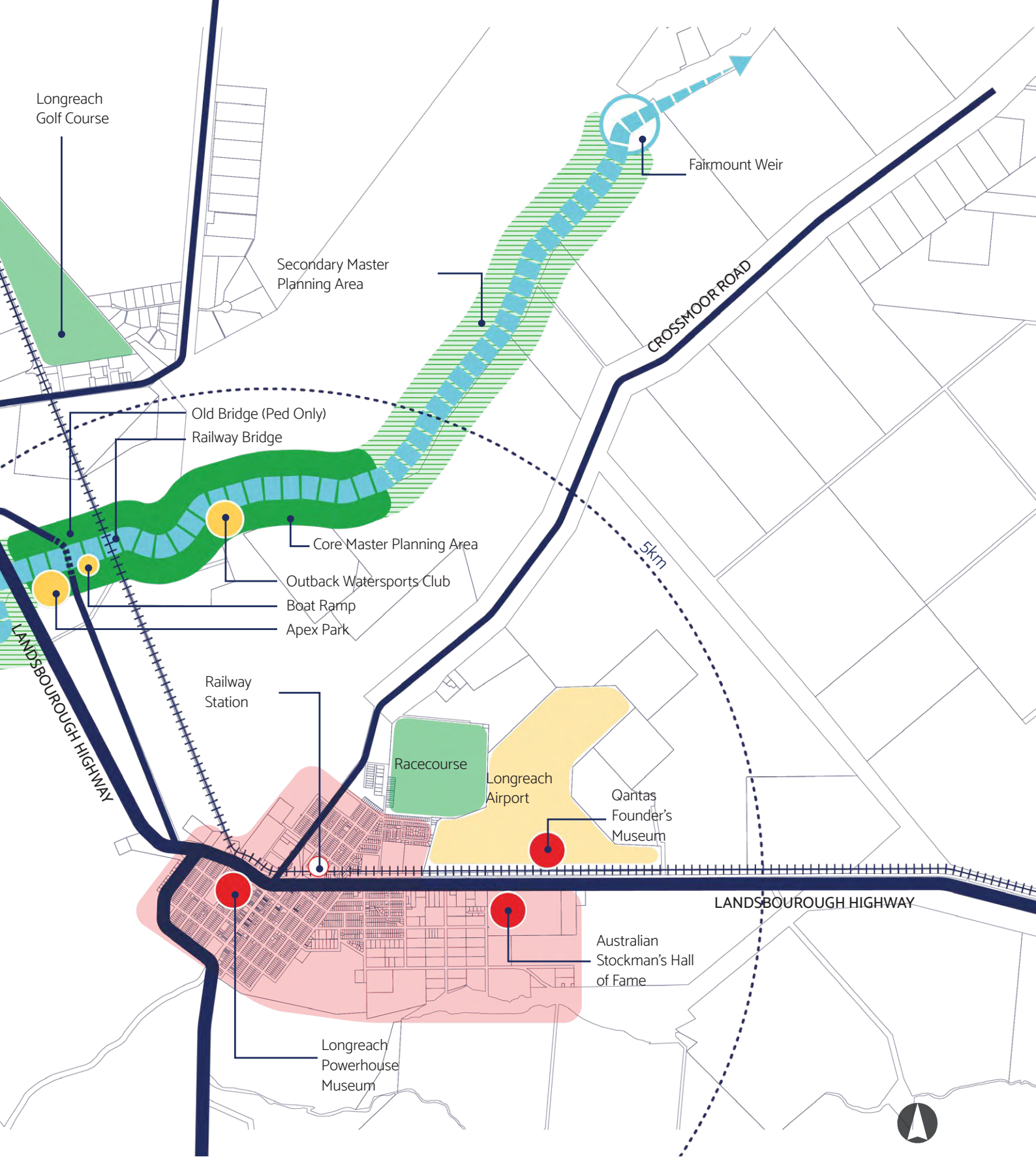
The Thomson River is located approximately 4.5km north west of Longreach along the Landsborough Highway heading to Winton. While offering perfect camping spots along its banks, walking tracks and a 'beach', the river is also home to a number of species of birds, fish, turtles and yabbies. For those with boats, an easy-to-access boat ramp is available next to the designated caravan grounds for a perfect day of water-skiing, swimming and fishing.

The identified master plan area focuses on a 12km stretch of river from the Fairmount Weir to the Town Weir. The majority of development will occur more centrally around Apex Park and within the first 4km upstream from the Landsborough Highway Bridge (highlighted as the core master planning area).

There is existing infrastructure within the precinct, including the Apex Park camping area, a boat ramp adjacent Apex Park, an Outback Watersports Club, and private moorings where existing tourism businesses tie up to. A number of tourism cruise operators provide an opportunity to enjoy the river and traditional outback experience through dinner cruises along the river.

The not for profit outback water sports club is currently only open to club members, but hosts numerous events, including the annual Outback Paddle Regatta. The site has new clubhouse facilities, as well as shelters and a pontoon for better river access.






OUTBACK PADDLE REGATTA
 ATTRACTS 600 ATTENDEES


2 CRUISE BOATS
 WITH DINNER & SHOW OPTIONS

LONGREACH
 IS THE BIRTHPLACE OF
QANTAS


LONGREACH IS ALSO HOME TO THE



STOCKMANS
 HALL OF FAME

AND THE



POWERHOUSE
MUSEUM

03

DEMOGRAPHICS AND TOURISM

MACRO ECONOMIC DRIVERS

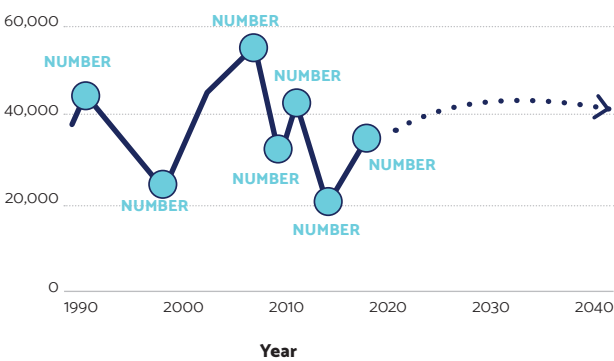
State Population Growth

Outside of Greater Brisbane, population growth has been consistently positive and is expected to continue to grow over the next two decades. The age group set to see the highest levels of growth is older residents aged 65+. This is likely to become a problem for regional Queensland, as many regional areas consistently see a high level of migration out of regional towns for stable employment.

Queensland (QLD) has seen a consistent level of growth over the past decade, though it has historically lagged behind the other major East Coast States of New South Wales (NSW), and Victoria (VIC). Throughout certain periods of the past decade, the growth rate for QLD has been relatively high. From 2010 to 2013 the population growth rate in Queensland was the highest rate of any state.

While the growth rate fell below NSW and VIC following this period, the growth rate for QLD has recently grown above the NSW growth rate once again.

ANNUAL POPULATION GROWTH



Employment and Business Conditions

Over the past three decades, the number of employed persons in Queensland has grown consistently, with only a few specific periods where the total number of employed people in QLD declined.

From 2013 to 2016, there was minimal employment growth in QLD, and the number of additional jobs added every year reached negative levels. However, employment growth in the past two years has been relatively strong, with approximately 57,600 jobs being created in 2019.

Private sector investment in QLD has been erratic in recent years, seeing rapid increases from 2012-2014, with investment in QLD reaching historical highs of approximately \$17B per annum in 2013, before falling to negative levels in the period from 2014 to 2017.

In the past two years, private sector investment has been consistently positive, though it has not reached the strong levels seen earlier in the decade.

EMPLOYMENT GROWTH



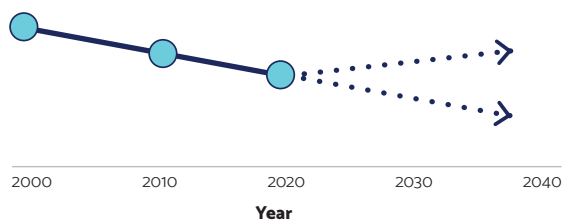
QLD INVESTMENT



LOCAL DRIVERS

Local Population Projections

The population in Longreach has steadily been declining since the early 2000s, and the decline has become more severe since 2011. Some forecast bodies anticipated a more gradual decline in the future, and/or perhaps even an increase. There has been a clear trend toward increasing proportions of older residents between 55 and 79, which is expected to continue through to 2036.



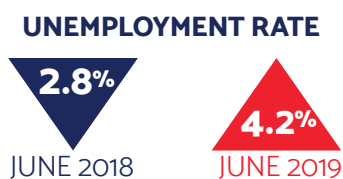
Jobs by Industry

Reducing population has shown a reduction in jobs across Longreach, with a similar trend across the broader region.



Unemployment and GDP

The unemployment rate in the Longreach region has been relatively stable and consistent with the level experienced in Central West QLD.



Annual real GRP of the Longreach region has been relatively consistent over the past decade, reaching its peak in 2016, before falling in line with the longer term average in 2018.

Infrastructure Investment

Key projects recently completed have had a positive impact on services provided for Longreach, as well as job opportunities during construction and operation.



Longreach Solar Farm

(completed 2018)

- A15 MW solar photovoltaic project.
- Funded by ARENA
- Cost \$29 Million with approximately \$4 Million given to local suppliers.



Longreach Hospital Upgrades

(completed 2018)

- Lead by Central West HHS
- Included purpose-built day surgery, modernisation of all patient wards, upgrades to the maternity unit, as well as the upgrading of radiology with the addition of a CT Scanner

Key future projects that will impact residents and attract tourists, improve transport infrastructure and travel time between towns.



Landsborough Highway Upgrades

(Longreach - Winton)

- Upgrading of 25km of the Landsborough Highway between Longreach and Winton
- Projects value is \$25M, with the federal government funding \$20M



Longreach Tourism Development

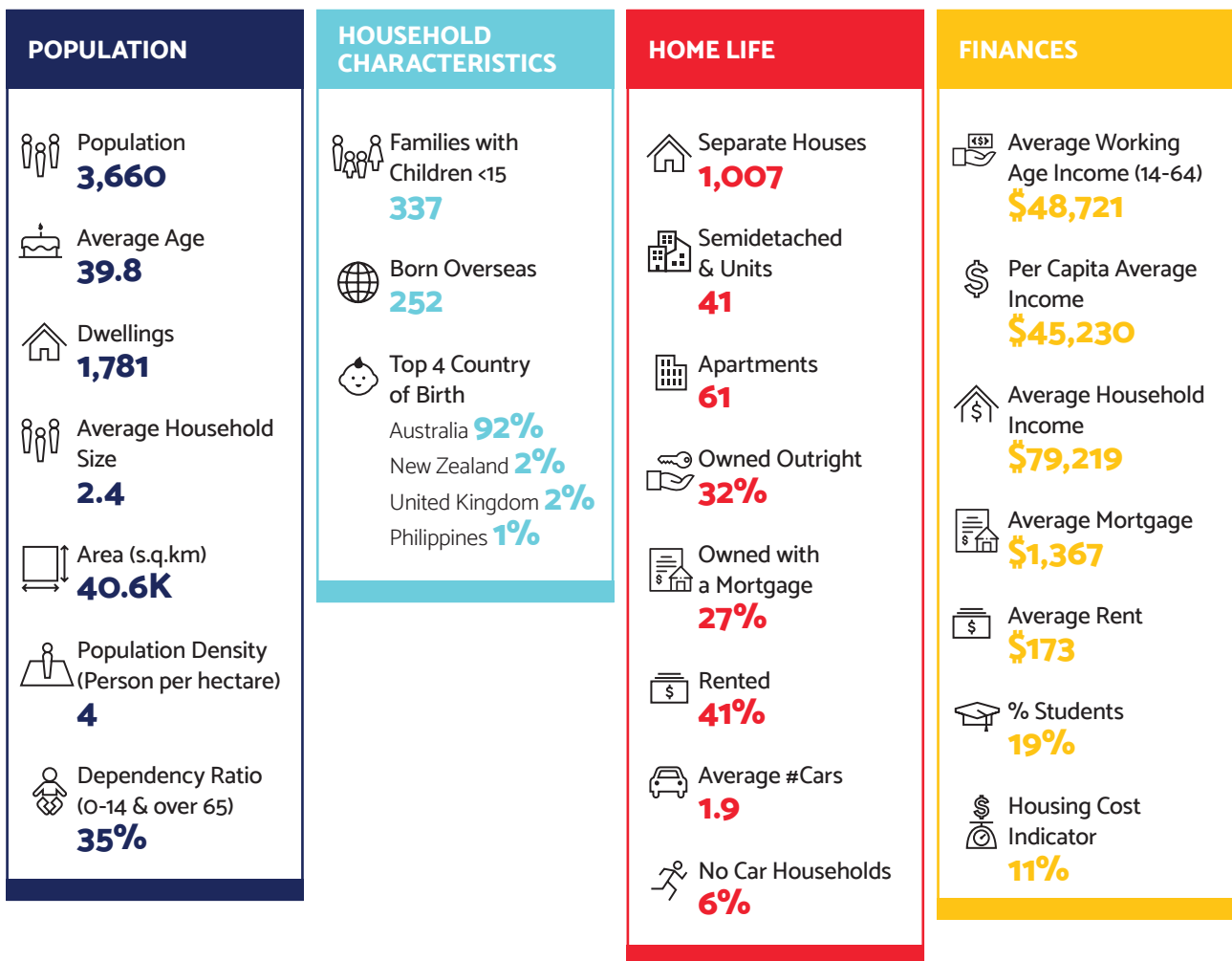
- Palaszczuk Government partnered with Qantas Foundation Memorial
- \$3 million + in new tourism attractions as part of Luminescent Longreach project
- Restoration of the Super Constellation passenger aircraft
- Interactive light and sound experience
- \$15M federal investment in the Australian Stockman's Hall of Fame

(Source: ABS 2016; Tourism Research of Australia, Urbis)

LONGREACH REGION DEMOGRAPHIC SNAPSHOT

Longreach had a population of 3,660 residents in 2016, living in 1,781 dwellings in an area 406 ha. This is made up of an average of 39.8 years, and based on very low population density of 4 persons/ha. The majority of homes are separate houses, 27% of these owned with a mortgage (this is very low compared to the rest of QLD) and 41% rented, which is generally higher than broader QLD. The average annual household income of \$72,219 is comparatively low. Low mortgage repayments and low rent means some costs of living are also much lower.

A low proportion of residents are born overseas, and those who are mostly from the Philippines, UK, or New Zealand. There is a low proportion of students which aligns with the older population and a high likelihood that many students go outside Longreach to study.



VISITOR PROFILE

Tourism Overview

Queensland

The total number of international tourists has continued to grow over the course of the decade, with the number of international tourists coming to QLD reaching a peak of 2,024,100 in November of 2019.



Longreach

Visitation levels over past 5 years have been relatively consistent - domestic overnight visitor nights being dominant

- Visitor nights over the past decade peaked in 2010, with 550,000 nights recorded, before falling steadily to a decade-low of 282,000 nights in 2013.
- 2019 was a strong year for international visitors - contributed 90,000 nights to the total

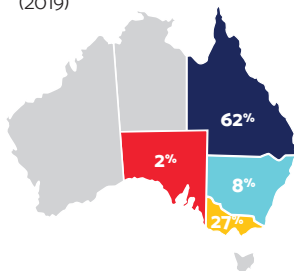
Domestic Visitor Overview

- Domestic visitation has been relatively inconsistent over the past decade, ranging from a low of 244,000 nights in 2013, to a maximum of 540,000 nights in 2010.
- 2015 - 2018 positive trend in domestic visitor nights - however 2019 was subdued
- Day trips make up a relatively low volume of overall visitation to Longreach, averaging 8.7% of total visitation over the decade.
- Outback Queensland has seen a noticeable upward trend in domestic visitation over the past 2 years - from 2009 to 2017 (average of 3.7M visitor nights) up to a high of 6.6M visits in 2019.

Reasons for Visiting (2009)



Visitors Origin (2019)



Activities

66% of visitors nights in commercial accommodation - healthy demand for commercial accommodation

	2009	2019
Nature	17%	20%
Active Outdoor	9%	10%
Arts/Heritage	17%	21%
Local Attractions	20%	11%
Social	32%	35%
... Other	5%	3%

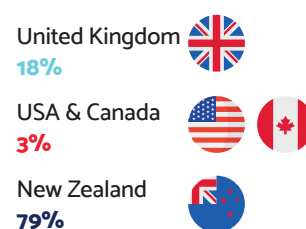
INTERNATIONAL VISITOR PROFILE

International visitation 89,700 nights in 2019, without a clear trend existing - highest number ever. 2017 and 2018 saw a relatively low number of visitors

Reason for Visiting 2019



Visitor Origin International 2019



Activities and Accommodation

	2009	2019
Nature	20%	23%
Active Outdoor	13%	10%
Arts/Heritage	17%	17%
Local Attractions	19%	17%
Social	20%	25%
Indigenous Culture	11%	9%

(Source: ABS 2016; Tourism Research of Australia, Urbis)

TOWN VISITATIONS

Analysing mobile phone ‘ping’ data over a period of 12 months for the township of Longreach provides clear evidence of the usage patterns across the township and Apex Park, highlighting the areas that are most activated and those that are less so.

The adjacent heat maps show the yearly data for both the Longreach township and Apex Park. Ping data analysis was also done for varying times of the year but showed the same usage patterns, just with higher numbers of visitations.

While mobile phone data is not 100% accurate, it does pull from a significant sample set and provides a high degree of accuracy across the sample. The data and heat mapping provides a solid reflection of the usage patterns across the precinct.

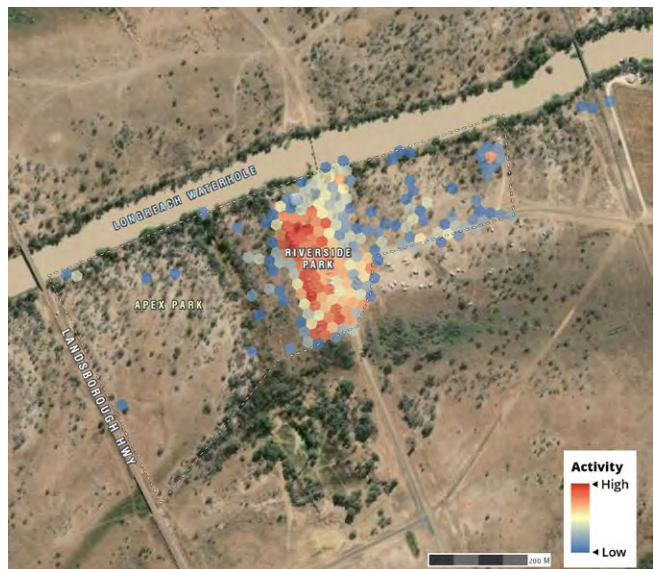
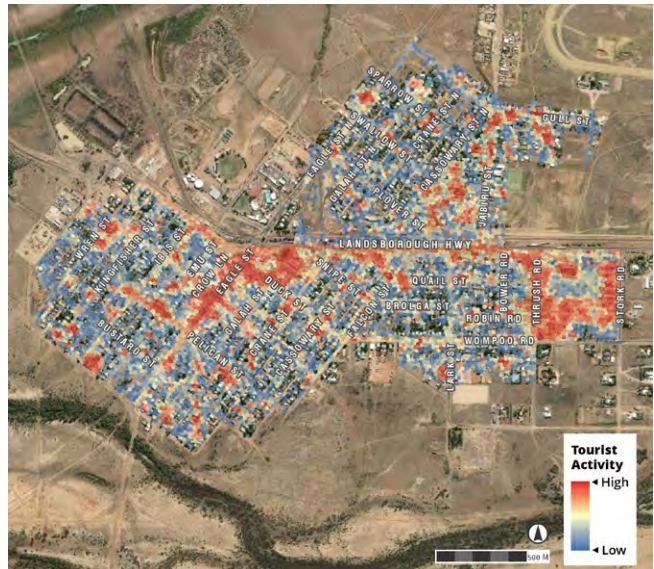
The current movement patterns show a consolidation of users within and around Eagle Street as well as the eastern part of the town around the existing caravan park and other accommodation clusters. Limited data is available when looking out along the Thomson River however ping data shows a cluster of activity at Apex Park.

When looking at visitation numbers, the majority of visitations to the Longreach SA2 area from within Queensland more broadly, followed closely by Longreach residents themselves. This may be due to the visitation numbers being determined based on the SA2 area, which extends beyond the townships into regional areas, but not including neighbouring towns.

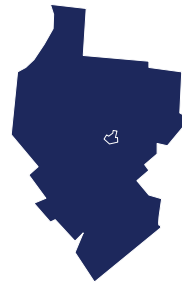
The breakdown of visitations over the past 12 month period were made up of:

- 40% came from people living in Longreach Sa2
- 42% came from people living elsewhere in QLD
- 16% came from interstate
- 2% were international

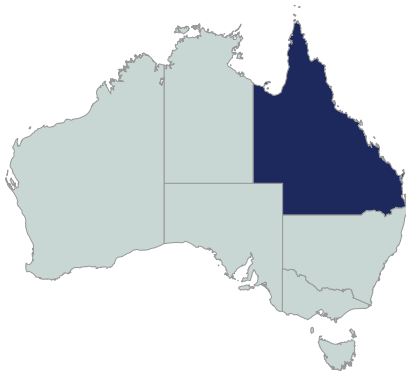
This clearly highlights that Longreach is currently not high on the radar for interstate and international tourists. There is a major opportunity to develop a thriving precinct with new attractions that will help to draw a broader visitation base and boost the overall tourism profile.



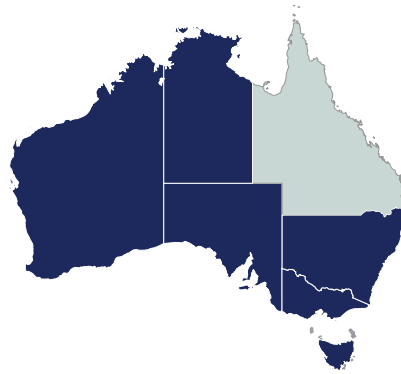
The majority of visitations to the Longreach SA2 area are from local people living within Longreach and its surrounds, or as domestic visitors from within Queensland. This highlights that Longreach as a destination is currently not high on the radar for interstate and international visitors.



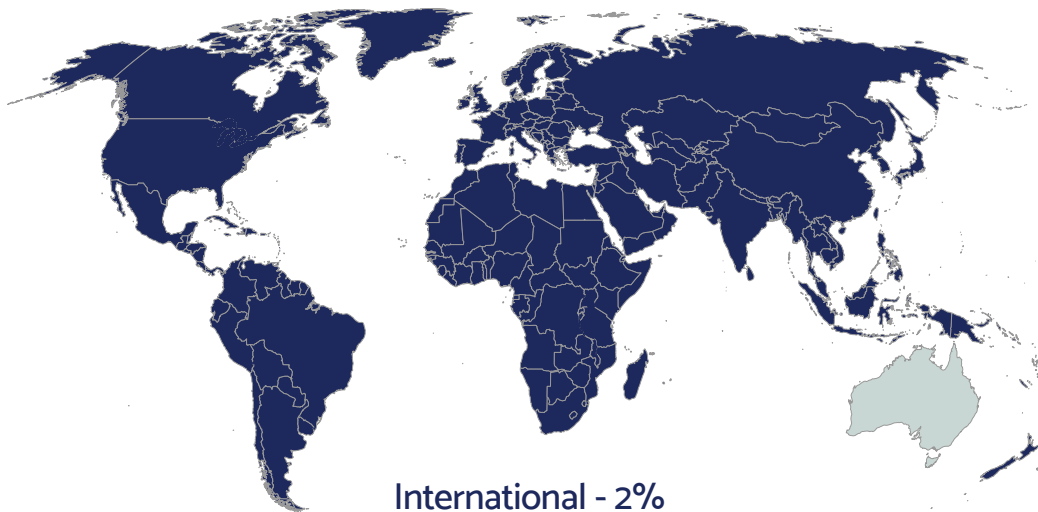
Longreach - 40%



Queensland - 42%



Interstate - 16%



International - 2%

NETWORK OF TOURISM OPPORTUNITIES

To successfully enhance the outback tourism experience and drive more tourism to the area, it is essential to understand the broader network of tourism offers. This is key to ensuring the outback townships work together to provide a more diverse offer and experience, rather than competing with each other.

MOUNT ISA

- Hard Times Mining Tours
- Underground Hospital Museum
 - WWII underground hospital built by local miners
- Mary Kathleen Mine
 - Former uranium mine filled with brilliant blue water

EVENTS

- Mount Isa Mines Rotary Rodeo
 - Largest rodeo in the southern hemisphere

CLONCURRY

- John Flynn Place Museum and Art Gallery
 - Artifacts of first flying doctor service
- Mary Kathleen Memorial Park and Museum

JULIA CREEK

- Artesian Bath Houses
 - Quirky mineralised water bathing experience

EVENTS

- Dirt n Dust Festival
 - Sports and music festival

HUGHENDEN

- Flinders Discovery Centre
 - Dinosaur fossils
- Porcupine Gorge National Park
 - Scenic sandstone cliffs, lush valleys, and deep waterholes

BOULIA

- Min Min Encounter
 - Mysterious min min lights phenomenon
- Stonehouse Museum
 - Farm machinery, indigenous artifacts, pioneer history

EVENTS

- Camel Races
 - Longest in Australia

WINTON

- Waltzing Matilda Centre
 - Architecturally iconic museum
- Age of Dinosaurs Museum
 - Largest collection of Australian dinosaur fossils and life-size bronze statues
- Bladensburg National Park
 - Reserve brimming with wildlife

EVENTS

- Outback Festival
 - Biennial celebration of the Outback spirit and quirks

ARAMAC

- Lake Dunn Sculpture Trail
 - 220km circuit dotted with large sculptures

OPALTON

- Dinosaur Trackways
 - Most concentrated and definitive record of dinosaur stampedes in the world

BARCALDINE

- Tree of Knowledge Memorial
 - Tribute to Australia's first shearer's strike and birthplace of the Labour Party
- Lara Wetlands
 - camping experience with kayaking and thermal pool

BEDOURIE

- Artesian Spa and Aquatic Centre
 - naturally heated mineralised pools
- Simpson Desert Racing Carnival
 - includes Bedourie, Birdsville, and Betoota Races

WINDORAH

- Whitula Gate Museum
 - discover what life was like for a family living in the area in the 1800's.
- Windorah Sand Hills
- Native Wells

BLACKALL

- Blackall Woolscour
 - unique historical steam operated shearing shed
- Roly Poly sculpture
- Blackall Aquatic Centre
 - naturally heated mineralised pools

BIRDSVILLE

- The Big Red
 - The famous Big Red Sand Dune 40m in height

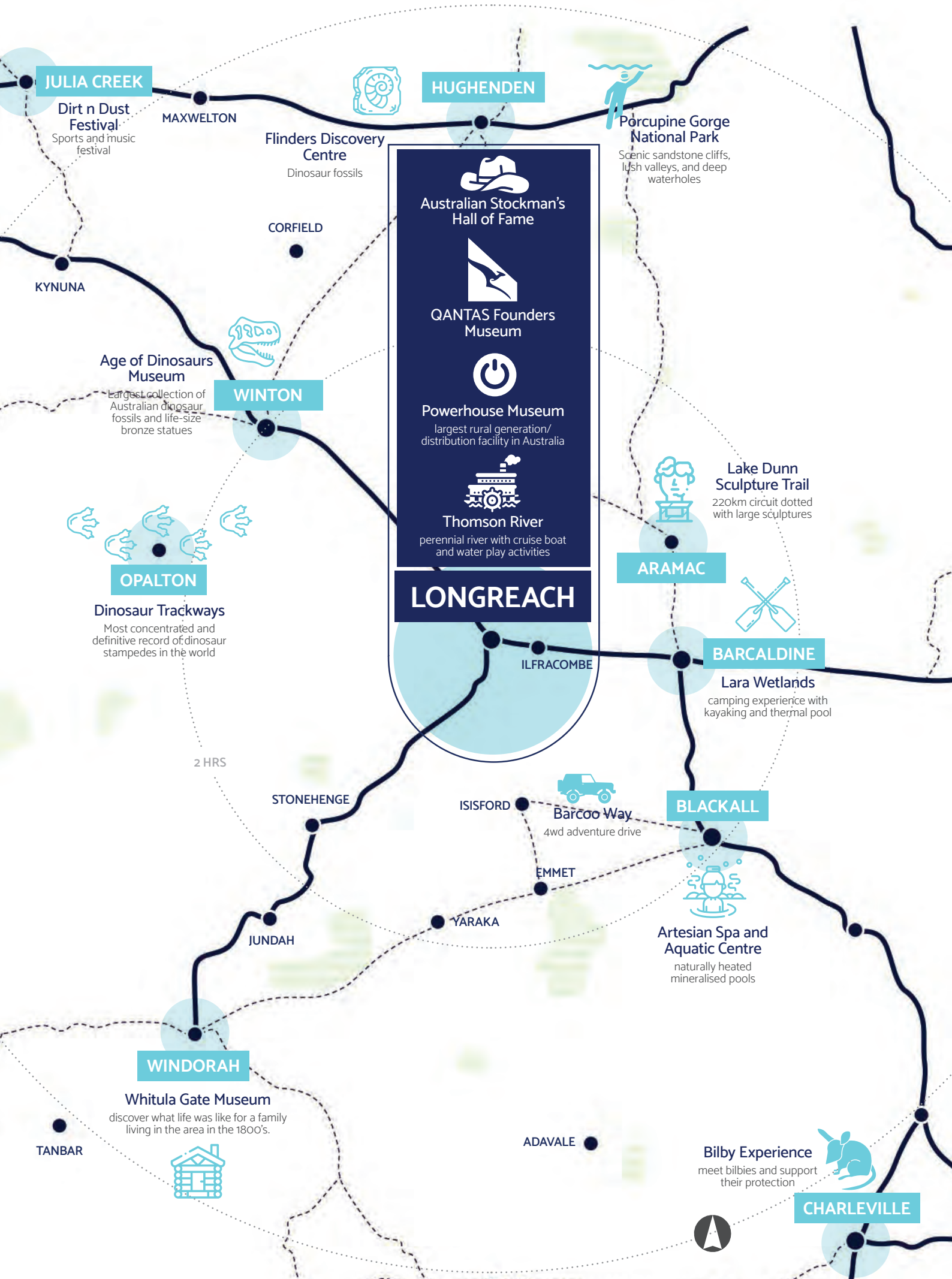
EVENTS

- Big Red Bash
 - remote music festival set in a huge desert amphitheatre
- Simpson Desert Racing Carnival
 - includes Bedourie, Birdsville, and Betoota Races

CHARLEVILLE

- Cosmos Centre & Observatory
- Bilby Experience
 - meet bilbies and support their protection





JULIA CREEK

Dirt n Dust Festival
Sports and music festival

MAXWELTON



HUGHENDEN

Flinders Discovery Centre
Dinosaur fossils



Porcupine Gorge National Park
Scenic sandstone cliffs, lush valleys, and deep waterholes

CORFIELD

KYNUNA

Australian Stockman's Hall of Fame

QANTAS Founders Museum

Powerhouse Museum
largest rural generation/distribution facility in Australia

Thomson River
perennial river with cruise boat and water play activities

Age of Dinosaurs Museum

Largest collection of Australian dinosaur fossils and life-size bronze statues

WINTON



OPALTON

Dinosaur Trackways
Most concentrated and definitive record of dinosaur stampedes in the world

ARAMAC

Lake Dunn Sculpture Trail
220km circuit dotted with large sculptures



LONGREACH



BARCALDINE

Lara Wetlands
camping experience with kayaking and thermal pool

ILFRACOMBE

2 HRS

STONEHENGE



ISISFORD

Barcoo Way
4wd adventure drive

BLACKALL

EMMET



Artesian Spa and Aquatic Centre
naturally heated mineralised pools

JUNDAH

WINDORAH

Whitula Gate Museum
discover what life was like for a family living in the area in the 1800's.



TANBAR

ADAVALE

Bilby Experience
meet bilbies and support their protection



CHARLEVILLE

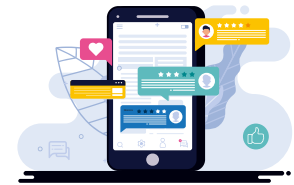


04

STAKEHOLDER ENGAGEMENT



200 people voted at the face-to-face community engagement



460 comments received through online survey



multiple stakeholder groups consulted online

In developing the master plan, engagement activities were held with key groups and the local community to gather thoughts and feedback on the future development of the Thomson River. These activities along with some of the key messaging are highlighted below.

LISTENING TO THE COMMUNITY

In the early stages of the master plan, an online survey was issued to the local community to capture some early ideas and queries for the master plan. 70 residents provided feedback to this survey, with over 460 individual comments and suggestions noted within.

In August 2020, face-to-face engagement was undertaken in the main street of Longreach. This was set up as a series of AO character boards based around key themes that had been previously identified through the earlier online survey results. The engagement was held on a Saturday morning, and participants were asked to select their ten favourite images of activities and land uses that resonated most with them. These results are highlighted on the following page. Around 200 people attended and contributed to the activity, with a combination of both locals and visitors from further out. A follow-up presentation and Q&A session held at the Civic Centre later that afternoon.

LISTENING TO BUSINESSES, INDUSTRY AND TOURISM OPERATORS

As part of the earlier engagement undertaken, an online 'zoom' meeting was held with key business owners, industry and tourism operators. With tourism being such a key driver for economic stimulation in the township and surrounding outback region, creating new opportunities to attract more visitors to Longreach is one of the key drivers of the master plan. Broadening the available tourism activities will also keep tourists in the community for longer, providing more spending in the township in other ways. The conversations were very positive about redeveloping the Thomson River precinct, and it was clear how this could only benefit industry.

LISTENING TO LAND MANAGEMENT AGENCIES

Similar to the conversation with businesses, industry and tourism operators, a separate online zoom session was held with key land management agencies. These conversations were more technical based, around environmental issues, weed and pest management, flooding, riverbank stability, etc. Support was shown for the redevelopment of the precinct, provided environmental issues are addressed with climate and sustainability considered.

LISTENING TO ABORIGINAL AND TORRES STRAIGHT ISLANDER COMMUNITIES

Through our engagement, one of the most important issues that was continually raised was the need to engage with our indigenous community. Conversations were held with a number of local indigenous people to gather their thoughts and feedback on the potential redevelopment of the Thomson River. It was clear that there are a number of cultural values that need to be protected such as the bush tucker and medicine trees and scar trees. It was also raised that any significant development should occur set back from the river itself as any significant development on the river bank would not recognise the traditional history of the river being the boundary where different tribes would meet.

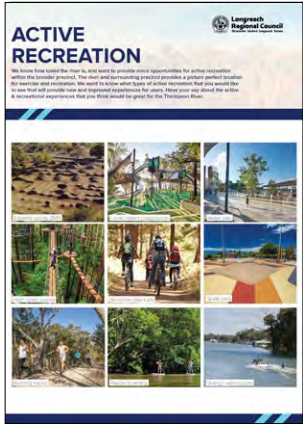
LISTENING TO COUNCIL

Councillors and members of the Council's Executive Leadership Team participated in two separate sessions, where they were able to provide input into the master plan future direction.

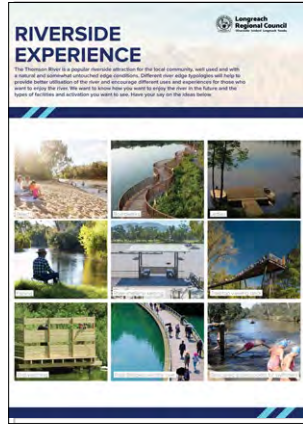
- Session One (February 2020) - a high level summary of the project intent, program and deliverables was presented with some key discussions around potential project outcomes
- Session Two (August 2020) - a summary of the progress to date, community engagement outcomes and an early opportunities plan that started to identify key precinct opportunities for the location of key uses.

1 idea with over 100 votes....

15 ideas with over 50 votes....



Water play	82
Skiing / water sports	65
Bike trails (mountain bike/ motorcycle), safety course	61
High ropes course	54
Local/district playground	48
Extreme sports / BMX	32
Skate park	22
Paddle boarding	22
Running tracks	16
Total votes	402



Boardwalks	73
Structured access points for swimmers	52
Beach	50
Bridges across the river	34
Fishing	34
River shelters/ seating	27
Jetties	26
Tree top viewing deck	21
Bird watching	10
Total votes	327

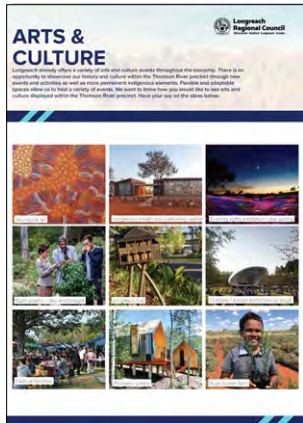


Dog off-leash area	64
Regional playground	61
Park shelters and BBQ's	59
Nature walks	47
Nature play	27
Productive landscapes	22
Large event space	20
Multi-use sports park	15
Local park lands	5
Total votes	320

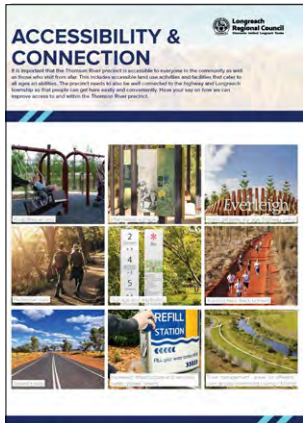


Inflatable water park	103
Pop-up markets	61
Moonlight cinema	44
Floating pier	23
Central QLD ephemera	14
Event screens	9
Food trucks	8
Group fitness	8
Moveable games	2
Total votes	272

Most popular themes...



Evening lights / star gazing	69
Festival facilities	30
Bush tucker farm	30
Indoor/outdoor stage	21
Aboriginal arts	19
Bush poetry	9
Art gallery trail	9
Indigenous well-being	6
Pioneers centre	6
Total votes	199



Pedestrian trails	50
All abilities access	37
River management zones	29
Running trails (to town)	26
Infrastructure and services	20
Sealed roads	13
Signage / wayfinding	11
Interpretive signage	10
Iconic gateway signage	3
Total votes	199



Water management centre	38
Vegetation management education centre	26
Recycling centre	21
Sustainable eco-lodges	14
Central QLD centre for Kangaroo management	14
Biodiversity centre	9
Desert Channels centre	9
Drought resilience didactics	9
Solar farm	8
Total votes	148



Floating restaurant	53
Camping	25
Flood resilient kiosk	18
Serviced caravan park (with facilities)	13
Glamping	10
Information centre	8
Service station	6
Elevated lodges	3
Temporary commercial building	1
Total votes	137

05

VISION & OBJECTIVES

Our Vision is to create...

"One destination with many experiences. Centred on the region's most iconic natural asset, defined by a variety of land-based activities and opportunities to engage with the river, the precinct will be a delightful backyard for the local community, as well as a major attraction for visitors"

The vision is underpinned by a series of key objectives that help to drive the big and small ideas behind the precinct redevelopment. These include:



The Thomson River identity

The Thomson River is one of the region's most iconic and greatest natural assets. We embrace the opportunity to create a remarkable waterfront precinct with postcard attributes that will attract tourism from near and far, enhancing the broader network of outback tourism experiences in Australia.



An active and desirable place to be

Enhance the river as a key destination for both the local community and visitors by creating a wide range of additional recreational spaces, land uses, events, activities and experiences, that will create a memorable destination and encourage longer stays and repeat visitation.



A place for everybody

Our riverfront history, both Indigenous and European, will be integrated throughout the precinct and in key places, spaces and traditions. The precinct will also focus on safety as a key consideration, being accessible both during the day and night, as well as catering for all ages and abilities.



A place for education and learning

Acknowledge, celebrate and share the history and cultural heritage of the river and surrounding precinct and build stronger education and connection to place. Create community awareness and opportunities for people to learn about history, culture, environment, nature, climate and sustainable outcomes.



An accessible, safe and connected precinct

Consider the integration and separation of different user groups and transport modes to improve safety and general cohesion of the precinct. Navigation and wayfinding to be optimised through improved pedestrian access, cycling opportunities, wayfinding and signage, whilst safety will be improved through better consideration of activity precincts and zoning.



An adaptive and responsible place

The importance of the natural environment and both protecting and enhancing it is critical to the precinct. Strong consideration will be given to climatic and environmental issues, and how best to provide new spaces and activities that are both adaptable and responsive to the natural environment.

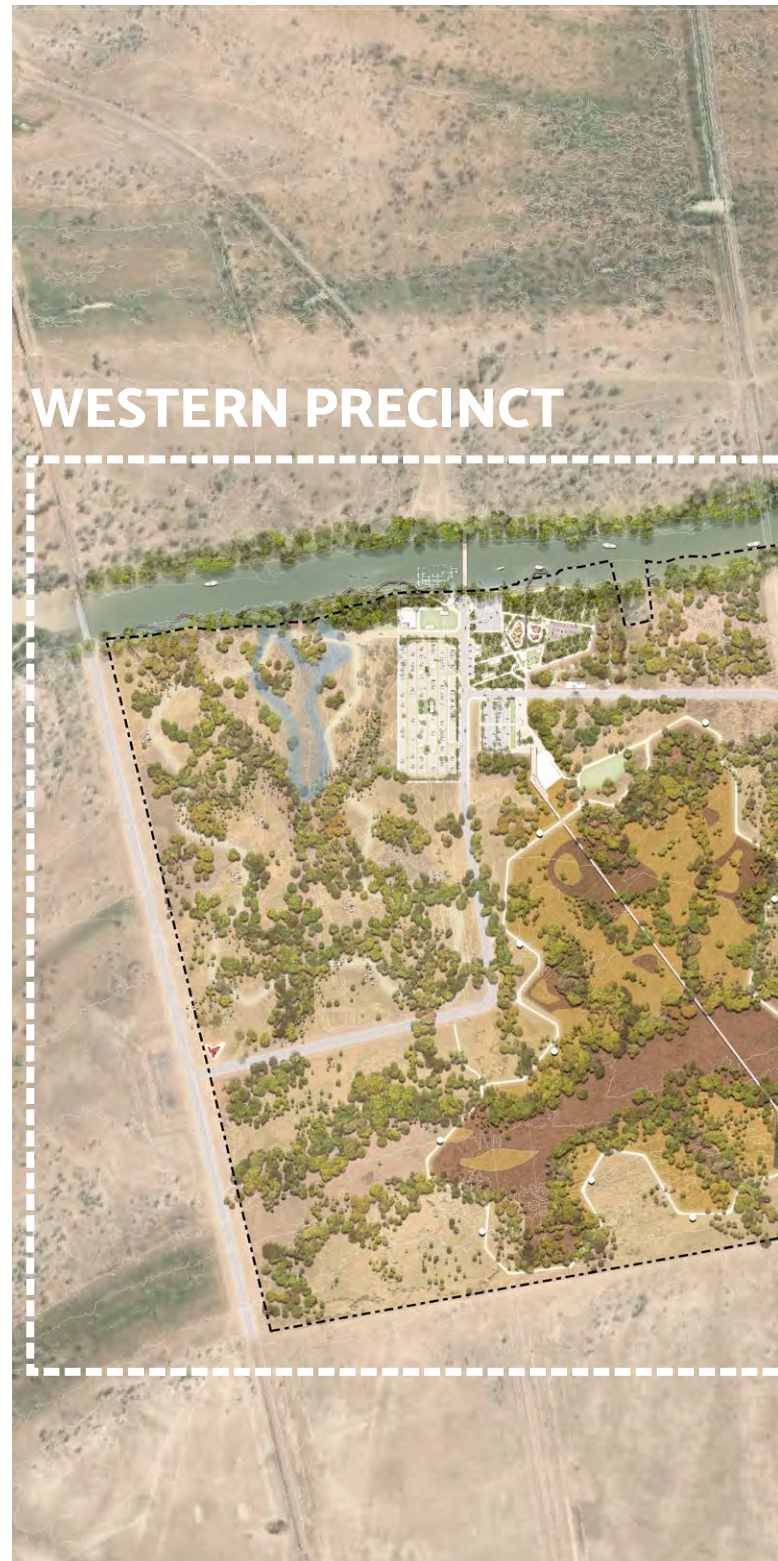
06

THE MASTER PLAN

The conceptual illustrative master plan presents a long-term aspirational vision for the Thomson River precinct. The master plan envisages a diverse and active precinct that will continue to grow and flourish over the next 10-20 years as both a key tourist attraction and community focused precinct.

The master plan has been separated into two key precincts:

- The Eastern Precinct - will include only minimal changes to the precinct, and will be much more focused toward local community recreation activity. The precinct will focus on the existing water sports clubhouse and popular beach access point which will be further enhanced. The precinct will also include revegetation projects throughout as well as informal camping and dirt vehicle and walking trails for better vehicle access.
- The Western Precinct - will be the more intense area of activity, and will focus on providing facilities and activities for both the local community as well as visitors. This precinct is where the majority of new projects and activity will be included and has consideration for short, medium and long-term project initiatives that will continue to evolve over time.



EASTERN PRECINCT



WESTERN PRECINCT

As the primary local and tourism activity centre of the master plan, the Western Precinct provides a balance of passive and active recreation and amenity opportunities that can be utilised 12 months of the year. Critically, the proposed activities and spaces within the precinct have been curated and designed to respond to and ultimately withstand major flood events ensuring sound and responsible capital costs whilst minimising ongoing operational expenses.

The full extent of the Western Precinct will provide a landscaped canvas that celebrates the natural environment of Longreach and Central Queensland. Scaled overlays exploring and celebrating contextual geology, floodplains, hydrology, and remnant regional ecosystems provide a rich tapestry of spaces that will frame areas of recreation, education, festivity, and observance. The landscape will be rehabilitated and revitalised slowly, methodologically, efficiently and cautiously ensuring the natural environment of Longreach becomes the 'hero' of the space. It is also intended that the local community composed of interest groups, schools, and universities partake in the rehabilitation program becoming stewards of the land in which they will ultimately recreate and enjoy.

The Western Precinct is composed of three key areas that includes the River Parkland, the Indigenous Heritage Trail, and the Outback Campground.

RIVER PARKLAND

The River Parkland will include new recreation amenities of a regional scale, for both the local community to enjoy as well as tourists. The parkland will focus on activating the river edge and creating new opportunities for people to explore, play, and learn while making the best use of the immense natural amenity that is the Thomson River.

INDIGENOUS HERITAGE TRAIL

The Indigenous Heritage Trail precinct will be a major tourism drawcard to the region and ultimately bring new tourism to the region while encouraging visitors to stay longer. A long-term project that can grow organically over time that focuses on rehabilitating the landscape while embedding a new layer of garden typologies throughout. This precinct will be anchored by a new Discovery Centre, a multi-purpose facility that can be used for events and functions, while providing an educational and learning pillar to the precinct.

OUTBACK CAMPGROUND

The Outback Campground will be the prime outback camping ground for the region. The existing Apex Park will be enhanced with improved facilities, as well as new landscaping to provide more comfort and shade. Informal camping, including dirt vehicle tracks and a new wetland will be encouraged throughout the precinct.



**RIVER
PARKLAND**

**OUTBACK
CAMPGROUND**

**INDIGENOUS
HERITAGE
TRAIL**



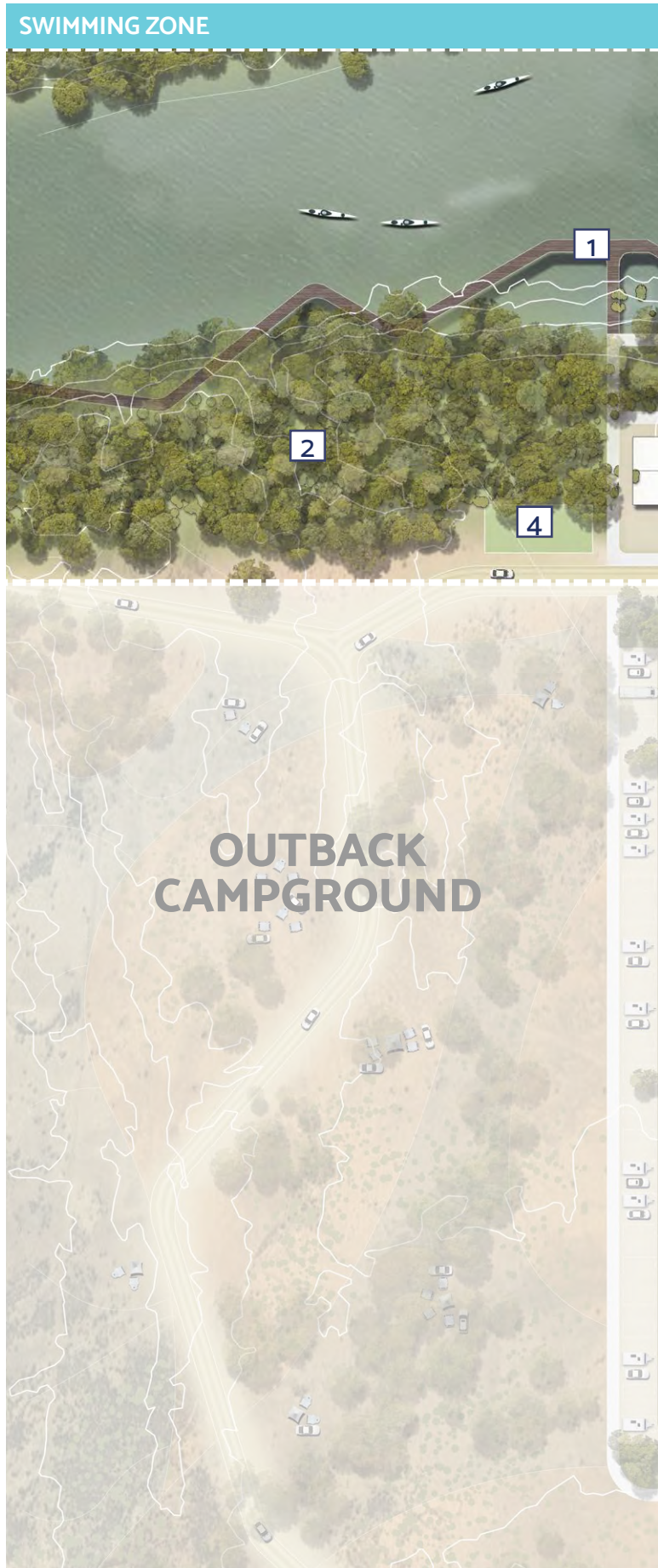
RIVER PARKLAND PRECINCT

The River Parkland provides a unique opportunity for both locals and visitors creating a parkland of regional significance for Central Queensland set against the backdrop of the Thomson River. The parkland will provide a variety of passive and active recreation and amenity opportunities integrated into a revitalised landscape including walking, cycling and exercise trails, tables and benches, shelters, spaces to picnic, event areas, and amenities.

The parkland will also provide a regional scale playground made of both formal play and nature play, that is integrated into an architecturally iconic sunset river lookout that is suspended over the Thomson River. In addition to the waterfront parkland areas and the iconic lookout, the parkland will also provide greater opportunity to engage and experience the Thomson River. The parkland will provide an overarching management role of the river by providing a variety of edge treatments that dictate how it is used.

Just west of Apex Park will be a new fenced off-leash dog park providing a much needed respite for those vacating with their furry friends. South-east of the Parkland are a series of elevated eco-lodges. This will likely be a long-term opportunity, but will encourage new accommodation typologies as the broader precinct continues to evolve as a major tourist attraction.

- | | | | |
|-----------|---|-----------|---|
| 1 | River boardwalk with shelters and seating | 12 | Elevated boardwalk along spine connecting back to Discovery Centre |
| 2 | Dense rehabilitated vegetation along the rivers edge | 13 | Playground |
| 3 | Existing shed structure at Apex Park to remain | 14 | Adventure play |
| 4 | Fenced off-leash dog park with shelters and seating | 15 | Multi-use court |
| 5 | Information kiosk | 16 | Rehabilitated landscape |
| 6 | Existing bridge structure to remain and provide access across the river | 17 | Shelters with BBQ's and seating |
| 7 | New turning head large enough for vehicles with vessel trailers | 18 | Park amenities and toilets |
| 8 | Structured access points for swimming and non-motorised vessels | 19 | Open lawn / flexible event space |
| 9 | Large ramp for trailers | 20 | Car parking |
| 10 | Natural riverfront access and beach | 21 | Eco-lodges |
| 11 | Elevated 'sunset' deck with shelter | 22 | Inflatable water park |
| | | 23 | Non-motorised vessell launch, i.e. kayaks, stand-up paddle boards, etc. |
| | | 24 | Existing Apex Park freedom camping |



POWERED VESSEL ACCESS

SWIMMING ZONE



RIVER PARKLAND PRECINCT CHARACTER IMAGES (INDICATIVE ONLY)



Improved beach access points to Thomson River



Flood resilient elevated playground equipment



Improved park facilities with shelters, tables, bench seating and BBQ's



Evening light exhibitions and star gazing



Iconic lookout structure over the Thomson River capturing sunset views



Safe and easy access for swimming



River boardwalk with opportunities for shelters and seating



Launch facilities for stand up paddle boarding and other non-motorised vessels



OPEN LAWN

ELEVATED BOARDWALK

NATURAL RIVER FRONT ACCESS

ELEVATED 'SUNSET' DECK



ECO-LODGES

REHABILITATION LANDSCAPE

AMENITIES BLOCK

ADVENTURE PLAY

SHELTERS WITH BBQ

PLAYGROUND

BOAT RAMP

INDIGENOUS HERITAGE TRAIL PRECINCT

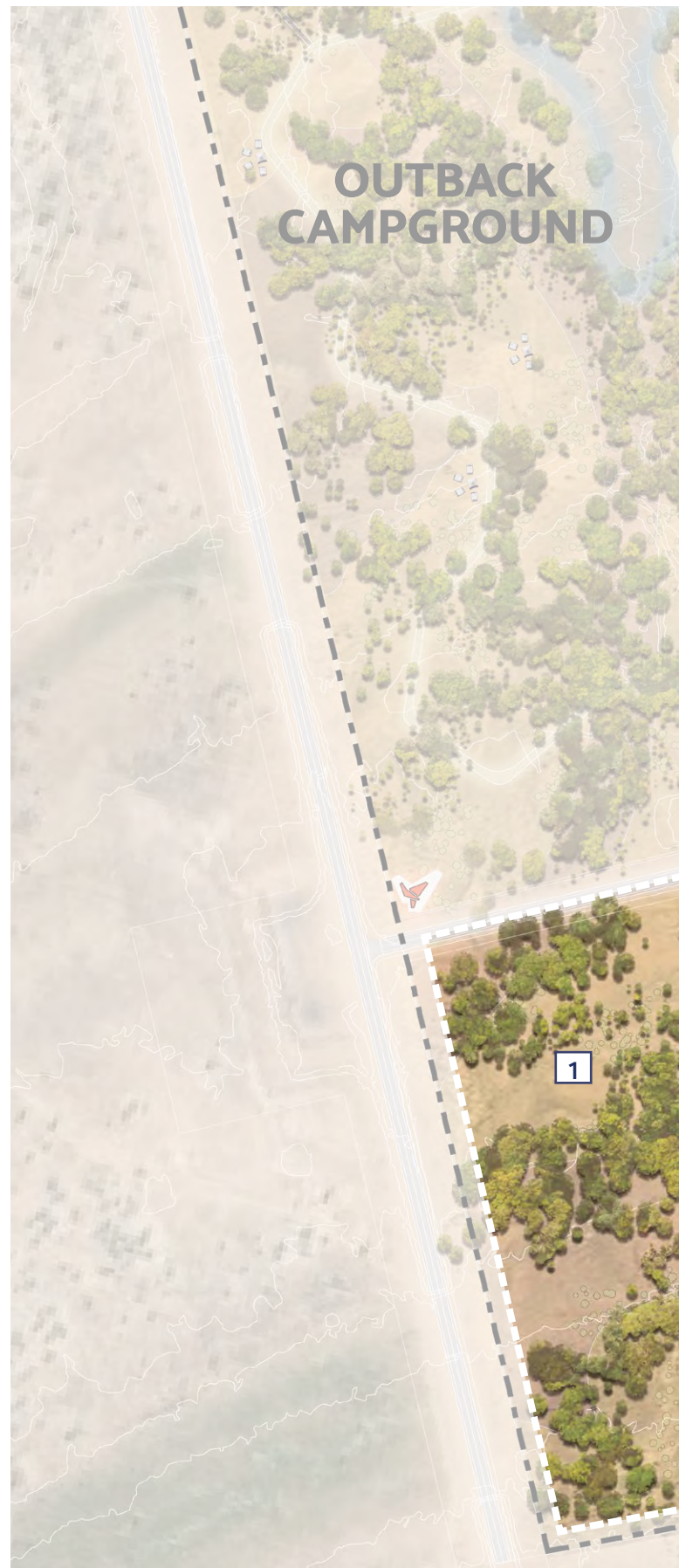
The purpose of the Indigenous Heritage Trail is to provide a range of unique experiences that provide a tourism drawcard of regional experience adding to the network of tourism opportunities that exist throughout Regional Queensland. Proposed as a major tourist destination, the trail will also compliment and enrich the Longreach offer (i.e. Qantas Museum, Australian Stockman’s Hall of Fame, and Thomson River Boat Cruises) ensuring tourists maximise their time within town and invest in local businesses.

The rehabilitated landscape will provide a canvas for a range of garden types that celebrate the region whilst providing examples of aboriginal farming, agriculture, and land management. The organic yet curated landscape will be surrounded by a gravel walking trail with seating pods, small scale shelters, and education nodes with interpretive signage.

The Indigenous Heritage Trail transects the gardens anchored by the multi-use Discovery Centre to the north and Longreach Observatory to the south providing further opportunities for education, observance and appreciation.

The Discovery Centre will be a multi-purpose building that can be used for events and functions, however its prime use will be as the educational hub for the broader Indigenous Heritage Trail Precinct. Focusing on environment and sustainability, it will focus on education and learning, around biodiversity, water management, vegetation management, and Central Queensland drought resilience didactics. It will tell stories of the land, the cultural landscape and be a place for education that will connect not only to local schools, but schools and education groups within the broader region.

- | | | | |
|----------|---|----------|---|
| 1 | Rehabilitated landscape with expressions of contextual environmental overlays | 5 | Indigenous Heritage Trail |
| 2 | Carpark | 6 | Longreach Observatory Tower |
| 3 | Discovery Centre | 7 | Gardens |
| 4 | Community Green | 8 | Gravel walking trail with seating pods, small scale shelters, and education nodes with interpretive signage |

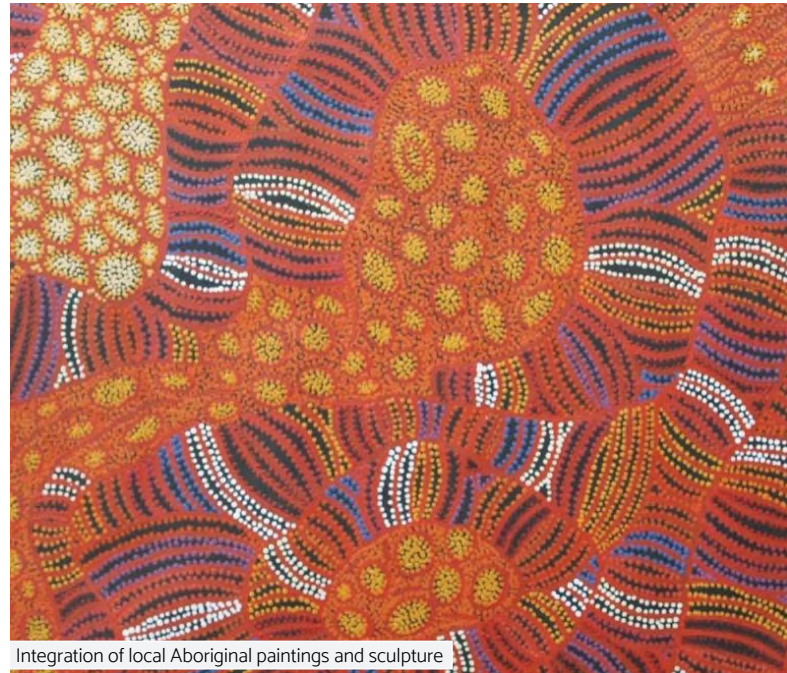




INDIGENOUS HERITAGE TRAIL PRECINCT CHARACTER IMAGES (INDICATIVE ONLY)



Sculptural landscapes



Integration of local Aboriginal paintings and sculpture



Rehabilitated landscape with expressions of contextual environmental overlays



Extensive cycle networks



Interpretive signage and way-finding



Discovery Centre providing a multi-use facility for potential shared Indigenous health and well-being, biodiversity, drought and flood management, flora and fauna management, and Desert Channels Centre



Aboriginal farming, agriculture and land management



Observatory tower providing a way-finding beacon



DISCOVERY CENTRE

INDIGENOUS HERITAGE TRAIL



GARDENS

OUTBACK CAMPGROUND PRECINCT

This particular area is proposed to become the most prominent and renowned outback campgrounds in Central Queensland providing a myriad of non-serviced camping experiences for user types across both local and tourist groups.

The existing Apex Park camp ground will be enhanced with improved basic facilities. The balance of the landscape area will be rehabilitated to provide a variety of outback experiences that follow a vehicular track. The campground will be enhanced by an ephemeral wetland that feeds off the Thomson River, mimicking the experience of setting up a camp site along a billabong.

At the entrance to the precinct along the Landsborough Highway, a large sign identifying the key gateway and entrance to the Thomson River Precinct will be established.



- | | |
|---|---|
| <p>1 Rehabilitated landscape with expressions of contextual environmental overlays</p> <p>2 Vehicular trail with access to multiple camping pockets and opportunities throughout the landscape</p> <p>3 Ephemeral wetland / billabong</p> <p>4 Thomson River Precinct major entry marker/ signage</p> | <p>5 Outback campground access point co-located with river parkland precinct</p> <p>6 Enhanced Apex Park Freedom camping</p> <p>7 Improved basic Apex Park facilities</p> <p>8 Minor landscape embellishments to Apex Park to improve legibility and operations</p> |
|---|---|



RIVER PARKLAND PRECINCT

INDIGENOUS HERITAGE TRAIL

0 25 50 75 100 125 150 m



OUTBACK CAMPGROUND PRECINCT CHARACTER IMAGES (INDICATIVE ONLY)



Extensive areas of non-serviced camp sites



Opportunities to set up long-term rental non-serviced camp sites with a local operator



Improved Apex Park facilities with emphasis to increase natural shade with tree planting programme



Extensive areas of non-serviced camp sites



Varying accommodation typologies



Major entry marker



A curated landscape to capture 'hero' moments



Extensive trails for walking and cycling whilst providing a bridle trail for horses

07

MASTER PLAN FRAMEWORK

The development of the master plan is underpinned by a series of overarching themes and strategies, as outlined in this section. Each theme plays a crucial role in the delivery of the overall vision and intent, outlined for the Thomson River Master Plan precinct.

Key projects that deliver these broader ideas and strategies have been identified for each of the themes and ideas. Establishing clear short-term priorities for implementing the master plan will help to realise the potential for the precinct. Clarity around some of the early project initiatives will assist in catalysing investments and unlock additional opportunity for the precinct.

Quick win projects will kick start the transformation of the area and should be commenced within 12-24 months. This will help to revitalise and activate the precinct. These projects may involve further studies, event activation / programming or projects that can be delivered within existing funding models. Some of the key projects do require high investment but would also deliver a high return on that investment. These projects have been highlighted and will likely be considered a long-term project to realise the vision. The master plan can be used for discussions around broader funding models to achieve these projects.



CULTURAL AND
LANDSCAPE HERITAGE



LEGIBILITY AND
CONNECTEDNESS



CLIMATE AND
SUSTAINABILITY



NEW SPACES
AND EXPERIENCES



ACTIVATION AND
PROGRAMMING



CULTURAL AND LANDSCAPE HERITAGE

The Thomson River Master Plan is devoted to creating community awareness and education of the cultural and landscape heritage significance of the precinct, and will enable opportunities to tell stories while educating those who interact.

THEMES	PRECINCT STRATEGIES	KEY PROJECTS	QUICK WIN	HIGH INVESTMENT	LONG-TERM VISION	ACTIVE / PROGRAM	
Arts and culture	<ul style="list-style-type: none"> Develop an arts and culture program with a range of activities planned throughout the year, including music and live performances, art programs and exhibitions Connect the arts and culture program to a signage interpretation strategy, so that the activities can help tell the stories of the river and contribute to education and interpretation Encourage events and activities that celebrate arts and culture, such as bushtucker and native medicine 	Develop a program and yearly calendar of events			✓		
		Signage strategy	✓				
		Open lawn / flexible event space	✓				
Aboriginal culture and heritage	<ul style="list-style-type: none"> Recognise Aboriginal culture and heritage on site through artworks and signage elements Prepare an Indigenous landscape strategy Indepth discussions with Traditional Owners and local Aboriginal people to develop the above Provide opportunities for tours and events led by Aboriginal people 	Indigenous signage / artwork	✓				
		Indigenous landscape strategy	✓				
		Aboriginal tours / events	✓			✓	
Landscape heritage	<ul style="list-style-type: none"> Develop a new and landmark 'Discovery Garden' that will be a key tourism anchor for the region. The Discovery Garden will: <ul style="list-style-type: none"> Emphasise the existing / historical natural assets of the region Identify native plant species where appropriate and ensure the story telling of the land Respond to the cultural heritage of the land through careful planting and curation choices Define an overall structure with key nodes of experiences and learning opportunities throughout Build a tall viewing tower at the Longreach end to enhance the tourism component and provide a platform to look down upon the gardens Re-engage and formalise the Scar Tree Project and create a database for historical purposes and visitors to see Provide educational information and signage around native trees and landscape 	Discovery Garden		✓	✓		
		Discovery Garden viewing tower		✓	✓		
		Scarred Tree Project					✓
		Educational signage for native trees and landscaping	✓				



LEGIBILITY AND CONNECTEDNESS

The master plan will focus on providing improved visitor accessibility and understanding to enhance and unify the precinct experience. Gateways, entrances and drop off areas will be more distinctly obvious, as will vehicle, cycle and pedestrian navigation. Additional and more formalised car parking spaces will be provided throughout.

THEMES	PRECINCT STRATEGIES	KEY PROJECTS	QUICK WIN	HIGH INVESTMENT	LONG-TERM VISION	ACTIVE / PROGRAM
Gateway / arrival experience	<ul style="list-style-type: none"> • Create a strong sense of arrival through key gateways and entry elements at the highway entrance and upon arrival at the parklands • Provide a precinct site map to allow visitors to understand the precinct and know the different opportunities and precincts of activity throughout • A temporary and moveable building could be provided in the short term, to be issued as an information kiosk with flexible space for other pop-up uses 	Entry Signage along highway	✓			
		Precinct map	✓			
		Temporary building / information kiosk	✓			
Signage and wayfinding	<ul style="list-style-type: none"> • Develop a signage and interpretation strategy early on to ensure a consistent theme and style for signage throughout the precinct • Signage to provide clear navigation and wayfinding throughout the precinct • Signage to articulate history and heritage values 	Signage Strategy	✓			
Pedestrian and cycle	<ul style="list-style-type: none"> • Establish a network of pedestrian pathways throughout the precinct, combining formal and non-formal pathway routes and connections • Pathways should be designed to consider accessibility and cater for varying ages and abilities • Improve riverfront accessibility and movement along the River • Existing bridge to remain to allow pedestrian connectivity to the other side of the river 	Pedestrian pathways (as required)	✓			
		River boardwalk /	✓			
		River boardwalk / (Stage 2)		✓	✓	
Vehicle accessibility and parking	<ul style="list-style-type: none"> • Establish better vehicle road connection between key uses within the precinct, including a sealed road to the water sports club • Build and expand on existing ramp into water to create a much larger ramp and water access location for vehicles and vessels • The entry road will terminate at the old bridge landing and create a formalised turning point and drop off zone • Unsealed tracks suitable for vehicles will be provided within and around the precinct to create better access for informal camping 	New ramp for vehicle / vessel access to water	✓			
		New roundabout / drop off zone	✓	✓		
		Sealed road to water sports club		✓	✓	
		Unsealed vehicle tracks through camping grounds	✓			



CLIMATE AND SUSTAINABILITY

The Thomson River precinct will not only be a place for recreation, but a place for continual research and learning, through the development of a new Discovery Centre and Garden that responds to the landscape history of the broader region.

THEMES	PRECINCT STRATEGIES	KEY PROJECTS	QUICK WIN	HIGH INVESTMENT	LONG-TERM VISION	ACTIVE / PROGRAM
Education and research centre	<ul style="list-style-type: none"> Build a new 'Discovery Centre' building to incorporate research outcomes and education opportunities around climate / environmental issues Increase formal and informal learning opportunities through interpretive signage and discovery within and around the precinct Build strong relationships and partnerships with local schools, community groups and tour companies to establish a network of education experiences. This will be most successful with the infrastructure from the Discovery Centre and Discovery Garden 	Discovery Centre building		✓	✓	
		Discovery garden		✓	✓	
		Education programs with local schools	✓		✓	✓
Flooding and flood proofing	<ul style="list-style-type: none"> Buildings to generally be either temporary / movable, or elevated where possible to consider flooding requirements Council will commission a high-level flood scour assessment of the master plan area, and will commission a further flood scour assessment of each individual sub-project as implementation advances. 'Flooding and flood proofing' to indicate the added high-level flood scour assessment, and place it in 'Quick Win' and 'Active/Program' 	Eco-lodges			✓	
		Temporary building / information kiosk	✓			
Environmental sustainability	<ul style="list-style-type: none"> New Discovery Centre to be connected to proposed Discovery Garden and will provide opportunities for learning and discovering issues surrounding environmental sustainability Engage in more detailed studies that consider revegetation programs and quality management around riverbank stability, soil, water quality, weeds and pests etc. Revegetation throughout the precinct and around informal camping areas to increase over time. Early works to commence as a 'quick win' project however this should continue over the long-term development of the precinct 	Revegetation projects throughout	✓		✓	
		Detailed studies where required and as needed	✓			
Service and amenities	<ul style="list-style-type: none"> Provide regular rubbish bin facilities Establish more accessible services and amenities, including public toilets, for all ages and abilities Establish a central 'common' area within the Apex Park freedom camping space with a large firepit to discourage additional fires and rubbish 	Rubbish bins	✓			
		Public toilet amenities	✓			
		Fire pit	✓			



NEW SPACES AND EXPERIENCES

The Thomson River precinct will establish itself as a key community and tourism destination for Longreach and the surrounding townships, where many differing experiences will be provided to create a unique experience that will ensure visitors stay longer. The precinct will be an active public place that will embrace a strong community lifestyle and a truly iconic tourist destination for its visitors.

THEMES	PRECINCT STRATEGIES	KEY PROJECTS	QUICK WIN	HIGH INVESTMENT	LONG-TERM VISION	ACTIVE / PROGRAM
Variety of recreational spaces	<ul style="list-style-type: none"> Strengthen the precinct's lifestyle and leisure qualities by providing a range of activities that create more reasons to visit and stay within the precinct Create a more family friendly experience with a variety of active opportunities including birdwatching, fishing, walking / biking, as well as education and learning Provide new shelters, seating and BBQ facilities throughout the precinct and along the rivers edge for informal gatherings and recreation Provide varying play opportunities for children Create a fenced off-leash dog park in close proximity to Apex Park 	Elevated viewing deck with shelter		✓		
		Shelters, seating and BBQ's	✓			
		Fenced off-leash dog park with shelters and seating	✓			
Play	<ul style="list-style-type: none"> Include a series of varying play spaces for children and adults of all ages to encourage interaction and learning Children's play through formalised play opportunities, as well as nature-based and adventure learning opportunities 	District playground		✓		
		Moveable games	✓			✓
Waterfront activation	<ul style="list-style-type: none"> Provide key water activity zones along the river to create better safety for all (swimming, paddleboard/ kayaking, boating/skiing) Provide formal and safe access into the water for all users through new structured access points and beach / sand locations 	River zoning areas and signage	✓			
		Inflatable water park (on the river)	✓			✓
		Structured river access points	✓			
		Beach access points	✓			



ACTIVATION AND PROGRAMMING

The Thomson River precinct will provide a range of flexible day and night time activities, and an established program of events that will connect into the broader region of activities. This will ensure the precinct is well-used throughout the year, and builds upon the regional outback tourism experience, collectively benefiting the broader community whilst providing a much-loved precinct that will be available to the community throughout the year.

THEMES	PRECINCT STRATEGIES	KEY PROJECTS	QUICK WIN	HIGH INVESTMENT	LONG-TERM VISION	ACTIVE / PROGRAM
Community events and programming	<ul style="list-style-type: none"> Strengthen visitor numbers through established community and social events Create an events program, and utilise the precinct for performances, festivals, art programs, health and fitness activities, and encourage events for varying age groups Provide flexible spaces that can be easily adapted to be used as an event space for different activities 	Develop a yearly calendar of events program				✓
		Open lawn / flexible event space	✓			
Commercial investment opportunities	<ul style="list-style-type: none"> Provide a small kiosk for food and beverage use Potentially provide other small kiosk for information, or commercial opportunity use such as paddleboard or canoe hire Provide opportunities for partnerships for commercial revenue 	Temporary building / information kiosk	✓			
		Discovery Centre		✓	✓	
		Temporary food trucks	✓			✓
		Pop-up markets	✓			✓
Night activation	<ul style="list-style-type: none"> Encourage use of the precinct during the evening through night time events, such as star gazing, etc. Increase lighting to ensure safety during night activities 	Evening lights / star gazing / moonlight cinemas			✓	✓
		Lighting	✓			
Accommodation typologies	<ul style="list-style-type: none"> Provide a variety of accommodation typologies for different user types, including eco-lodges, glamping tents, as well as traditional camping grounds for those that wish to pitch a tent Provide improved grounds for motorhomes and caravans Provide amenities - toilets and landscaping for Apex Park freedom camping space users 	Access to informal camping areas	✓			
		Landscaping to Apex Park	✓			
		Apex Park freedom camping space amenities	✓			
		Formalised caravan			✓	✓

08

STAGING AND IMPLEMENTATION

The following plan and table highlight the potential sequence of delivery for key projects within the Core Activity precinct. Other projects identified throughout the precinct have been previously highlighted as being either quick wins or program-based activities.

To progress the implementation of the plan, Longreach Regional Council will establish a Thomson River Master Plan Working Group, consisting of internal stakeholders from across the organisation. The working group will advance these priority areas and coordinate the input of specialist, community, and government advice.

Each element and sub-project of the master plan will be advanced through Council's internal decision-making process, beginning with consideration by Council's Project Decision Group, which considers whole-of-life costings for each project over \$50,000 in value. Projects will also be subject to oversight by Council's Asset Management Working Group, and Audit and Risk Committee. Final decision-making will always occur at full Council Meeting level, with the input of elected members.

PRIORITY 1	Large open event space with shelters and seating, located adjacent the existing large shed north of Apex Park. Small playground located adjacent the river edge, with beach and swimming access points, as well as a commercial opportunity for an inflatable water park on the river. Fenced off-leash dog park to the west of existing shelters.
PRIORITY 2	Upgrade to existing Apex Park freedom camping space to include more formalised spaces, toilet, as well as a centralised hub with a large fire pit. Landscaping and tree planting to be considered throughout to create more shade and comfort.
PRIORITY 3	New ramp to river and trailer parking for structured access into the water for boats and other vessels.
PRIORITY 4	New district parkland and central core of activity for the precinct. The parkland will include: <ul style="list-style-type: none"> • Playground facilities • BBQ's / shelters / seating • Structured access points to the river for swimmers and non-motorised vehicles • Basic planting / landscaping to provide shelter
PRIORITY 5	Elevated jetty on the water for views and birdwatching. This can begin within the parkland with the intention of connecting back to the Discovery Centre and onto the Discovery Gardens in the longer term
PRIORITY 6	River boardwalk with shelters and seating, and new unsealed vehicle tracks through to the camping grounds.
PRIORITY 7	Discovery Centre and Gardens
PRIORITY 8	<ul style="list-style-type: none"> • This will be a major tourist draw card to the precinct and likely a long-term vision as significant funding would be required to deliver this
PRIORITY 9	Eco-lodge accommodation <ul style="list-style-type: none"> • In the long-term as the precinct evolves and develops, eco-lodges or some other form of commercial accommodation





