

**PLANNED
PROJECTS**



**PROSERPINE
SUSTAINABILITY
AND FUTURE
GROWTH
MASTER PLAN**

INTRODUCTION

In early 2017, Council made a commitment to the future direction of the town via the delivery of the “Proserpine Sustainability and Future Growth Master Plan” – a new set of community inspired projects that will work to further shape future growth and sustainability for all.

The following projects detailed within were developed from ideas and concepts presented by the local Proserpine community via considered consultation.

Now, Council has moved to bring these ideas to life with proper planning and new budget allocations for implementation.

This Plan is an exciting step toward becoming an even stronger regional town within the Whitsunday Region, developed in conjunction with the community - for the community.

We invite you to read on and discover the new projects set to occur across the coming years that will help ensure that Proserpine is preserved yet prosperous in the wake of this bright new era.

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A message from your Mayor

I am pleased to announce the Proserpine Sustainability and Future Growth Master Plan, an exciting step forward for the community and future of such a focal town in our region.

There is no doubt that the challenges presented by Cyclone Debbie and devastation left in her wake have been a significant setback for our community as we continue with recovery efforts to return to business as usual.

And whilst this Plan is not a solution to fix all, it will be a catalyst for renewed energy, appeal and sustainable growth for the Proserpine area.

I want to thank each and every member of the wider Proserpine community who had their say and shared their ideas for the future via the consultation and engagement opportunities Council ran recently.

Proserpine has a passionate advocate in Division 3 Councillor and Deputy Mayor John Collins and I would like to acknowledge his input in helping create the Plan.

All Councillors have listened to the community feedback and taken on board the many great ideas.

As a consequence, a list of key projects have been developed from your comments/submissions/ideas. Council is committed to many of these, with funding being secured and projects underway. Where projects have not been secured they will be considered in future budget and capital works program considerations.

I encourage you to absorb and learn more about the exciting plans and projects in the pipeline that will make a big difference to the growth, sustainability and preservation of Proserpine for current and future generations.

Regards

Andrew Willcox
Mayor Whitsunday Regional Council

LAKE| PROSERPINE|



Lake Proserpine is perhaps one of the area's most iconic natural assets and represents an untapped opportunity for increased recreational activities that would add significant appeal and attraction to the town.

Community feedback indicated that recreational and tourism additions in and around Lake Proserpine would add significant economic, social and commercial value to the area and as such Council has committed to delivering more opportunities for recreational usage long term.

PROJECT	Lake Proserpine Recreation Hub
STATUS	Planning: 2017-2019
ESTIMATED COST	Planning: \$120,000 Works: \$1.4m* + land acquisition
PROJECT CHAMPION	Office of the Mayor & CEO



SIGNAGE
FOR PUBLIC
& PRIVATE
LAND



UPGRADES
BBQ, TABLES
+ TOILET
FACILITIES



**NEW
CAMPING
FACILITIES**



NEW JETTY
FOR HAND
FISHING +
LAND ACCESS



PONTOONS
INTO THE
WATER

The Proserpine Pool is a much-loved destination and holds an important place in the hearts and minds of many locals.

Council has committed to general pool upgrades to improve the quality and sustainability of this important community asset. Council has also committed to the addition of an exciting new water park within the pool grounds set for completion in 2018.



PROJECT	New Water Park
STATUS	Delivery 2017-2018
BUDGET COST	\$1.35m
PROJECT CHAMPION	Engineering Directorate



WATER PARK & POOL UPGRADES

PROJECT STATUS	Pool Upgrades Delivery: 2017-2018
BUDGET COST	\$500,000
PROJECT CHAMPION	Customer Experience Directorate



**NEW
GRAND
STAND**



**LIGHTING
UPGRADES**



**GENERAL
REPAIRS +
RE-TILING**



**MORE
SHADED
AREAS**



Q | MAIN STREET

The beating heart of Proserpine is also set to experience a range of improvements with upgrades planned for Main Street.

Projects planned will be mindful to preserve the heritage and cultural characteristics that make Proserpine unique, but will work to lift the physical, visual, and social amenity of the street.

A vibrant, new energy for the main street awaits and Council has committed to delivering a phased approach that will create increased prosperity for the community and businesses that operate within it.

PROJECT STATUS	Main Street Upgrades Planning from 2018
ESTIMATED COST	Planning: \$105,000* Delivery: \$3.5m*
PROJECT CHAMPION	Planning & Development + Engineering Directorate



NEW ROAD PAVEMENT



ADDITIONAL STREET TREES + LANDSCAPING



ADDITIONAL STREET FURNITURE, LIGHTING + SAFETY MEASURES



INCENTIVISE CBD DEVELOPMENT



PROJECT STATUS	Regional Cultural Precinct Planning from 2018
ESTIMATED COST	\$2.1m*
PROJECT CHAMPION	Economic Development & Tourism



REDEVELOPED
ENTERTAINMENT
CENTRE + LIBRARY



NEW
ART GALLERY,
CAFE + SHOPS



ENHANCED
LANDSCAPING

The beating heart of Proserpine is set to experience a range of improvements with upgrades planned for Main Street.



Artist impression only



TOURIST FACILITIES

04

A picturesque location situated just off the Bruce Highway, Proserpine is an ideally located tourist destination for visitors exploring the Whitsunday Region.

However, community suggestions around the need for additional facilities presented as a recurring theme and as such, new projects to lift the amenity of tourist facilities have been developed.

Set to commence in 2018, these additions to Proserpine's tourism offering will create increased attraction and growth for the local economy as well as contribute to a more improved visitor experience.

Councils next step is to champion this idea and write a formal letter to Wilmar expressing the communities' desire.

PROJECT	Information Centre + tourist signage
STATUS	Planned: 2018-2019
ESTIMATED COST	Centre: \$250,000* Signage: \$100,000*
PROJECT CHAMPION	Tourism Whitsundays/ Economic Development & Tourism



**IMPROVED
SIGNAGE +
WAYFINDING
FOR VISITORS**



**EXTENDED
TRADING
HOURS**



**TOUR
BOOKINGS**



**SHOP
+ CAFE
ON SITE**



PROJECT	Proserpine Junior Sports Park - New sealed car parking
STATUS	Planned: 2018/2019
ESTIMATED COST	\$200,000*
PROJECT CHAMPION	Customer Experience Directorate

PROJECT	Pioneer Park - New toilets
STATUS	Commenced
BUDGET COST	\$35,000
PROJECT CHAMPION	Customer Experience Directorate

PROJECT	RV Park + Caravan Rest Stop
STATUS	Planned: 2018/2019
BUDGET COST	\$400,000
PROJECT CHAMPION	Economic Development & Tourism



Preserving heritage and celebrating local pride of place inherent to Proserpine will be central to several key projects for overall town upgrades.

Safe and welcoming places that are well landscaped, well managed and well-lit are key drivers for planned town upgrades, with a conscious commitment to preserving and celebrating the agricultural character and legacy that are recognised as unique to the town of Proserpine.



CREATE
HISTORY +
WALKING TRAIL



UPGRADE
FOOTPATHS
THROUGHOUT
TOWN



IMPROVE
GENERAL TIDY
+ LANDSCAPING



NEW
LIGHTING





PROJECT	History + Walking Trail
STATUS	Planning from 2018
ESTIMATED COST	\$105,000*
PROJECT CHAMPION	Economic Development & Tourism, Proserpine Historical Society

PROJECT	Council Carpark Improvement
STATUS	Planning from 2018-2019
ESTIMATED COST	\$360,000*
PROJECT CHAMPION	Engineering Directorate

PROJECT	Pathway + key road enhancements
STATUS	one shared path per budget year
ESTIMATED COST	Planning: \$100,000* Implementation: \$2m*
PROJECT CHAMPION	Engineering + Planning & Development Directorate



TOWN UPGRADES





OVERVIEW

Proserpine Sustainability and Future Growth Master Plan is Council’s commitment to the start of a bright, new era in future growth and sustainability for Proserpine.

These projects are important additions to the town’s social, economic and cultural fabric and will ensure greater opportunities via an improved way of life for all.

Through considered community consultation, and a view to a more prosperous future, Council has committed to action. The works will be achieved through progressive review and delivery through Council’s annual budgeting and capital works programs.

Stay informed by following these projects’ progress on Council’s website. Visit www.whitsunday.qld.gov.au for more.

01	Lake Proserpine Recreation Hub		Planning: \$120,000 Works: \$1.4m*
02	New Water Park		\$1.35m
02	Pool Upgrades		\$500,000
03	Main Street Upgrades		Planning: \$105,000* Delivery: \$3.5m*
03	Regional Cultural Precinct		\$2.1m*
04	Information Centre + Tourist Signage		Centre: \$250,000* Signage: \$100,000*
04	Proserpine Junior Sports Park - New sealed carparking		\$200,000*
04	Pioneer Park - New toilets		\$35,000
04	RV Park + Caravan Rest Stop		\$400,000
05	History + Walking Trail		\$105,000*
05	Council Carpark Improvement		\$360,000*
05	Pathway + Key Road Enhancements		Planning: \$100,000* Implementation: \$2m*

*Note that project funding has not been secured and will be subject to future budget considerations





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