

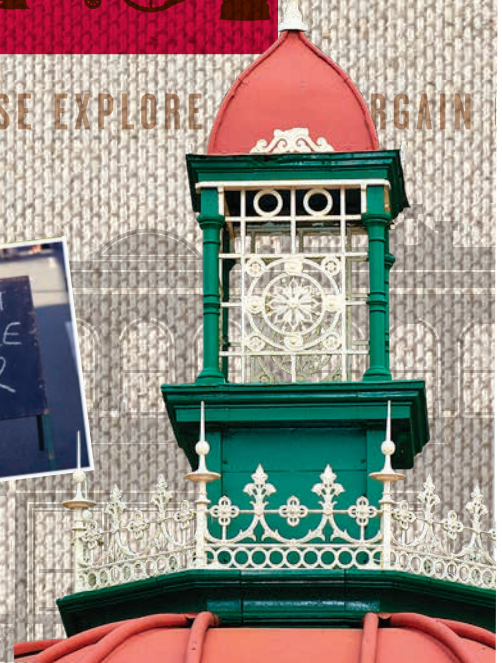
MARYBOROUGH 

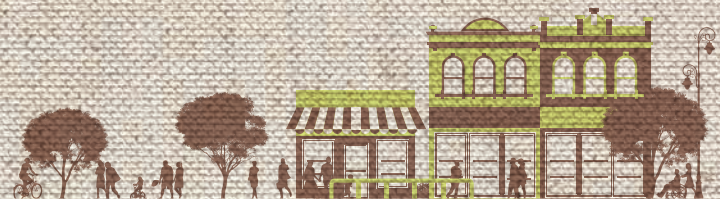
Imagine this City ...

STRATEGY 2013-2018



SHOP TASTE BROWSE EXPLORE DINE SHOP TASTE BROWSE EXPLORE REGAIN





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Introduction

The IMAGINE THIS CITY 2013–2018 Strategy is built on the principle that by strengthening our CBD and local community, the region will be regarded as one of Queensland’s most desirable locations in which to:

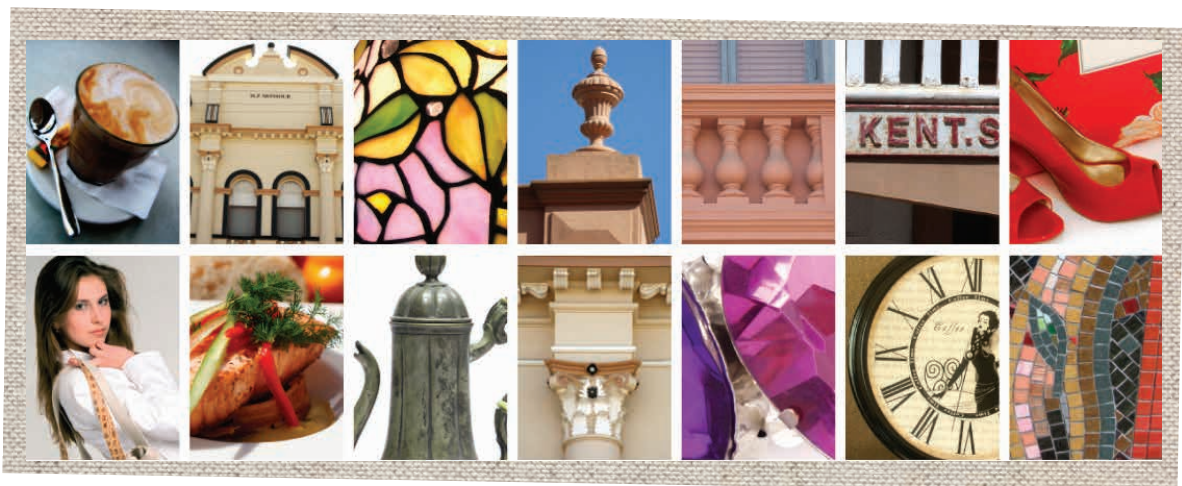
live
work
invest
play

The strategy is delivered by the City & Town Centre Development Portfolio of the Fraser Coast Regional Council and highlights the goals, strategies and key actions that will be implemented to achieve our vision.

The strategy will be achieved by working closely with our local residents and businesses, as well as our partners in State and Federal government agencies. All will play integral roles in delivering on the “vision” for the Maryborough City Centre.

In formulating the strategy a review of the objectives, strategies and actions contained within the following plans was undertaken:

- Maryborough CBD Revitalisation Plan
- Bridge to Brolga Plan
- Portside Precinct Plan
- Mangrove Management Plan
- Economic Development Plan
- Maryborough City Heart Concept Plan
- Wide Bay Burnett Regional Plan
- Fraser Coast Regional Council Planning Scheme
- Maryborough CBD Palette
- Maryborough CBD Renewal Plan
- Streetscape Incentive Scheme
- Maryborough City Heart Markets Guidelines
- Branding Strategy and Guide Plans





A Partnership Approach

The successful implementation of this strategy relies on a strong partnership approach.

Maryborough Chamber of Commerce

Maryborough Chamber of Commerce is an integral partner to this project and has a strong presence in the Maryborough business community. The Chambers corporate objectives are strongly aligned to this project.

Community

In recognition of the importance of community involvement in developing the Imagine this City Strategy, a cross section of the community was appointed as community jurors who actively participated in the visioning and formation of this project.

Linkages with other service providers and local community groups/organisations to establish working partnerships in preparation for developing a whole of community response and ownership of the project was actively pursued.

Fraser Coast Opportunities

Fraser Coast Opportunities is the Fraser Coast region's peak body for regional marketing, investment attraction, event and tourism development.

Fraser Coast Opportunities Ltd. (FCO) is a not for profit company limited by guarantee. FCO is governed by a Board of Directors, consisting of mostly private sector representatives in addition to the Mayor and CEO of the Fraser Coast Regional Council.



Tourism Partnership

A Joint Partnership Agreement exists between Fraser Coast Regional Council and Fraser Coast Opportunities (the region's RTO). This partnership establishes a cooperative approach towards delivering key strategies and activities outlined in the Fraser Coast Tourism Strategic Action Plan 2012 – 2015.

Business Community

Council continues to foster strong linkages with its business community. Facilitation of networking and strategic planning activities are an important part of our philosophy.

State and Federal Government Partnership

The Fraser Coast Regional Council enjoys productive working relationships with local state and federal members of parliament, government departments and associated agencies. Representations on potential major projects, regional investment and funding opportunities are regularly made to ministerial portfolios to ensure alignment with our vision.



Where Are We Now

The Fraser Coast is one of Queensland’s fastest growing regions with two major cities – Hervey Bay and Maryborough – servicing a population of over 90,000 people.

The region has long been recognised for its natural beauty and unique experiences, attracting large numbers of tourists each year.

Approximately 800,000 visitors annually experience what the Fraser Coast has to offer and enjoy the exciting recreational activities, unique natural environment and the friendly local community.

Settled in 1847, Maryborough is one of Queensland’s oldest cities and was one of the busiest immigration ports in Australia in the second half of the 1880s.

With such a rich history, the city offers many impressive heritage experiences. The original port district is now a heritage

precinct with gloriously preserved colonial buildings, sensational riverside parks, outstanding museums, historic pubs and steam trains.

Maryborough also boasts a rich history in the areas of indigenous culture, manufacturing, agricultural and natural environment in addition to art and culture which is also celebrated in Maryborough. The city’s Brolga Theatre is regarded as one of the best regional theatres in Australia, with a program of national and international shows. Gatakers Artspace – a stunning heritage listed gallery in Wharf Street at Portside – houses local and touring exhibitions and is fast becoming a community hub for the arts.

Maryborough’s connection to Mary Poppins as the birthplace of her creator, author Pamela Travers provides another unique opportunity for the city.



Strategic landmarks for integration in strategies

- Station Square
- City Hall
- Portside
- Queens Park
- Brolga Theatre
- Mary River

PHASE I MARYBOROUGH CITY HEART



Existing Initiatives & Programs

A range of initiatives and marketing programs have been introduced in recent years to strengthen the Maryborough CBD's appeal as a destination to visit, shop, browse and participate in community activities. An overview of these initiatives is outlined below.

Maryborough City Heart Brand

18 months ago, Fraser Coast Regional Council implemented the Maryborough City Heart campaign in partnership with the Maryborough Chamber of Commerce and the CBD Revitalisation committee.

The objectives of the campaign were to:

- Create a strong, identifiable brand image;
- Highlight the distinct character and personality of the CBD;
- Instil community ownership and pride in the precinct; *and*
- Establish a strong vision for the CBD.

The brand proposition was based upon Maryborough City Heart's position as the central and traditional heart of Maryborough's heritage CBD precinct and its ability to offer a new and unique retail experience.





CBD Street Refurbishment

Several stages of CBD street refurbishment have been undertaken over previous years with the latest stage, being Kent Street (between March & Richmond streets) and Bazaar Street (between Kent & Wharf streets) implementing the Maryborough CBD Streetscape Masterplan Palette adopted by Council in 2007.

Funds have been provided in Council's 2013/2014 Capital Budget for works within Adelaide & Kent Streets to implement further stages of CBD revitalisation. For additional information on priorities within the capital budget items, please refer to Council's website or the action plans attached to this document.



Bringing Alive the CBD for Events

One of the first opportunities to establish the brand concept after the devastating 2013 floods was to prepare the city for the Ulysses AGM (15–21 April) and demonstrate to the CBD retailers the importance of supporting events through collaboration and participation.

The following initiatives were implemented:

- Street cleaning and maintenance of all street furniture;
- Replanting of CBD garden beds with bright flowers;
- Installation of City Heart branding on parking regulation poles and window decals;
- City Heart t-shirts and package stickers;
- Installation of art in empty shops (carried out by RATS);
- Installation of parklets and extension of footpath licenses to cafés (free of charge for event week); and
- CBD retailers installed motorbike displays and welcome posters in their windows.

All these initiatives were undertaken to showcase how the CBD could come alive during important events and therefore derive trade from visitors and residents alike by encouraging everyone to visit the CBD.





Maryborough City Heart Markets

The second phase of the revitalisation was to bring the Heritage City markets in line with the Maryborough City Heart marketing strategy. Aligning the brand with a name change to the Maryborough City Heart Markets and finessing the markets to ensure the viability of the weekly event and to highlight the opportunities for permanent retailers within the CBD.

Review of the markets sites and layout to improve appearance was conducted, and clear pathways were established through to CBD retailers who are encouraged to participate in and complement the weekly markets.

A refresh of Maryborough City Heart Markets collateral and consultation with market stall holders is underway.

Parklets

A parklet is a small platform that takes the place of one or two street parking spaces. It is a removable platform that can remain in place or be installed during peak seasons or special events. It is a proven cost effective strategy to increase pedestrian activity in tourism and commercial hot spots.

An initial trail was conducted in July, with a parklet installation outside TOAST in Bazaar Street which has resulted in the adoption of a permanent proposal to allow parklets across the Fraser Coast region.



MARYBOROUGH City Heart MARKETS





Streetscape Scheme

The purpose of the Fraser Coast Streetscape Scheme is to beautify the region's local shopping centres by improving the streetscape and ensuring universal access. Through providing financial assistance the program aims to develop a stronger partnership between Council, building owners and business operators in making overall improvements to centres.

Program Objectives

The objectives of the program are:

- To promote an improved partnership between Council and private building owners and business operators in enhancing the appearance and accessibility of the CBD, town and local shopping centres.
- To provide financial assistance to encourage building owners and business operators to undertake works to upgrade the facades of buildings and access to those buildings in CBD, town and local shopping centres.





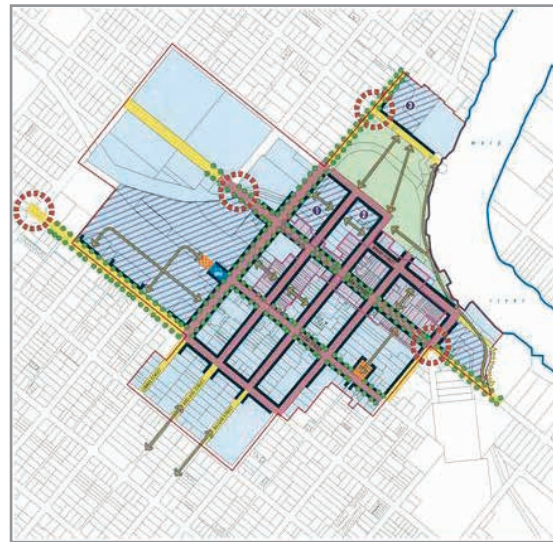
Planning Scheme

The Maryborough principal activity centre local plan area is located in the central part of the Fraser Coast and has an area of approximately 94 hectares. The local plan area takes in Maryborough's traditional business centre and areas immediately surrounding the business centre core.

In terms of urban form and structure, the local plan area is characterised by its grid-based street pattern, established inner-city setting and extensive frontage to the Mary River and riverfront parkland. The local plan area contains an impressive collection of intact heritage buildings and significant streetscapes which are highly valued for the cultural identity and sense of place that they provide. Physically, the local plan area is characterised by its relatively flat topography, reflective of its location on an alluvial plain. As a result, the local plan area is subject to periodic flooding from the Mary River.

As one of two principal activity centres within the Fraser Coast (the other being the Pialba principal activity centre in Hervey Bay), the Maryborough principal activity centre provides a diverse range of higher order community, government and health services, retail and commercial activities, and education and employment opportunities to service the needs of the residents of Maryborough and surrounding rural areas and towns.

More specifically Maryborough's traditional town centre currently provides for a mix of shops, commercial and government offices, service industries, hotels and restaurants. Recently, larger format shopping centre-based developments (Station Square and Maryborough Central Plaza) have been established in areas immediately surrounding the traditional business centre. The local plan area does



not currently contain significant levels of residential accommodation, although this is likely to change over time as mixed use residential development is established to take advantage of the high levels of access to services and facilities.

The local plan area accommodates a significant range of civic, cultural, educational and open space assets, primarily focused in the northern part of the area and adjacent to the Mary River. These community facilities include the Town Hall, Court House, Queens Park, Maryborough War Memorial Swimming Pool, Brolga Theatre, Maryborough High School, Central Primary School, Trade Training Centre and Transit Centre. Over time, cultural, tourism and leisure opportunities within the local plan area are intended to be enhanced through the provision of a high-quality promenade along the Mary River linking the Brolga Theatre to the historic portside district centred on Wharf Street.

The principal roads servicing the local plan area include Kent Street, Alice Street, Lennox Street, Adelaide Street, Ferry Street, March Street, Richmond Street and Bazaar Street.



Portside Precinct

Maryborough's Portside precinct incorporates heritage buildings and significant historic streetscapes that make a fundamental contribution to Maryborough's image and character as well as its cultural heritage.

The precinct is defined by the Mary River which connects the Brolga Theatre and Queens Park to the Mary River Parklands and the historic streetscapes of Wharf and Richmond streets. In the late 1800s this area was the second most important port on the east coast after Sydney and provided a gateway for 22,000 immigrants to enter Australia.

The Wharf Street area has been developed as a centre for tourism in the city and as a consequence, adjacent heritage streetscapes were visually improved by footpath widening, street tree planting, installation of appropriate street furniture and undergrounding of electricity supply and other appropriate devices.

The *Maryborough Conservation and Tourism Study 1989*, study indicated that if "properly developed to provide a memorable heritage experience offering both entertainment and education, the precinct could have the potential to draw 200,000 – 250,000 visitors in the first year of operation."

Further investment into the strategy occurred with the acquisition of the Bond Store and development of museum displays in 1992 and the acquisition of the Customs House and Customs Residence from the Federal Government in 1999.

In 2001 the Reddacliff Report was submitted to Council containing recommendations on how to use the city's property, design and environment to drive economic growth by influencing how people live, work and spend their leisure time.

As a result, a number of catalyst projects were implemented as a part of Maryborough's Master Plan and significant capital investment was injected into the Portside Precinct. This included:

- Development of Customs House Interpretive Centre displays;
- Establishment of the Mary River Parklands;
- Installation of public art and outdoor interpretive signage throughout the precinct;
- Development and implementation of Portside Precinct brand and marketing strategy;
- Enhancement of the Bond Store Museum displays to include a basement sound and light show; *and*
- Completion of Portside Passage and Gatakers Artspace project in 2010.

Despite the moderate level of tourism numbers to the region the precinct gains a relatively small proportion of visitor spend. In 2011/12, of the 754,000 visitors to the region*, just over 2% (16,800) were serviced by the Maryborough Visitor Information Centre located in City Hall. Visitor numbers to the Portside Precinct represent only 30% of that number.

The situation exists primarily because there are no developed tourism attractions with sufficient strength and appeal to draw the large numbers of tourist numbers identified in the *Maryborough Conservation and Tourism Study 1989* off the main routes into the city.



In 2013, the Fraser Coast Regional Council developed its existing Maryborough museum and heritage tourism activities into a new, integrated, quality tourism product that meets the market needs and provides a catalyst for the precinct to prosper.

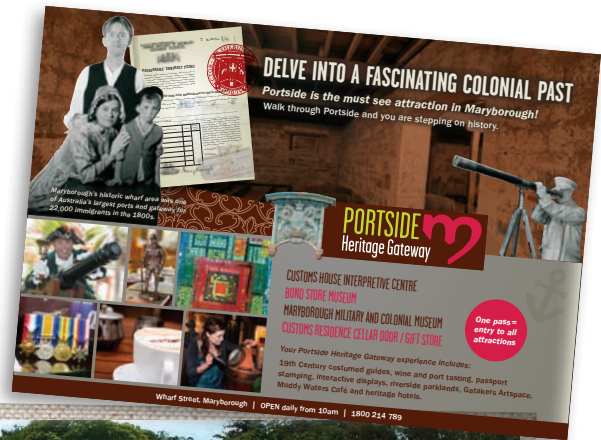
The vision was to create a precinct village style atmosphere with heritage experiences including interpretive displays, entertainment and volunteer-led activities, similar to The Rocks in Sydney, Richmond in Tasmania, Sovereign Hill in Ballarat and Flagstaff Hill in Warrnambool.

Marketed as the Portside Heritage Gateway, the admission to the attraction includes entrance into the Customs House Interpretive Centre, Bond Store Museum and privately operated Maryborough Military and Colonial Museum, as well as access to visitor services, tours, demonstrations, and an integrated retail and dining option experience.

This operation is resourced by Council staff and volunteers working together with a community task force to cooperatively coordinate the various activities involved in the creation, delivery and ongoing development of the Portside Heritage Precinct tourism experience.

Objectives of this project are to:

- Increase tourism visitation and expenditure.
- Improve visitor experience to provide an integrated tourism attraction that meets the market demand.
- Maximise opportunities for local and regional business to benefit from Maryborough's heritage assets – *ongoing*.
- Provide opportunity for the development of community art and cultural activities including a shared workspace for craft industry situated within the precinct and the inclusion of community theatre and arts groups – *ongoing*.
- Encourage the future establishment of appropriately themed retail and hospitality businesses within the precinct to keep with the overriding heritage theme of the area – *ongoing*.





Brolga Riverside Theatre and Convention Centre

The Brolga is one of the finest regional performing arts and convention centres in Australia. Attracting national and international performers and a regular program of conferences and events, the centre is the cultural and entertainment hub of Maryborough and the Fraser Coast.

The \$11 million building was opened in 2000, and reflects Maryborough's industrial heritage and seamlessly incorporates elements of the former sawmill which once occupied the site. While its architecture has won prestigious awards for its cutting edge style, it is the Brolga Theatre's stunning 919 seat auditorium, with its exceptional acoustics, large main stage, orchestra pit and magical atmosphere of warmth and style that has earned it rave reviews as one of the best venues in regional Australia.





Festival Events in CBD

Maryborough has a range of regular events and festivals that celebrate its unique culture and community spirit.

Sunday in the Park

A tradition begun by the city's Model Engineers and Live Steamers Association over 30 years ago – and one that uniquely captures Maryborough's carefree, family-friendly lifestyle. Featuring brass bands, steam train rides, food and Queens Park walking tours.

Ghost Tours

A monthly tour that highlights Maryborough in all its ghostly glory – combining a progressive dinner, a touch of theatre and a glance into history with spooky tales.

Gatakers by Night

A relaxing night at the beautiful Gatakers Artspace, featuring live local artists at work, the latest exhibitions, entertainment and food.

Relish Food and Wine Festival

A delightfully delicious new event on the Fraser Coast calendar showcasing the region's fresh seasonal produce, local seafood, innovative chefs and regional wineries. Maryborough's magnificent Portside precinct serves as a distinct backdrop to this celebration of regional food and wine.

World's Greatest Pub Fest

Maryborough's collection of heritage pubs and venues play host to a good old fashioned hotel hop – honouring the quintessential tradition and highlighting Maryborough's welcoming hospitality.

Mary Poppins Festival

A celebration of Maryborough's rich heritage and cultural experiences, leveraging off the city's unique connection with Mary Poppins – two weeks of art, culture, music, history and traditional family fun!

RACQ Technology Challenge, Maryborough

A unique annual event that brings teams of Queensland's most inventive students to race an amazing variety of lean, green machines including human powered vehicles, solar boats and cars, and jet-propelled dragsters.

Maryborough Open House

Maryborough Open House provides the public with an opportunity to unlock the city's incredible heritage and culture with a rare look inside some of its significant and interesting buildings.



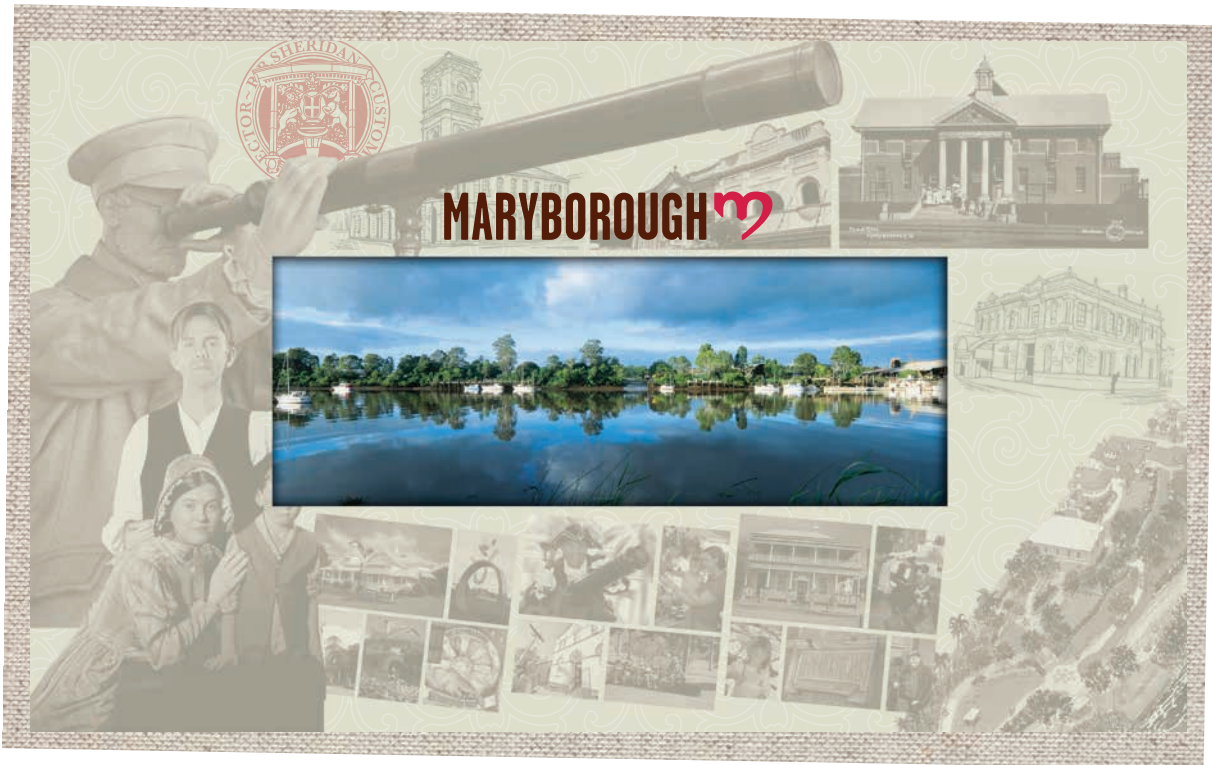


Visitor Information Centre

Since its formation Fraser Coast Opportunities has taken on the management of Fraser Coast's Visitor Information Centres.

The Maryborough City Hall Visitor Information Centre has recently been renovated and could become the CBD retailers' most important marketing tool.

The centre has been moved to the front of City Hall, with addition of new display tables featuring local products enabling local business the opportunity to leverage from the 16,800 visitors that visit the centre annually. The option to establish collaborative partnerships with similar retailers and create new product trails within the CBD – like a coffee, cake and collectables trail – is an option that should be considered.





Our Challenges

Weaknesses

- Media treatment / portrayal of Maryborough and related specific issues;
- Appropriateness of parking;
- Vacant shops;
- Footpaths;
- Self confidence / pride in city;
- Lack of cohesive marketing plan;
- Visually unappealing vistas (particularly Kent St between Adelaide and Bazaar);
- Lack of pedestrian traffic in key areas;
- Some areas not pedestrian friendly;
- Through traffic thoroughfares;
- Car parking;
- Cost of leasing; *and*
- Flooding.

Strengths

- Boutique shops;
- Portside district;
- Heritage and heritage buildings;
- Mary Heritage;
- River Parklands (e.g. Queens Park);
- Location of facilities;
- Mary Poppins;
- A walking friendly town;
- Town with a heart and soul;
- Proximity to Brisbane and other centres in SEQ;
- Accessibility via road, rail, air;
- Local success stories;
- Strong innovative industry (eg; EDI, Hyne, Christens Gingerbread, Olds, Telstra Call Centre, Sugar Mill, Richers Transport); *and*
- Diversity of lifestyle opportunities.

Our Opportunities

Opportunities

- Local Maryborough market and proximity to Hervey Bay and Brisbane/SEQ;
- The Mary River (how best to utilize it) and The Brolga Convention Centre;
- Lifestyle offering / cost of living and investment in comparison to Brisbane;
- Under utilised facilities in the CBD particularly on weekends;
- To understand what others know / think about Maryborough (where are we on the economic and tourism radar?);
- Attract new business and assisting insitu business to grow positively (mentoring);
- Learn from other cities and regional centres that have faced similar issues and acted either successfully or unsuccessfully;
- The future is in our past ... heritage becomes the new vintage; *and*
- Tourism attractions....Portside, events, festivals and heritage tours.

Threats

- Unwillingness to 'buy in' by key stakeholders;
- Apathy towards aesthetic values and importance;
- Previous history, lack of perceived action from past initiatives;
- Resistance to change;
- Heritage issues / costs to business to embrace / utilize heritage buildings;
- Bureaucratic costs / cost of regulatory compliance for business;
- Internalised business practices (combative rather than complementary);
- Costs of infrastructure upgrades and change (for Council and to business);
- Proposed traffic bypass to Hervey Bay;
- Media negativity (local) adversely affecting investment opportunities;
- Council processes / complexity / accessibility adversely affecting investment opportunities;
- Crime and enablers that drive CBD crime; *and*
- Unrealistic expectations (of landlords, of business towards Council, of Council regulatory authorities towards business).



Understanding Our Brand



Brand Description

Our product, Maryborough CBD, exudes heritage charm, is steeped in history, features wonderful examples of colonial and early twentieth century architecture, is centrally located in the city and in the wider regional context, is easily walkable, and is situated in close proximity to the key city landmarks of Portside, Brolga Theatre, Station Square and City Hall.

Brand Personality

Maryborough's City Heart

- Is stimulating, upbeat and vibrant;
- Reinterprets a heritage precinct and classic traditional retailing in a contemporary fashion;
- Presents an element of tasteful humour or surprise where possible; *and*
- Combines old world charm with modern graphic presentation.

Brand Offering

EXPERIENCE THE OLD WORLD CHARM OF SHOPPING, DINING, RELAXING AND EXPLORING IN MARYBOROUGH'S HISTORIC CITY HEART.

Maryborough's City Heart

- Offers the opportunity to shop, dine, relax and explore against a stunning background of historic streetscapes and heritage buildings;
- Offers high quality, good old fashioned, friendly customer service;
- Offers a surprising variety of retail, services and facilities within a very accessible precinct; *and*
- Is made up of a number of streets and laneways that have their own unique character and experiences to offer.

Brand Concept

Vintage is the new heritage. Everything old is new again. This describes the central premise behind the presentation of the City Heart brand, and aims to attract new visitors to the precinct with the delivery of a unique and memorable retail experience.

Maryborough's City Heart

Vintage Retail, not just shopping.

This concept should be evident in all Maryborough City Heart communications. It is the single-minded message that sets us apart from others in the marketplace. It must inform the essence of everything we say to our customers.





Brand Relationships

Maryborough's City Heart brand is designed to leverage off the well established Maryborough brand which positions Maryborough as the central heart and soul of the Fraser Coast – the place to start when discovering the region. The CBD is naturally, the central, traditional heart of Maryborough itself.

The Maryborough marketing campaign also communicates the “I love Mary” message – promoting pride and ambassadorship for the city.

Use of this secondary message will assist in encouraging and promoting a loyal customer base who understand the unique Maryborough City Heart experience.

Locality Branding

Specific symbols have been developed to identify the streets and laneways of Maryborough City Heart and provide them with their own unique identity and offering.



MARYBOROUGH

Heart of the Fraser Coast

Secondary graphic elements

Various graphic elements are used as supporting material, secondary to the Maryborough City Heart logo.

START AT THE HEART

ALICE ST	ELLENA ST	KENT ST	UPPER KENT ST	WHARF ST	RICHMOND ST	BAZAAR ST	ADELAIDE ST	LENNOX ST
 Vintage and pre-loved clothing Second hand collectables Shopping centre Heritage hotel Fashion Electrical goods	 Furniture Asian Doll Collectables Sewing Fabric Craft Home stores Fresh produce away Thursday Street sculptures	 City mall Fashion Shoes Unique gifts and collectables Lingerie Jewellery Sunglasses and handbags Cakes Vintage and pre-loved clothing Books Bakery Hair and beauty Flowers Historical photograph selections	 Birthplace of Mary Poppins and the Poppins Towers Art galleries Art and craft books and gifts Fashion Home ware Cakes Bakery Heritage killy store Historic hotels	 Revolved dining and cafes Museums Starring riverside parks Public art Historic hotels Colonial architecture Unique heritage experiences Steam train	 Mary Poppins statue Heritage hotels Fresh produce Hardware and building supplies Bicycles and hardware Street artwork and sculptures Interpretive museum Coffee shop	 Boutique coffee and tea Wedding station Unique gifts and collectables Library Lilies and novelties Vintage and pre-loved goods Heritage hotels Shopping centre Health and fitness	 Home of our famous weekly Thursday market Fashion Shoes Cakes Bakery and takeaway Hair care Perfumes Cosmetics Jewellery Watchmaking Electrical appliances Art gallery and supplies Music Games Flowers Gifts Street sculptures Antiques Secondhand and collectables	 Bridge Theatre Antiques Secondhand and collectables Leadlight creations Outdoor and camping supplies Heritage cafes, church and bell tower National Trust shop museum Bakery Shopping centre
								



Our Key Target Markets

Local

- **Community and residents:** evoke a sense of pride and encourage local ambassadors for the CBD;
- **Business:** inspire confidence; generate investment and development to complement and support vision of Maryborough City Heart;
- **Small Business:** continue to work with Fraser Coast Opportunities, Chamber of Commerce, UDIA, business leaders and tourism bodies to facilitate expansion and growth through a collaborative approach between Council and local businesses.



Regional, National and International

- **State and Federal Government:** engage and advocate for infrastructure investment and support;
- **Visitors:** integrate visitor experience with economic growth by leveraging events as economic drivers enhancing visitor experience and extending stays;
- **Business brokers and real estate principals:** seek assistance to target prospective business development and relocation opportunities;
- **Primary target industries:** actively target existing businesses in over populated growth areas with incentives to invest and relocate to the CBD;
- **Development industry:** actively target members of the development industry, promoting the region's portfolio of affordable, fully serviced land for development.





Let Your Imagination Go Wild ...

IMAGINE ... Revitalising the City Heart

Phase 4 involved a review of retailers, street by street, to highlight points of difference and identify selling propositions to encourage new visitors to the CBD for a unique experience.

From this review, the idea to revitalise Maryborough's city heart and tell a whole new story about the CBD was born.

The older focus on *history* becomes the new focus on *vintage*. When shopping in Maryborough's City Heart, you can expect to be greeted with service and style from a bygone era, whilst immersing yourself in history.

Basic elements required for this vintage theme currently exist in the architectural environment, the actual history of the city and the fact that many CBD retailers already offer a wide selection of goods that fit the market.

Following the product review, a series of conversations were held with retailers, owners and prospective new operators to highlight the advantages of establishing or operating from the CBD.





IMAGINE ... our Amazing Heritage becoming the New Vintage

With architectural details around every corner ...



IMAGINE ...Vintage Shopping

Imagine shops filled with vintage heritage, clothes, jewellery and collectables ...





IMAGINE ... Adelaide Street coming Alive

A review of existing Maryborough strategies and further investigations highlight the impetus for a new direction, sense of place or image for Adelaide Street – between Kent and Ellena Streets. This may include a mall or one-way to improve the pedestrian friendly café atmosphere with clear linkage to Station Square and/or refurbishment of the street.

One idea for consideration is the covering of Adelaide Street with a themed sail construction or umbrellas. Umbrellas would be an amazing addition to the city heart and further establish links with Mary Poppins.



IMAGINE ... Grey Nomads

The Grey Nomads are one of the fastest growing sectors of the drive market and will continue to grow as the Baby Boomers retire from full time work and explore their own back yard. The issue of free overnight parking has been raised by council and mooted many times due to resistance by caravan parks. In the past, Council has proposed using its own land and car parks for overnight stays.

In America, every Walmart operation offers free overnight parking within their complexes. It is a suggestion that Council propose the idea of free overnight parking with Woolworths, Station Square, Maryborough Plaza and the Golf Club. If these businesses and centres offered free parking for grey nomads, the impetus is not on Council and our visitation from this sector would increase and businesses in the CBD would benefit from these extra visitors.



IMAGINE ... Everything Vintage

The addition and promotion of VINTAGE to the Mary Poppins Festival was an excellent entrée to building an overall story within the CBD revitalisation plan.

The addition of POP UP shops during the festival again encouraged new people (visitors and residents) into the CBD.

Le Beau in Maryborough hosted a POP UP shop for international women's designer ANNA H STRETTON, who agreed to visit Maryborough before and during the Mary Poppins Festival.

Anna rented a space from Le Beau and also conducted one or two styling evenings (WHAT NOT TO WEAR) for the women of the region.

Another four businesses from out of town have indicated a desire to be part of future Vintage week activities and negotiations are continuing.

A VINTAGE PIN UP PAGEANT would add flair and fun to the festival as well and open the door to attract such businesses as the Miss Lindy Charm School to relocate here for the week prior and offer styling and makeovers as part of the event.





IMAGINE ... Festivals and Celebrations

A Kombi rally is held on the Gold Coast each year and would add an interest point for people – young and old attending the event. The addition of vintage/retro cars would also permeate the theme.

The further addition of more art components to the festival would extend further the demographic attending and the length of time that the festival can run for. It also allows retailers within the CBD to participate as they did with the Ulysses Event.



IMAGINE ... An Outdoor Art Gallery

Having visiting artists, sculptors and painters come and do classes as well as provide something for the City's open air art gallery. As the amount of public art increases, a new tourism product in the form of an Art Trail is born. Fraser Coast Christmas Yarn is an example of this type of activity.





IMAGINE.... A City filled with Sculpture and Art

Perhaps a boulevard of Sculpture Trees or extra murals for walls can become part of a competition that could be advertised state or Australia wide.



If our CBD became an open-air Art Gallery, with interest around every corner ...





IMAGINE ... Vintage Markets

A Vintage style market in Kent Street could be used as a market style space and encourage vendors to attend on a Thursday, Friday and Saturday – selling such wares as Vintage clothing, jewellery, hats, baby clothes, records, recycled goods, books, wedding attire and collectables. This would be a great addition to the City Heart Markets and once again, bring new people into the CBD.

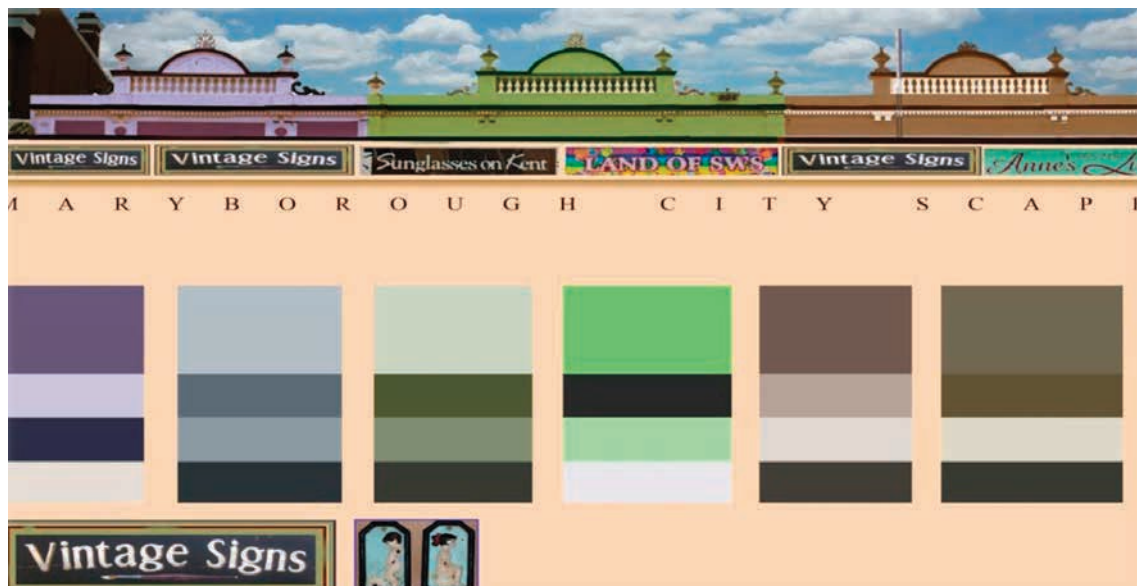


IMAGINE ... Vintage Façades

Imagine if our buildings were painted in beautiful colour palettes and fascias were all consistent with signage.

The current incentive program for streetscape improvements, to include a dollar based incentive to paint the façades

in the CBD precinct from a specific palette of colours. It is also recommended that a set of guidelines be developed with regard to placement of air-conditioning units, antennas and wiring placed on the front of heritage façades. Awning signage should also be covered in this program to ensure continuity of awning appearance.





IMAGINE ... Inner City Living

Imagine a surprise behind every door, with quirky entrance doors ... identifying available space within the CBD that may be used for inner city living – street level and above shops.



IMAGINE ... Alleyway Markets

Imagine, Alleyway markets with alfresco dining with art and deco displays.





IMAGINE ... Cafés and Alfresco Dining

Imagine our footpaths and shop windows alive with colour and interest.



Imagine if local seafood was on every café and bistro menu and stories were told about paddock to plate, or sea to side-plate ...



Imagine if our cafés and inner city retailers offered Vintage on a platter ...





IMAGINE ... City Tours

Imagine a people mover, used as a part of a new Vintage walk and ride tour, and then transferring people from Station Square to the CBD, from the car parks to the CBD.



IMAGINE ... Pop Up Stores

Welcome to “the pop-up store” which is transforming the retail sector world-wide. These are temporary stores during the day and mini events spaces at night. They exist for anything from a day to a couple of weeks/ months and then pack up and disappear. They build up interest by consumer exposure, engaging customers with their unique environment.





Summary of Public Consultation

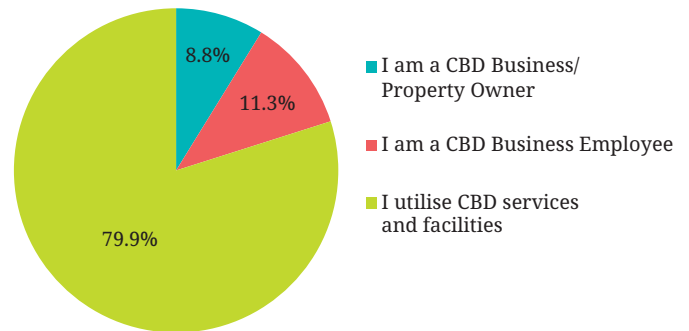
Summary of Survey Results

632 Survey Response forms were received during the public survey consultation process for this project. A summary of the responses is detailed below.

What is your MAIN reason for regularly visiting the Maryborough CBD?

Respondent's main reason for regularly utilising the CBD is:

- 8.8% – CBD business or property owners;
- 11.3% – CBD business employees; *and*
- 79.9% – Customers utilising CBD facilities & services

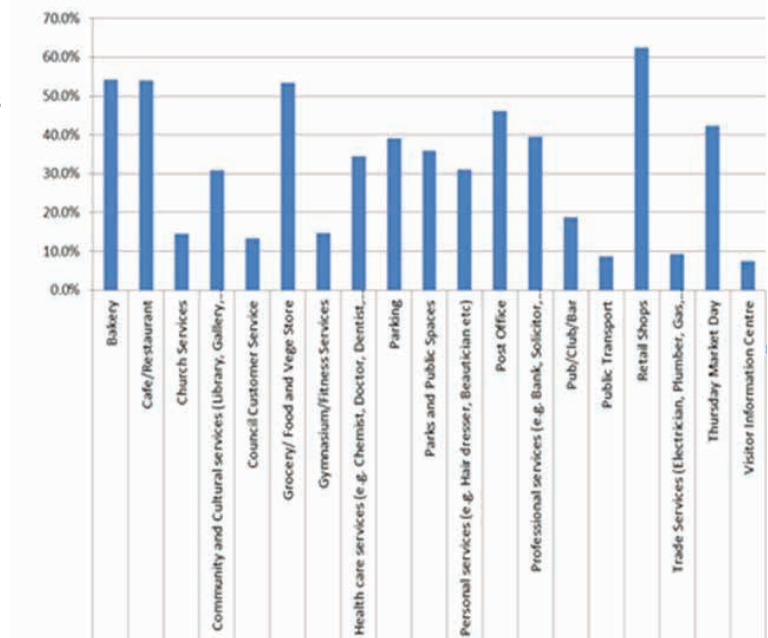


Survey respondents indicated a high regular usage of the CBD, with 59.3% visiting daily or weekly.

What type of services and facilities do you utilise in the Maryborough CBD?

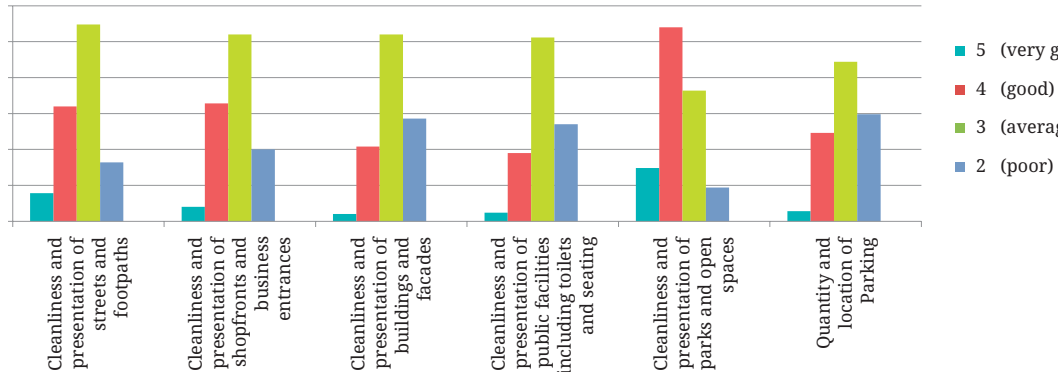
Respondents' main services and facilities utilised in the CBD include:

- Retail Shops – 57.75%;
- Bakeries – 49.68%;
- Cafés – 49.37%;
- Groceries – 48.89%;
- Post Office – 42.25%; *and*
- Thursday Markets – 38.77%





On a scale of 1 (very poor) to 5 (very good), please rate the following Maryborough CBD attributes:

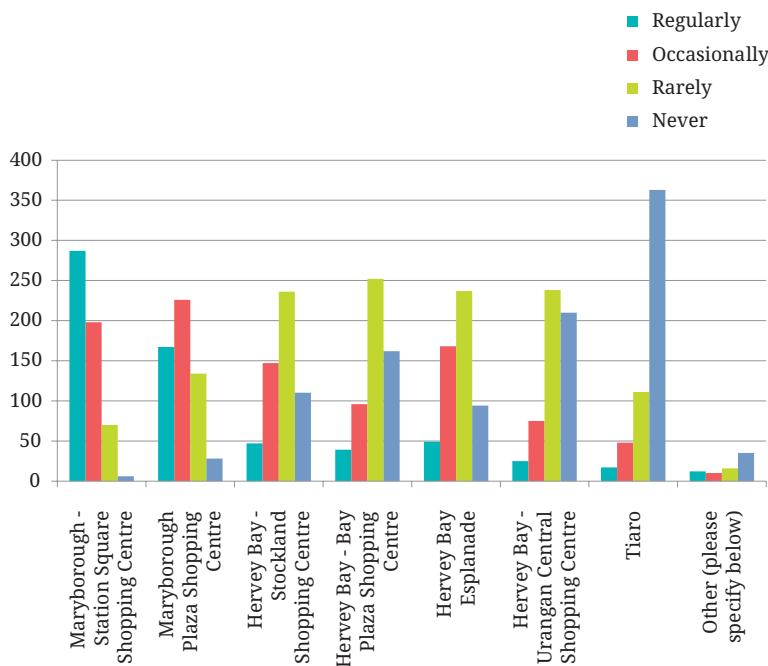


Respondents indicate that the Maryborough CBD attributes are mostly of an average or below average standard.

The cleanliness and presentation of *parks and open spaces* is the most promising, with 344 respondents (of a total of 583) rating this as good or very good.

The cleanliness and presentation of *building and façades* rated the lowest, with 465 respondents (of a total of 577) rating this as average or below.

For each of the alternative regional shopping destinations below, please indicate how often you visit them:



Intra-regional:

Station Square and Maryborough Plaza are the main competing regional shopping precinct. Stocklands Shopping Centre and Esplanade shopping precincts are the next most commonly used in Hervey Bay.

Inter-regional:

- 53.16% Brisbane
- 43.35% Sunshine Plaza
- 21.04% Sugarland, Bundaberg
- 15.98% Sunshine Coast other
- 15.82% Bundaberg CBD
- 7.91% Gympie Centro
- 5.38% Gympie CBD



Other general statistics and items of interest from the survey results include:

- 87.2% of survey respondents were from Maryborough;
- 37.7% of respondents were male and 62.3% were female;
- Demographics of respondents:
 21 years and under = 38.3%;
 22 to 34 years = 12%;
 35 to 44 years = 13.3%;
 45 to 54 years = 15%;
 55 to 64 years = 13.5%;
 65 years and over = 7.8%

Targeted Forums

Five (5) forums were held on:-

- Thursday, 30th May 2013;
- Thursday, 27th June 2013;
- Wednesday, 31st July 2013;
- Wednesday, 28th August 2013;
- Wednesday, 9th October 2013
(CBD property invited guests only)

There were a total of 127 persons who attended the sessions in addition to the Community Jurors, Facilitator, Councillors, Council Staff and representatives of the Maryborough Chambers.

At the forums the participants were invited to consider a selection of Descriptors and to vote on their Top 5 Priority Descriptors for the CBD.

The Descriptors included:

- Festivals/Entertainment/Events/Markets;
- Vibrant/Thriving/Exciting/Enticing;
- Dining/Café/Alfresco/Social;
- Heritage/Vintage/Culture/Museums;
- Modern/Contemporary/Corporate/Sophisticated;
- Hi Tech;
- Warm/Welcoming/Pedestrian Friendly/Clean/Accessible;
- Boutique/Artisans/Arts/Crafts;

TOP 5 PRIORITY DESCRIPTORS

Descriptor	May	June	July	August	Total Votes
No of Attendees	32	15	42	38	
Heritage/Vintage/Cultural/Museums	29	13	31	33	106
Arts/Craft/Boutique/Artisans	28	12	35	28	103
Alfresco/Dining/Café/Social	33	10	20	34	97
Festivals/Entertainment/Events/Markets	34	15	38	36	123
Warm/Welcoming/Pedestrian Friendly Clean/Accessible	30	13	20	30	93



Once the Top 5 Descriptors were chosen for each session, participants were given the opportunity to workshop their ideas, suggestions and visions for each of the Descriptors. This feedback has been summarised and included within the strategy under each Theme.

Theme and Objective Outcome

Theme	Objective
Heritage & Culture	Highlight Maryborough's wealth of heritage and cultural assets and continue to develop and promote, as a key driver for community and economic development
Arts & Crafts, Boutique and Artisans	Foster a strong and active local arts community resulting in artisan and boutique style experiences in the CBD
Alfresco Dining, Café, Social	Develop the CBD as the destination for dining and social experiences
Festival, Entertainment, Events, Markets	Encourage and Support a calendar of events and activities that celebrate Maryborough's unique character designed to increase visitation and use of CBD and surrounding environs.
Warm, Welcoming, Pedestrian Friendly, Clean and Accessible	Create an environment within the Maryborough CBD that is accessible, aesthetically appealing, offers high quality customer service and portrays the essence of Maryborough.

Theme 1 – Heritage, Vintage & Culture

Objective: Highlight Maryborough’s wealth of heritage and cultural assets and continue to develop and promote, as a key driver for community and economic development



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
INFRASTRUCTURE	1.1 Highlight Heritage and Historical interpretive information	<ul style="list-style-type: none"> Audit current Heritage Interpretive Signage within the CBD update and implement additional signage where required; (including review of City heart and signage opportunities ie street signage). Directional signage to the CBD (billboards). Investigate the installation of interpretive signage on significant heritage buildings and sites which includes the history of the building. Investigate opportunities for CBD business directories (ie electronic information boards) throughout the CBD (similar to shopping centres). 	<p>FCRC</p> <p>FCRC/Property Owners</p> <p>FCRC/Property Owners</p> <p>FCRC/FCO</p>	<p>2014/15</p> <p>2014/15</p> <p>2014/15</p> <p>2014/15</p>	
	1.2 Enhancement of Portside Precinct	<ul style="list-style-type: none"> Improvements to museums including external entrance works, interpretive information and internal displays. Installation of traffic calming within Wharf Street including cobble stone shared pedestrian zone between the museums. 	<p>FCRC</p> <p>FCRC</p>	<p>2014/15</p> <p>2014/15</p>	
MARKETING	1.3 Marketing and development of activities within Portside Precinct	<ul style="list-style-type: none"> Implement Portside Heritage Gateway Business Plan. Improvements to museums passport; heritage walk; ghost tours. Investigate opportunities to increase the number of night time tours, marketing & outdoor movies. 	<p>FCRC</p> <p>FCRC</p> <p>FCRC</p>	<p>2013/14</p> <p>2013/14</p> <p>2013/14</p>	
ACTIVITIES	1.4 Increase number of social and cultural attractions and experiences	<ul style="list-style-type: none"> Investigate potential for CBD cinema, pop up music gigs. 	<p>FCRC</p>	<p>2014/15</p>	
	1.5 Celebrate heritage and cultural experiences within Maryborough	<ul style="list-style-type: none"> Organise and expand where possible the Maryborough Open House Event. Host regular cultural and arts events in key arts and cultural facilities. Conduct and expand where possible the Maryborough Heritage walking tours. 	<p>FCRC</p> <p>FCRC/FCRAA</p> <p>FCRC</p>	<p>Annually</p> <p>Annually</p> <p>Annually</p>	<p>\$5,000</p>

Theme 2 – Arts & Crafts, Boutique and Artisans

Objective: Foster a strong and active local arts community resulting in artisan and boutique style experiences in the CBD



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
INFRASTRUCTURE	2.1 Maximise potential for Council controlled public spaces	<ul style="list-style-type: none"> Review Council controlled public spaces to make them interesting ie. Aladdin caves unexpected experiences within laneways and/or period streetscapes eg cobble stone, heritage lighting, themed covered street sails. Investigate opportunities for “Adopt a Space” program with community groups, schools and organisations. Implement an outdoor Public Art Program. 	FCRC	2014/15	
			FCRC/FCRAA/ Schools	2013 – 2018	
			FCRC	2013-2018	
MARKETING	2.2 Establish a wide variety of unique, specialist and boutique style of retail	<ul style="list-style-type: none"> Identification of the types of retail offerings and suitable locations to facilitate establishment through the Planning Scheme and any Incentive Policies. 	FCRC/Business Operators	2014/15	
	2.3 Marketing Arts & Cultural Activities	<ul style="list-style-type: none"> Implement a marketing campaign to raise awareness of Arts & Cultural programs. Promote local artistic achievements. 	FCRC/FCRAA	2014/15	
			FCRC/FCRAA	2014/15	
	2.4 Maximise opportunities for CBD businesses to leverage from heritage tourism activities, eg walking tours, ghost tours and Open House	<ul style="list-style-type: none"> Development of a Café, Collectables & Culture trail/map. Integrate co-operative marketing opportunities into walking tour – ie. visit businesses/retail to talk about history of the building and/or architecture, business to provide incentive discount or offer to participants – look at themed characters for walking tours. 	FCRC /FCO	2014/15	
			FCRC/Business Operators	2014/15	



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
ACTIVITIES	2.5 Enlivening empty premises	<ul style="list-style-type: none"> Development and implementation of an enlivening empty spaces strategy eg shopfront arts display, short term tenures, artists in residence, pop-up shops to support new and establishing businesses – educational opportunities. 	FCRC/Business Operators/ Property Owners	2014/15	
	2.6 Inner City Indoor Craft and Antique Market	<ul style="list-style-type: none"> Investigate utilisation of an industrial heritage vacant space eg Paddington antique centre, vintage, antique, collectible, retro, coffee, vintage, clothing experience. 	FCRC	2014/15	
	2.7 Foster Arts & Cultural Programs	<ul style="list-style-type: none"> Implement programs that establish Maryborough as a City that fosters arts & cultural talent. Develop a Heritage, Arts & Cultural Strategy. 	FCRC/FCRAA FCRC	Annually 2014/15	
	2.8 Increase the number of creative, specialist, boutique businesses	<ul style="list-style-type: none"> Encourage property owners/real estate agents to incentivise start up packages for new businesses. Encourage property owners/real estate agents to provide short term affordable lease options for empty shopfronts ie “Ignite Maryborough” – pop up shops/seasonal/establishing/local businesses who normally operate online/craft workshops & artists in residence. Investigate a general public liability insurance policy to cover Buskers, street artists, artisans, to make it easier to encourage the community to run their own activities. Develop an Incentive Policy for infrastructure charges directed at employment generating, commercial and retail small business to establish and/or expand within the CBD. Ensure the Planning Scheme facilitates occupation of existing buildings with lower levels of assessment and requirements. 	Property Owners and Business FCRC Property Owners and Business FCRC FCRC FCRC	On-going On-going 2013/14 2013/14 2013/14	

Theme 3 – Alfresco Dining, Café, Social

Objective: Develop the CBD as the destination for dining and social experiences



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
INFRASTRUCTURE	3.1 Implementation of Parklets Program	<ul style="list-style-type: none"> Identify suitable locations for the installation of Parklets within the CBD and promoting the Parklets Program. 	FCRC	2013/14	\$10,000
	3.2 Improve CBD Streetscape and Appearance	<ul style="list-style-type: none"> Investigate further stages of the Maryborough CBD Streetscape Palette – Adelaide Street (between Ellena & Kent) One Way Traffic; Kent Street (between Adelaide & Bazaar) One Way Traffic; 	FCRC	2014-2015	\$3 M
	3.3 Create linkages between the Brolga, Station Square, Portside and the CBD	<ul style="list-style-type: none"> Review recommendations of linkage and pedestrian access from the Brolga to Bridge Plan. Review potential for highlighting Lennox Street as a major linkage using a boulevard of heritage street lighting and signage. 	FCRC	2014-2016	
			FCRC	2014-2016	
	3.4 Feeling safe within CBD	<ul style="list-style-type: none"> Continue to expand the existing CCTV network within the Maryborough CBD. 	FCRC	2013-2018	\$30,000
3.5 Investigate CBD Deck and Interpretive space.	<ul style="list-style-type: none"> Investigate installation of CBD Deck and interpretative space on Council owned site in Kent Street as interim strategy pending development. 	FCRC	2014-2016	\$150,000	
MARKETING	3.6 Increase Inner City Accommodation options for visitors & residents	<ul style="list-style-type: none"> Facilitate accommodation projects within the CBD – ie inner City apartments, backpacker style accommodation & Portside B&B, warehouse/loft style living. 	FCRC	2014-2016	NA
	3.7 Improved Social Media/WIFI connectivity within the CBD	<ul style="list-style-type: none"> Investigate implementation of free Wi-fi in CBD eg get a token when you make a purchase from a participating CBD Store. Investigate implementation of connectivity between business and events promotions and the existing electronic noticeboard. 	FCRC	2014-2017	
FCRC			2014-2015		



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
ACTIVITIES	3.8 Increase use of CBD by youth and students	<ul style="list-style-type: none"> Encourage training organisations to establish premises with CBD. Identify spaces for youth groups, coffee clubs and creative groups. 	FCRC/ Training Providers FCRC/FCRAA	Ongoing 2014-2015	NA
	3.9 Implement Mangrove Management Strategy to maintain river vistas.	<ul style="list-style-type: none"> Increase access & view to the River from Brolga Theatre, Queens Park and Portside. 	FCRC	Ongoing	\$40,000

Theme 4 – Festival, Entertainment, Events, Markets

Objective: Encourage and Support a calendar of events and activities that celebrate Maryborough's unique character designed to increase visitation and use of CBD and surrounding environs.



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
MARKETING	4.1 Improve Events Marketing	• Review and develop a collective marketing tool for City Events.	FCRC/FCO	2014-2015	
		• Develop a City Heart CBD Events Strategy.	FCRC/FCO	2014-2015	
		• Utilise the electronic notice board to broadcast events and activities within the CBD.	FCRC	Ongoing	
ACTIVITIES	4.2 Encourage a program of events and activities that fully utilise existing CBD places and precincts and celebrate the unique character & setting of the Maryborough CBD	• Refresh Heritage City Markets to improve public perception and appeal; improve experience and produce, refresh marketing, stall positioning and maximise opportunities for CBD businesses to leverage.	FCO	2014-2015	
		• Expand existing Mary Poppins Festival – week long, add arts, culture, history & literary workshops and program elements for different demographics.	FCO/FCRAA	2014-2015	\$28,000
		• Establish Open House as a premier event – grow program, incentives for businesses/owners to open.	FCRC/FCO	2014-2015	Cost Neutral
		• Reactivate City Hall and green as a venue for smaller community events.	FCRC/FCO	2014-2015	
		• Investigate Retro events – pin up girl, car clubs and record mart.	FCRC/FCO	Ongoing	
		• Identify opportunities to increase the utilisation of Queens Park as a hub for community events and activities eg. Music bowl/ amphitheatre, Train rides, carousel ride, ferris wheel.	FCRC/FCO	2014-2015	
		• Identify opportunities to value-add to shows and events held at the Brolga eg Dinner & Show offerings.	FCRC/Business Operators/ Brolga	Ongoing	
4.3 Investigate new unique events	• Investigate new unique events – arts festival, indigenous/cultural festivals, music festival, Spring Festival, outdoor, seasonal, quirky & unique events, Opera in the Park, Regatta on the River and outdoor movies and other evening events.	FCRC/FCO	Ongoing		

Theme 5 – Warm, Welcoming, Pedestrian Friendly, Clean and Accessible

Objective: Create an environment within the Maryborough CBD that is accessible, aesthetically appealing, offers high quality customer service and portrays the essence of Maryborough.



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
INFRASTRUCTURE	5.1 Improved parking within the CBD with a plan for longer term growth	<ul style="list-style-type: none"> Develop a CBD parking strategy including consideration of cycleway linkages, signage and access for RV's. 	FCRC	2015-2016	
	5.2 Improve accessible and tourism experience	<ul style="list-style-type: none"> Undertake a Business Case/Feasibility Study – City Heart mobile tour linking Portside to City Hall. 	FCRC	2015-2016	
	5.3 Achieve an accessible City Heart	<ul style="list-style-type: none"> Undertake an audit of accessibility including wheelchairs, prams, mobility scooters. 	FCRC	2014-2015	
	5.4 Provide strategically placed and well serviced public amenities	<ul style="list-style-type: none"> Undertake an audit of the location of existing public amenities and identify opportunities for additional facilities. 	FCRC	2014-2015	
	5.5 Provide a more pedestrian friendly CBD	<ul style="list-style-type: none"> Undertake a review of pedestrian linkages and audit of infrastructure requirements. 	FCRC	2015-2017	
	5.6 Provide an inviting inner-City open space environment	<ul style="list-style-type: none"> Undertake a review of the City Hall Green precinct to identify opportunities for improvements to lighting, sound and facilities as an active inner City open space. 	FCRC	2014-2017	
	5.7 Installation of unique and interesting public art in the CBD	<ul style="list-style-type: none"> Steel tree lined fairy light boulevard – interactive – Adelaide, Kent and Bazaar between Kent Street to Sussex Street (“Anzac Boulevard”). Randomly placed art of interest within CBD and Precincts. 	FCRC FCRC	2014 -2015 2014-2018	Refer to Item 3.2
MARKETING	5.8 Achieve high quality (good old fashioned) Customer Service	<ul style="list-style-type: none"> Encourage excellence in Customer Service through training and development – Customer Service Business Award suggestion. 	Business Operators/ Chamber of Commerce	Ongoing	
	5.9 Improved Shopping Experience	<ul style="list-style-type: none"> Undertake a review of shop layout, presentation and product displays including accessibility and appearance. 	Business Operators	2014-2015	
	5.10 City Centre Manager (provide co-operative marketing and business mentoring strategies)	<ul style="list-style-type: none"> Undertake a Business Case/Feasibility Study for the appointment of a City Heart Manager. 	CBD Business and Chamber of Commerce	2014-2015	
	5.11 Create a strong marketing identity for the City Heart	<ul style="list-style-type: none"> High priority given to the implementation of strategies and actions from the City Heart Marketing Strategy. 	FCRC/FCO	Ongoing	
	5.12 Ensure clear directional signage to the CBD	<ul style="list-style-type: none"> Undertake an audit of directional signage and liaise with DTMR for any improvements on state controlled roads. 	FCRC/DTMR	2014-2015	



Type	Strategy	Action	Stakeholder	Timeframe	Estimate \$
ACTIVITIES	5.13 Strengthen the relationship that the VIC has with the remainder of the CBD	<ul style="list-style-type: none"> Implement a range of initiatives designed to display and highlight Maryborough CBD products and services building the “City Heart” brand. 	FCRC/FCO	Ongoing	Cost Neutral
		<ul style="list-style-type: none"> Regular networking opportunities initiated by the Visitor Information Centre. 	FCRC/FCO	Ongoing	
	5.14 Ensure the CBD is well maintained, clean and friendly	<ul style="list-style-type: none"> Develop a Service Level Agreement and programd maintenance regime for the CBD; 	FCRC	2013/14	
		<ul style="list-style-type: none"> Implement a dedicated “Flying Gang” for the CBD and Portside/Wharf Street Precinct. 	FCRC	2013/14	\$150,000
	5.15 Improved presentation of shopfronts, building facades, awnings and signage	<ul style="list-style-type: none"> Develop and Implement a local law to regulate building appearance, maintenance and graffiti removal. 	FCRC	2013/14	
		<ul style="list-style-type: none"> Investigate short to long term solutions to standardise of building façade and commercial business signage. 	FCRC	2013/14	\$25,000
		<ul style="list-style-type: none"> Review and implement further stages of the Fraser Coast Streetscape Scheme to support visual amenity objectives. 	FCRC/Property Owners	2014-2015	
		<ul style="list-style-type: none"> Develop a style and colour guide that encourages a consistent heritage theme for building improvements, awnings and signage. 	Property Owners	Ongoing	
		<ul style="list-style-type: none"> Encourage property owners to review and remove external redundant and damaged signage particularly when tenant has vacated the site. 	FCRC/Property Owners	Ongoing	



How Did We Get Here

The following engagement strategy was undertaken to investigate and develop this Strategy.

Get Involved: A community-designed future

If you could imagine our City, what would it look like?

Fraser Coast Regional Council has kicked off a 6-month community-wide consultation where we are inviting you, the residents of our community, to share your views about how you imagine our City Heart and how you would like to shape the future of the Maryborough CBD.

The aim is to develop a community designed and owned plan that will inform decisions about our City – the *IMAGINE OUR CITY Maryborough Strategic Plan 2013–2018*.

This is an exciting opportunity to rethink how we do things – such as whether there are key projects or initiatives that might reshape and vitalise our CBD; and maybe we could deliver better results for our iconic City Heart by developing and strengthening local partnerships.

Identification of our City Vision

A plan was developed to engage with the community through an extensive three-stage consultation process. The process was designed to capture a comprehensive and representative understanding of the community's aspirations.

STAGE 1: Development of a City Vision

APRIL 2013 – SEPTEMBER 2013

- A major feature of stage one was to recruit a randomly-selected and demographically representative group of citizens who formed a Citizens' Jury. The idea of the Citizens' Jury was to give a representative group of people the opportunity to consider diverse local perspectives and credible information from experts. The jury consisted of local and passionate citizens who considered the information presented to them and deliberated to come up with recommendations on behalf of the community.
- A community-wide survey was conducted so that all residents could provide their input into the City Vision. The survey was available online and in hard copy. A summary of the feedback from the survey was provided to the Citizens' Jury for their consideration.
- Council liaised with other service providers in the community, such as state and federal agencies and other local groups and organisations to establish working partnerships in preparation for developing a whole of community response to the City's vision.



STAGE 2: Development of a localised vision with communities throughout the Fraser Coast area

JAN 2013 – JUNE 2013

- Community members in local communities were invited, via random selection at certain locations, to participate in place-based forums where they had the opportunity to express their visions for their particular localities in ways that reference the community-wide vision developed by the Citizens' Jury.

STAGE 3: Identification of the 'Imagine our City' Vision and Plan for the future

SEPTEMBER 2013 – DECEMBER 2013

- Council reviewed feedback from other relevant consultation processes such as the Maryborough CBD Revitalisation Plan Community Forum, and community selected values and ideas surveys;
- This feedback was considered by Council with regard to the City vision developed by the Citizens' Jury and local forums;
- Council undertook an extensive internal deliberation process based on all feedback resulting from the community consultation to develop the Draft *'Imagine our City' Maryborough Strategic Plan 2013–2018*;
- The Plan includes evaluation and assessment methods to keep track of outcomes and provide a timeframe to inform the community of how well the Plan will be delivered;
- The Draft Plan was presented to the Citizens' Jury for their final feedback;
- The Draft Plan was placed on public exhibition for further public comment;
- Community responses made during the public exhibition period and the recommended Draft Plan were reported to Council for its consideration; and
- The Strategy was adopted by Council in December, 2013 .



CONTACT US

Persons requiring additional information or with enquiries in relation to the Strategy should contact:

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