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.
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 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.

**Lake Proserpine Recreation Hub**
- **Planning**: 2017-2019
- **Planning Cost**: $120,000
- **Works Cost**: $1.4m*  
  + land acquisition

**Project Champion**: Office of the Mayor & CEO

<table>
<thead>
<tr>
<th>Project</th>
<th>Status</th>
<th>Estimated Cost</th>
<th>Project Champion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage</td>
<td>For Public &amp; Private Land</td>
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</table>
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.
### Pool Upgrades

| **PROJECT STATUS** | Pool Upgrades  
Delivery: 2017-2018 |
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>BUDGET COST</strong></td>
<td>$500,000</td>
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</tbody>
</table>
| **PROJECT CHAMPION** | Customer Experience  
Directorate          |

### Upgrades

- **NEW GRAND STAND**
- **LIGHTING UPGRADES**
- **GENERAL REPAIRS + RE-TILING**
- **MORE SHADED AREAS**
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.

### MAIN STREET UPDATES

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>STATUS</th>
<th>ESTIMATED COST</th>
<th>PROJECT CHAMPION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street Upgrades</td>
<td>Planning from 2018</td>
<td>Planning: $105,000*</td>
<td>Planning &amp; Development + Engineering Directorate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Delivery: $3.5m*</td>
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**NEW ROAD PAVEMENT**

**ADDITIONAL STREET TREES + LANDSCAPING**

**ADDITIONAL STREET FURNITURE, LIGHTING + SAFETY MEASURES**

**INCENTIVISE CBD DEVELOPMENT**
Regional Cultural Precinct
Planning from 2018
$2.1m*
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.
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.

**PROJECT INFORMATION CENTRE + TOURIST SIGNAGE**

**STATUS**
Planned: 2018-2019

**ESTIMATED COST**
Centre: $250,000*
Signage: $100,000*

**PROJECT CHAMPION**
Tourism Whitsundays/Economic Development & Tourism

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**IMPROVED SIGNAGE + WAYFINDING FOR VISITORS**

**EXTENDED TRADING HOURS**

**TOUR BOOKINGS**

**SHOP + CAFE ON SITE**
<table>
<thead>
<tr>
<th>PROJECT CHAMPION</th>
<th>PROJECT</th>
<th>STATUS</th>
<th>ESTIMATED COST</th>
<th>BUDGET COST</th>
<th>PROJECT</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Experience Directorate</td>
<td>Proserpine Junior Sports Park - New sealed car parking</td>
<td>Planned: 2018/2019</td>
<td>$200,000*</td>
<td>$200,000*</td>
<td>Proserpine Junior Sports Park - New toilets</td>
<td>Commenced</td>
</tr>
<tr>
<td>Customer Experience Directorate</td>
<td>RV Park + Caravan Rest Stop</td>
<td>Planned: 2018/2019</td>
<td>$400,000</td>
<td>$400,000</td>
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*Estimated cost
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.
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>STATUS</th>
<th>ESTIMATED COST</th>
<th>PROJECT CHAMPION</th>
</tr>
</thead>
<tbody>
<tr>
<td>History + Walking Trail</td>
<td>Planning from 2018</td>
<td>$105,000*</td>
<td>Economic Development &amp; Tourism, Proserpine Historical Society</td>
</tr>
<tr>
<td>Council Carpark Improvement</td>
<td>Planning from 2018-2019</td>
<td>$360,000*</td>
<td>Engineering Directorate</td>
</tr>
<tr>
<td>Pathway + key road enhancements</td>
<td>one shared path per budget year</td>
<td>Planning: $100,000* Implementation: $2m*</td>
<td>Engineering + Planning &amp; Development Directorate</td>
</tr>
</tbody>
</table>
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](http://www.whitsunday.qld.gov.au) for more.

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>VALUE</th>
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<tr>
<td>01 Lake Proserpine Recreation Hub</td>
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<td>Planning: $120,000 Works: $1.4m*</td>
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<tr>
<td>02 New Water Park</td>
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<td></td>
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<td>$1.35m</td>
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<td>02 Pool Upgrades</td>
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<tr>
<td>03 Main Street Upgrades</td>
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<td></td>
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<td></td>
<td>Planning: $105,000 Delivery: $3.5m*</td>
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<tr>
<td>03 Regional Cultural Precinct</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2.1m*</td>
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<tr>
<td>04 Information Centre + Tourist Signage</td>
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<td></td>
<td></td>
<td>Centre: $250,000 Signage: $100,000*</td>
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<tr>
<td>04 Proserpine Junior Sports Park - New sealed carparking</td>
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<td></td>
<td></td>
<td>$200,000*</td>
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<tr>
<td>04 Pioneer Park - New toilets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$35,000</td>
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<tr>
<td>04 RV Park + Caravan Rest Stop</td>
<td></td>
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<td>05 History + Walking Trail</td>
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<td>05 Pathway + Key Road Enhancements</td>
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<td></td>
<td></td>
<td></td>
<td>Planning: $100,000 Implementation: $2m*</td>
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</tbody>
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*Note that project funding has not been secured and will be subject to future budget considerations.