

BOWEN FORESHORE MASTER PLAN

NOVEMBER 2025



ACKNOWLEDGMENT OF COUNTRY

Whitsunday Regional Council acknowledge the traditional owners and custodians of the lands where we live and work. We pay respect to Elders past and present, and we recognise their continuing connection to country and the important role Aboriginal and Torres Strait Islander peoples play within the Whitsunday Region.

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01 PROJECT OVERVIEW

The Bowen Foreshore Master Plan is a critical component of Bowen’s growth strategy, guiding the design and development of successful projects that will benefit the community for generations to come.

The study area encompasses over one kilometre of the Bowen foreshore, extending from the south-west edge of Mitchell Street to the Eddie McCane Place parklands. To the north-east, it includes the Bowen Boat Harbour and its adjoining parklands. Santa Barbara Parade, its links to the town centre, and the Bowen Jetty are also incorporated within the study area.

The Bowen Foreshore Master Plan aims to:

- Establish a clear and cohesive vision for the Bowen foreshore, Boat Harbour, Jetty, and township;
- Unite diverse stakeholders and the wider community through a shared framework for future development;
- Create inclusive, accessible public spaces by integrating infrastructure, development, public realm improvements, and land use planning;
- Celebrate Bowen’s unique character, community identity, and aspirations;
- Maximise long-term economic, social, and environmental benefits through sustainable development.

The Bowen Foreshore Master Plan forms a vital part of Bowen’s broader growth strategy. It provides guidance for the design and delivery of transformative projects that will enrich the community and strengthen the town’s identity for generations to come.

By setting out a clear yet adaptable framework, the master plan positions Bowen to attract investment, secure grant funding, and advocate for projects and policies that align with Council and stakeholder priorities.



02 STRATEGIC CONTEXT

Bowen today

Bowen is a vibrant coastal community located in the Whitsunday Region of North Queensland, with a population of approximately 12,000 people.

The Juru People are the Traditional Owners and custodians of the Bowen region. They maintain a deep and ongoing connection to the land, waterways, and sea within and surrounding the town, reflecting the area's enduring cultural and spiritual significance.

Established as the first port in North Queensland in 1861, Bowen's history has shaped its identity as a major trade and logistics hub for the region. Its rich soils and dry tropical climate have supported a thriving agricultural economy particularly in horticulture, beef, and sugar production cementing its role as a vital regional centre.

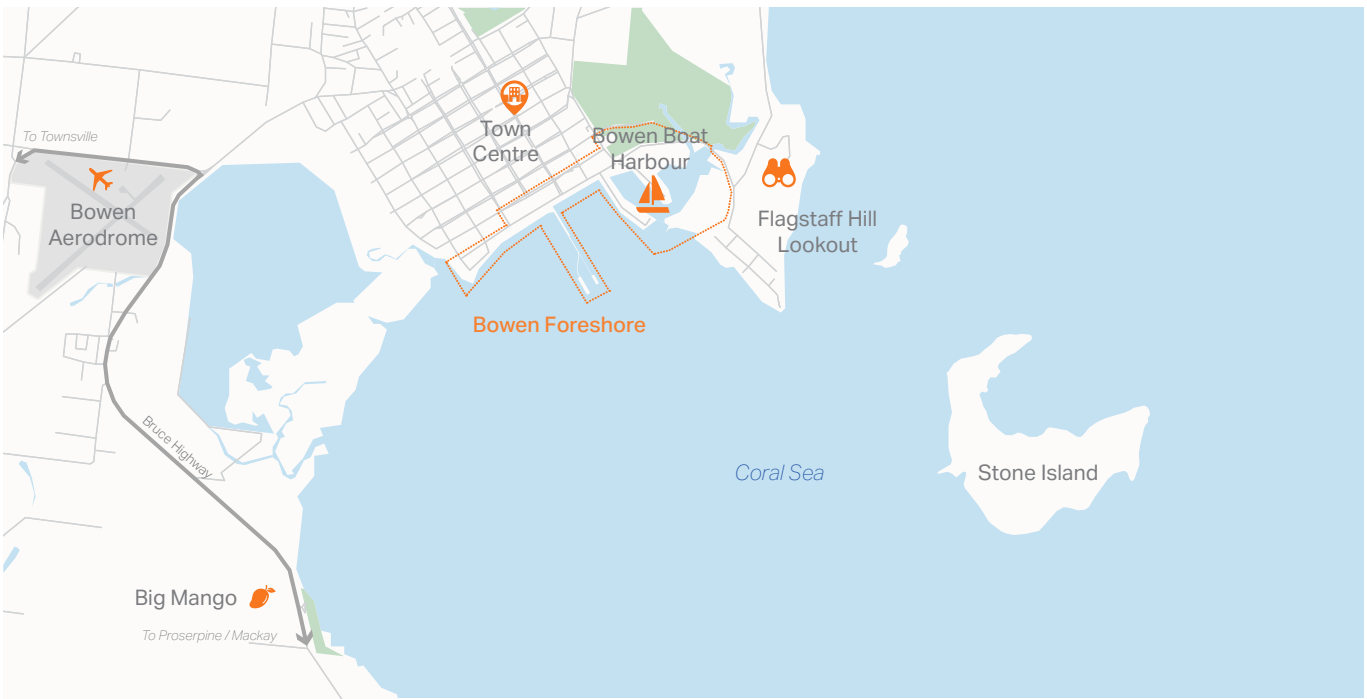
Conveniently located along the Bruce Highway, Bowen also benefits from drive-by tourism. Visitors are drawn to iconic local attractions such as the Big Mango and the foreshore precinct, offering opportunities for relaxation and coastal adventure. Its proximity to the

Great Barrier Reef and the Whitsunday Islands further enhances Bowen's appeal as a laid-back destination for fishing, boating, and marine exploration.

The Bowen Foreshore Master Plan focuses on enhancing key community and visitor destinations, including the Bowen Foreshore, Bowen Boat Harbour, Bowen Jetty, and surrounding parklands.

Key features include:

- **Bowen Foreshore** - an active recreation area with walking paths, play spaces, fishing spots, and scenic bay views;
- **Bowen Boat Harbour** - a hub for recreational boating, sailing, trawling, and hospitality;
- **Bowen Jetty** - a 150-year-old heritage landmark currently being revitalised;
- **Port Denison Sailing Club and Catalina Memorial** - significant opportunities to expand community facilities, celebrate Bowen's maritime and aviation heritage, and enrich visitor experiences.



Bowen's future

The Bowen Foreshore Master Plan presents a holistic vision to enhance Bowen for both residents and visitors. It builds upon the existing character of the foreshore and boat harbour precinct, celebrating Bowen's distinctive culture, heritage, and identity.

With several planned and proposed developments along the Bowen Foreshore including the Bowen Jetty Replacement the master plan ensures that future investment is delivered in a cohesive, coordinated, and sustainable manner.

Aligned with the Whitsunday 2030 Economic Development Strategy, this master plan seeks to revitalise the waterfront, stimulate economic growth, and unlock new opportunities for local business and tourism. With a strong focus on community infrastructure, it aims to enhance public spaces, improve access and connectivity, and create a vibrant social and cultural hub that strengthens community identity and belonging.

Resilience is a core principle of the plan. Its design strategies address the impacts of climate change including sea-level rise and storm surges to ensure the long-term sustainability of the foreshore. The incorporation of shaded areas, water-sensitive urban design, and native vegetation will create a comfortable and climate-responsive environment aligned with the Bowen CBD Walking Network Plan 2023.

Ultimately, the Master Plan is about bringing the community together inspiring collaboration among local businesses, stakeholders, and residents. By offering a clear yet adaptable framework, it provides a pathway for investment and partnership, guiding Bowen's transformation into a vibrant, sustainable, and well-connected regional town where people choose to live, visit, and invest.



03 DRIVERS OF CHANGE



Public realm enhancement and activation

- Improve public amenities and inclusive designs are needed to cater to all demographics.
- Consider the potential to introduce additional public spaces and programs to further activate foreshore.
- Utilise subtropical climate design approach by incorporating more tree canopies and shaded areas, offering relief from the heat and comfortable rest spots for those walking, cycling, or visiting the foreshore.



Infrastructure upgrade and maintenance

- Ageing infrastructure including parks' assets such as amenities blocks and BBQ areas, require upgrade or replacement.
- Amenities and infrastructure should consider climate-adaptive design and improved maintenance strategies to address local weather challenges, including heavy rainfall and the corrosive effects of salt air, as well as extreme events.



Accessibility and connectivity

- Improve accessibility and connectivity across the foreshore, town, and boat harbour for a seamless user experience aligned with the Movement and Place Policy.
- Promote shared street zones to enhance walkability, prioritising pedestrians with shorter crossing distances.
- Introduce additional and better amenities for people to walk safely and comfortably, with trees, seating, water fountains, shade structures.
- Consider the benefits of consolidating parking for the precinct, and town centre, through a strategy that seeks to maximise land use potential and future development.



Environmental challenges and resilience

- Extreme weather events (such as cyclones, flooding, and storm surge) and rising sea levels present opportunities for enhancing resilience in developments and existing infrastructure.
- Erosion along shoreline to be considered when reviewing foreshore updates
- Boat harbour to consider upgrades that provide improved protection from wave patterns.
- Sand silt built up and storm surges can clog the stormwater drains and cause flooding.



Economic development

- Develop diverse attractions and infrastructure to enhance tourism catering to wide range of visitors.
- Leverage Bowen's rich history and heritage, including the Catalina legacy, jetty legacy, and Juru Peoples' story.
- Promote local produce with the "Made in Bowen" brand, highlighting Bowen as North Queensland's food bowl.
- Expand maritime industries such as boat building and maintenance, and enhance marine tourism, services, and education.
- Introduce mixed-use developments with accommodation, retail, and hospitality to support growing tourism industry and provide new housing opportunities for Bowen.
- Create job opportunities in tourism, marine and maritime industries.



Planning and governance

- Create an attractive environment to promote new development and investment into the area.
- Opportunity for greater and enhanced collaboration and partnership amongst government, stakeholders and the community to ensure cohesive and forward thinking.
- Alignment of existing projects into a cohesive and connected master plan that effectively communicates its overarching vision, creating a unified narrative that guides development and ensures all elements work together to achieve the desired outcomes.

04 BOWEN FORESHORE VISION

Promoting the liveability in the town, the foreshore prioritises **Live** by fostering a welcoming environment for residents and visitors alike, promoting active, healthy lifestyles, and creating enriching experiences that celebrate the foreshore as the premier tourism experience in Bowen.

Celebrating Bowen's connection to Sea Country, **Care** emphasises the town's natural environment, its beaches, marine life, culture and rich history, ensuring future developments along the foreshore honours and enhances the local character.

Supporting responsible economic growth, the master plan seeks to **Grow** the town's prosperity by boosting tourism, strengthening local businesses, enabling jobs and skill development, and creating investment opportunities while respecting the town's identity.

This Master Plan transforms Bowen into a thriving destination, strengthening its connection to Sea Country and celebrating the unique tropical lifestyle.

Bowen's Foreshore Master Plan envisions a vibrant, sustainable seaside town where everyone can live, care, and grow together.

Main objectives



LIVE

Welcome

- **Design safe, inclusive spaces:** Ensure environments that cater to diverse backgrounds, cultures, and abilities, welcoming all residents and visitors.
- **Develop waterfront community spaces:** Establish vibrant, engaging spaces along the foreshore where people can gather and connect.
- **Introduce mixed-use developments:** Integrate housing, commercial, and retail spaces along the foreshore, creating a dynamic, interconnected community.

Active and connected

- **Promote health and wellbeing:** Prioritise green spaces, walking paths, and recreational facilities that encourage active lifestyles.
- **Strengthen town-coast connectivity:** Enhance links between urban areas and the coast, making the sea central to daily life.
- **Design interconnected public spaces:** Ensure seamless transitions between diverse recreational, cultural, and community areas.



CARE

Culture and heritage

- **Honour Bowen's heritage:** Reflect local culture and history in the design of public spaces, preserving the town's identity.
- **Celebrate the character and spirit of place:** Ensure developments reflect Bowen's unique identity as a coastal town with agricultural base while respecting its traditions, people and local culture.
- **Re-establish the waterfront as the heart of the town:** Create a central waterfront space that reflects Bowen's character and fosters pride and connection.

Environment

- **Protect the natural environment:** Implement sustainable practices to safeguard Bowen's biodiversity and ecosystems.
- **Design for climate resilience:** Ensure infrastructure adapts to environmental challenges, supporting Bowen's long-term sustainability.
- **Encourage environmental stewardship:** Involve residents in protecting the environment, fostering a sustainable and healthy community.



GROW

Economic prosperity

- **Drive economic growth:** Attract tourism, support local businesses, and create new opportunities through infrastructure development.
- **Build synergies between locals and visitors:** Develop a sustainable economy that benefits both residents and visitors.
- **Diversify skills and employment:** Promote job creation and skill development focusing on sustainable tourism and the maritime industry.

Sustainable development

- **Expand the foreshore for growth:** Leverage the foreshore for mixed-use spaces that promote sustainable development and community interaction.
- **Maximise long-term value:** Design developments to provide enduring benefits, ensuring Bowen's resilience to future challenges.
- **Position Bowen as a transformation hub:** Make Bowen a model of sustainable urban growth, integrating environmental and economic development.



05 BRINGING THE PLAN TO LIFE

Bowen Foreshore Master Plan



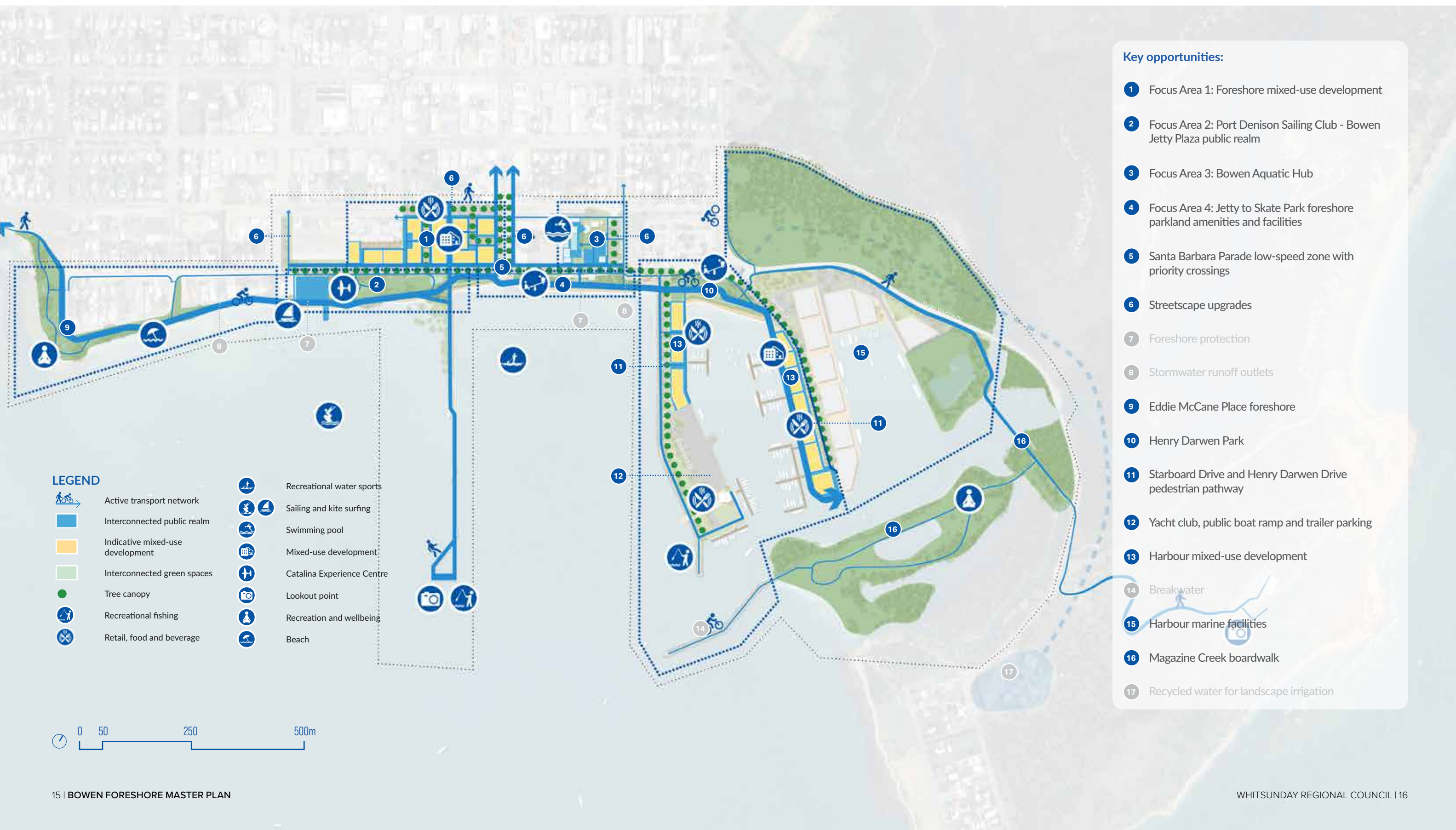
Key opportunities:

- 1 Focus Area 1: Foreshore mixed-use development
- 2 Focus Area 2: Port Denison Sailing Club - Bowen Jetty Plaza public realm
- 3 Focus Area 3: Bowen Aquatic Hub
- 4 Focus Area 4: Jetty to Skate Park foreshore parkland amenities and facilities
- 5 Santa Barbara Parade low-speed zone with priority crossings
- 6 Streetscape upgrades
- 7 Foreshore protection
- 8 Stormwater runoff outlets
- 9 Eddie McCane Place foreshore
- 10 Henry Darwen Park
- 11 Starboard Drive and Henry Darwen Drive pedestrian pathway
- 12 Yacht club, public boat ramp and trailer parking
- 13 Harbour mixed-use development
- 14 Breakwater
- 15 Harbour marine facilities
- 16 Magazine Creek boardwalk
- 17 Recycled water for landscape irrigation



LIVE

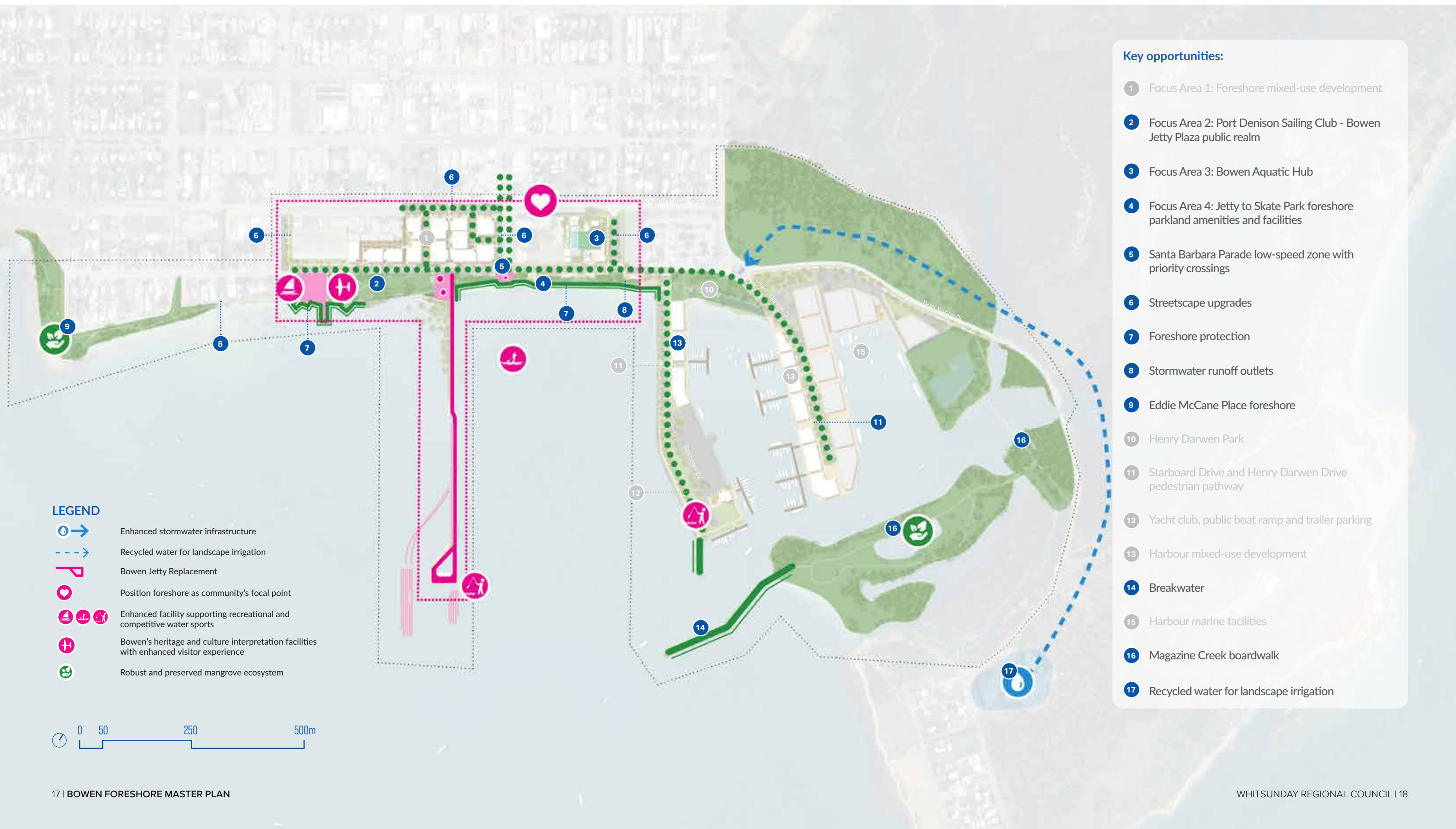
Creating a welcoming, active, and connected community





CARE

Celebrating Bowen's culture, heritage, and environment





GROW

Unlocking economic prosperity and sustainable development





06 THE PRECINCTS



- 1. Leisure at The Shore
- 2. Living by The Shore
- 3. Boat Harbour
- 4. Harbour Marine Hub
- 5. Magazine Creek Park

The Master Plan identifies and considers the various distinct characteristics of the Foreshore extension by understanding and enhancing the area's current usage. Organising the foreshore into distinct precincts enables more effective planning and implementation, allowing each section to be developed based on its unique potential.

Precinct 1: Leisure at the Shore

This precinct is envisioned as the vibrant centre of the Bowen Foreshore, blending leisure, living, culture, and nature into an active waterfront destination. A mix of dining, retail, cultural attractions, and community spaces is intended to create a welcoming destination for locals and visitors alike. The shoreline is designed to serve as Bowen's active edge, offering family-friendly activities, outdoor recreation, and scenic attractions that position the foreshore as a key tourism destination. Anchored by the new Bowen Jetty and the potential of the new Bowen Catalina Experience Centre, the area celebrates Bowen's history while providing a relaxed seaside atmosphere. Safer and greener streets with traffic calming initiatives, and a cohesive parking strategy aim to connect the precinct to the town centre, boosting accessibility, foot traffic, and local business activity.

Key opportunities:

- 1 Focus Area 1: Foreshore mixed-use development

Refer to Page 27.

- 2 Focus Area 2: Port Denison Sailing Club - Bowen Jetty Plaza public realm

Refer to Page 31.

- 3 Focus Area 3: Bowen Aquatic Hub

Refer to Page 39.

- 4 Focus Area 4: Jetty to Skate Park foreshore parkland amenities and facilities

Refer to Page 43.

- 5 Santa Barbara Parade low-speed zone with priority crossing

Santa Barbara Parade is envisioned to be reimagined as a low-speed, people-friendly boulevard to strengthen the visual and physical connection between Bowen's town centre and the foreshore. New landscaping, street furniture including drinking fountains, seating, lighting, wayfinding signage, and safe pedestrian crossings are expected to encourage walking and cycling.

- 6 Streetscape upgrades

Strategic upgrades to surrounding streets are proposed to also enhance access to the foreshore. New pedestrian pathways, deep tree planting, and improved lighting are designed to create greener and safer connections between key destinations. Streetscape

improvements aim to contribute to a more cohesive character, encouraging walking and cycling while supporting economic activity in nearby businesses. The generous road reserve also presents an opportunity to prioritise additional on-street parking, addressing the area's parking demand.

- 7 Foreshore protection

To safeguard the foreshore from future climate impacts such as storm surge and sea-level rise, the seawall is proposed to be strengthened and raised. The upgraded edge is intended to also create new recreational opportunities through integrated seating, terraces, and occasional viewing platforms. This dual-purpose design that combines protection with amenity seeks to ensure that the foreshore will remain a safe and enjoyable place for future generations.

- 8 Stormwater runoff outlets

A new stormwater culvert with a pollutant trap is proposed to be installed to improve water quality and prevent sand ingress and blockages in the runoff channel. Additionally, rock armour revetment is planned to be added to mitigate erosion and scour.



Focus Area 1: Foreshore Mixed-use Development

This future development is intended to establish a vibrant waterfront precinct featuring retail, dining, commercial and accommodation to provide an engaging setting for both residents and visitors.

Development is to be guided by resilient and sustainable building principles, ensuring that the precinct is adaptable, future-ready, and capable of responding to changing community needs. Rather than being delivered all at once, this precinct is envisioned as a progressive growth area, where new uses and activities can be introduced over time. This approach allows flexibility in staging, encourages early wins through priority projects, and enables the precinct to evolve in step with Bowen's economic, cultural, and tourism opportunities.

Key opportunities:

1.1 Future mixed-use development
Medium-rise mixed-use development up to four storeys is encouraged to support town activation. Ground floors are proposed to contain shops, retail, and restaurants that capitalise on the foreshore frontage activating the street. Upper levels are intended to accommodate a range of uses including residential units, holiday accommodation and commercial spaces. There is potential to explore basement parking solutions to maximise high-value public realm and development outcomes on the ground level. The plots of land along Santa Barbara Parade should be the priority in the initial phases of development.

1.2 New internal streets and pedestrian pathways
An internal dual street network is proposed to enhance the site access, improve connectivity, and support efficient staging of the future development. This also presents an opportunity to provide additional on-street parking, addressing the area's increasing parking demand. Mid-block crossings are expected to create more direct pedestrian links and further activate the development parcels. This strategy aims to enhance pedestrian permeability between the town centre and the foreshore by improving walkability with protected paths and strengthening connectivity between key destinations.



Unlocking the potential of land along Santa Barbara Parade by leveraging its prime outlook towards the beautiful Bowen Foreshore.



Focus Area 1: Foreshore Mixed-use Development



Artist impression:
View from the Bowen Jetty
towards the proposed Foreshore
Mixed-use Development – a
vibrant waterfront destination
with retail, dining, green public
spaces and family-friendly
activities, seamlessly connecting
the jetty to the town.

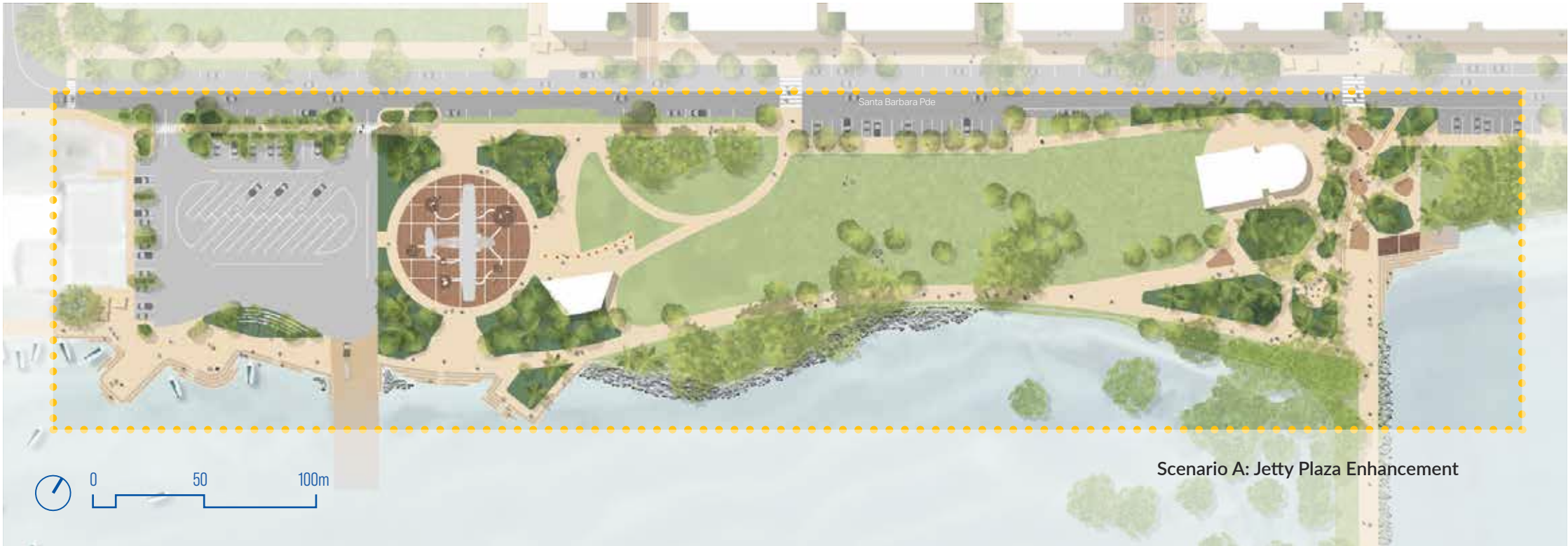
Focus Area 2: Port Denison Sailing Club to Bowen Jetty Plaza Public Realm

Focus Area 2 offers an opportunity to establish a purpose-built space that supports community events and celebrates the heritage of the Port Denison Sailing Club and the historic World War II Catalina aircraft. Following community consultation, two potential scenarios have been identified, each subject to future funding availability. Both options aim to strengthen the connection between the foreshore and the Bowen Jetty while preserving key view corridors from adjoining commercial buildings.

The design approach ensures the area complements, rather than competes with, the future mixed-use precinct, encouraging visitors to enjoy nearby cafes and restaurants while using the public spaces for recreation, relaxation, and events.

Scenario A: Jetty Plaza Enhancement focuses on medium-term upgrades to existing community and educational facilities as well as addition of new playground. It delivers practical, tangible improvements that enhance functionality and amenity in the near term.

Scenario B: Catalina Experience Centre represents a longer-term vision for a landmark cultural destination that celebrates Bowen’s Catalina heritage and provides a year-round attraction for both residents and visitors.



Scenario A: Jetty Plaza Enhancement



Scenario B: Catalina Experience Centre

Focus Area 2: Port Denison Sailing Club to Bowen Jetty Plaza Public Realm
(Scenario A)

Key opportunities:

A.1 Port Denison Sailing Club car park and ramp

Upgrades to the Sailing Club car park and ramp are expected to improve safety, functionality, and user experience for both members and visitors. The redesign and resurfacing are intended to provide clearer circulation for trailers and small vessels, along with additional capacity to accommodate growing demand. Shade trees, landscaped mounds, and new seating will soften the edges of the car park, while improved lighting aims to create a safer environment for early morning and evening use.

A.2 Catalina Interpretive Centre and Catalina Plane Adventure Playground

Catalina Interpretive Centre is to be refurbished to include new seating, additional shade structures, and enhanced landscaping. A new Catalina-themed adventure playground featuring climbing structures and imaginative play spaces, inspired by Bowen’s flying boat heritage, is intended to provide opportunities for active play for children of all ages, blending recreation with cultural storytelling.

A.3 Bowen Jetty plaza

The Bowen Sound Shell is proposed to be upgraded to provide better shade protection for its audience during events. The information centre is planned to be refurbished, and new interpretation of Bowen’s heritage, local stories, and First Nations culture is expected to be introduced. The jetty plaza is proposed to be upgraded to enhance the sense of arrival and strengthen the interface between the new Bowen Jetty, the foreshore parkland, and the mixed-use development. Upgrades

include a new hardscape and landscape treatment with shade trees, wayfinding signage, lighting, bicycle racks, sheltered seating, and salvaged jetty pylons as public art, and an accessible ramp to the beach.

A.4 Open parkland

Foreshore parkland levels will be rationalised to allow for more usable space for seasonal events and inclusive access.



Focus Area 2: Port Denison Sailing Club to Bowen Jetty Plaza Public Realm
(Scenario B)

Key opportunities:

B.1 Port Denison Sailing Club car park and ramp

Upgrades to the Sailing Club car park and ramp are expected to improve safety, functionality, and user experience for both members and visitors. The redesign and resurfacing are intended to provide clearer circulation for trailers and small vessels, along with additional capacity to accommodate growing demand. Shade trees, landscaped mounds, and new seating will soften the edges of the car park, while improved lighting aims to create a safer environment for early morning and evening use.

B.2 Bowen Catalina Experience Centre

The Bowen Catalina Experience Centre is to become a landmark cultural and community destination. Housing the restored Catalina flying boat, the centre is designed to feature immersive exhibition spaces, flexible community rooms, and a café, ensuring it functions as both a place of learning and a hub for events. The elevated plaza adjoining the centre is planned to double as an outdoor stage, providing a dramatic setting for performances and seasonal celebrations.

B.3 Bowen Jetty plaza

The jetty plaza is proposed to be upgraded to enhance the sense of arrival and strengthen the interface between the new Bowen Jetty, the foreshore parkland, and the mixed-use development. Upgrades include a new hardscape and landscape treatment with shade trees, wayfinding signage, lighting, bicycle racks, sheltered seating, a yarning circle, and salvaged jetty pylons as public art, and an accessible ramp down to the beach.

B.4 Open parkland

Foreshore parkland levels will be rationalised to allow for more usable space for seasonal events and inclusive access.



Focus Area 2: Port Denison Sailing Club to Bowen Jetty Plaza Public Realm (Scenario B)



Artist impression:
View of the Catalina Experience
Centre with Bowen's foreshore
parkland activated by a community
event, showcasing flexible
green spaces for gatherings,
performances, and everyday
leisure.

Focus Area 3: Bowen Aquatic Hub

This area is proposed to be enhanced with a new concentration of sport, leisure, and play facilities, creating a vibrant hub of recreation and community life along the foreshore by clustering complementary uses, from aquatic play to skating, sports, and social spaces. More than a series of individual upgrades, the hub is intended to operate as an integrated network of shared facilities, designed to maximise space efficiency while providing a seamless visitor experience. Shaded terraces, gathering places, and supporting amenities are expected to strengthen the links between each facility, allowing events and activities to overlap and complement one another.

Key opportunities:

3.1 Bowen Swimming Pool

The Bowen Swimming Pool upgrade includes accessible and family-friendly facilities to support recreational swimming, training, and community events. New sheltered seating and pool umbrellas will provide additional shade that accommodates a greater number of spectators. The repositioning and refurbishment of the existing canteen are intended to provide opportunity for a new sheltered terrace with direct poolside views that overlook the foreshore. The pool's plant and equipment storage area are proposed to also be expanded to cater to the new Bowen Water Park's operational needs.

3.2 Bowen PCYC Skating Arena

The existing PCYC Skating Arena is proposed to be revitalised into a dynamic multipurpose facility that caters to a wide range of community activities. A new roof and upgraded amenities are expected to allow year-round use in all weather conditions, while colourful court markings are designed to open the space to mixed-sport opportunities, from skating to team sports.

A new modernised canteen with expanded capacity is intended to improve catering for events and everyday users, creating a more welcoming and functional environment.

3.3 Bowen Aquatic Hub Terrace

A new terraced slope between the PCYC and the swimming pool is planned to create a flexible social space that links the two facilities with integrated seating, stairs, and an accessible ramp. The design is expected to provide an inviting vantage point for skating activities, family gatherings, and seasonal events such as outdoor movie nights or community performances. Shade trees and planting are proposed to soften the landscape, creating a welcoming green environment that encourages people to linger. More than just a circulation route, the terrace is envisioned to become a lively everyday meeting place.

3.4 Bowen Water Park

The introduction of a vibrant water splash park is intended to deliver an exciting new attraction for the Bowen Aquatic Hub. Incorporating a diverse range of interactive water play elements, from jets and sprays to shallow splash zones, the park is designed to cater to children of all ages and abilities. Shaded rest areas and seating are expected to provide comfort for parents and carers, while the design is proposed to integrate seamlessly with the surrounding recreational facilities, encouraging families to extend their visits. To support both the Water Park and the revitalised PCYC Skating Arena, a new shower and toilet block is proposed to be provided.



Focus Area 3: Bowen Aquatic Hub



Artist impression:
View of the revitalised Bowen
PCYC Skating Arena, new terrace,
new vibrant Bowen Water Park
and upgraded swimming pool -
creating an active hub for sport,
play, and family recreation.

Focus Area 4: Jetty to Skate Park Foreshore Parkland Amenities and Facilities

Upgrades of public amenities across the foreshore parklands aim to improve comfort, usability, and accessibility. Works are proposed to include new play park, modernised toilet facilities, new and larger picnic shelters and BBQs, drinking fountains, bins, and upgraded seating. Shade structures and new trees aim to make the park spaces more inviting throughout the year, while improved pathways aim to create seamless connections across the precinct.

Key opportunities:

4.1 Nature play park

A new play park is proposed to be added to the space occupied by the current water park. This new park is designed to be a dry play environment that immerses children in nature, encouraging exploration, problem-solving, and imaginative play using timber structures, climbing nets, and sand play areas. Nestled among shade trees and supported by amenities, it is expected to become a valuable place to connect with the natural landscape.

4.2 BBQ shelters

The number of BBQ Shelters is proposed to be reduced and replaced with larger, well-equipped and durable shelters that can accommodate bigger groups and community gatherings. The new shelters will be thoughtfully located to take advantage of coastal views, natural shade, and proximity to play areas, while ensuring equitable access across the foreshore.

4.3 Amenities block

The current public amenities will be replaced with a new, modern facility that meets contemporary accessibility and sustainability standards. The design will reflect a consistent architectural language adopted across the region.



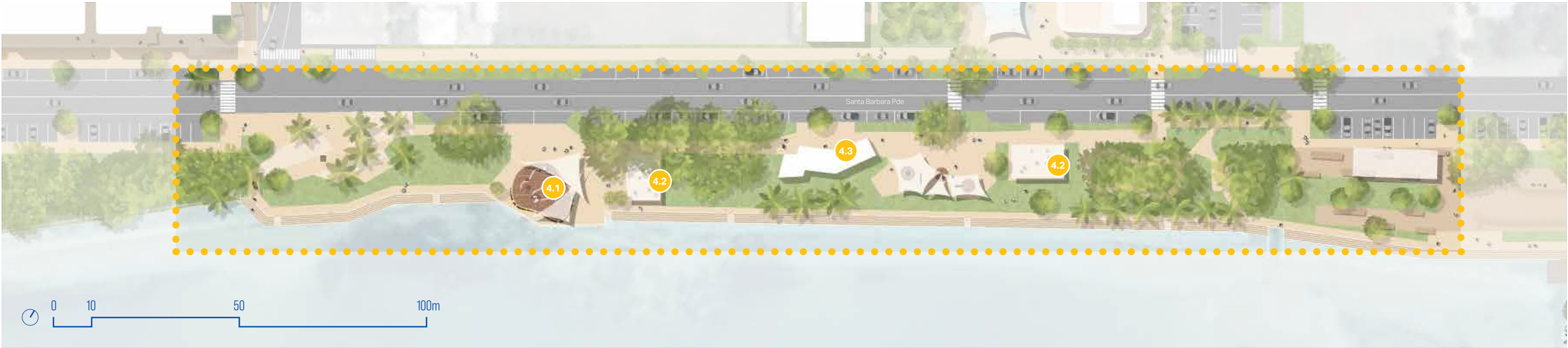
Downfall Creek Bushland Nature Play Park
Brisbane, QLD



Riverlink Park BBQ shelter
Clarksdon, WA



Toilet block
Whitsunday, QLD



Precinct 2: Living by the Shore

This coastal neighbourhood is defined by its relaxed atmosphere, where residents live among the scent of the sea, the sound of gentle waves, and wide views across the bay. To maintain its serenity, the public realm is proposed to be strategically upgraded with gentle interventions and designed to nurture well-being, foster community connection, and celebrate the foreshore's natural beauty for people to live, relax, and thrive.

Key opportunities:

8 Stormwater runoff outlets

A new stormwater culvert with a pollutant trap improves water quality and prevents sand ingress and blockages in the runoff channel. Additionally, rock armour revetment is proposed to be added to mitigate erosion and scour. A new pedestrian bridge across the outlet will create a critical link between the Port Denison Sailing Club and Eddie McCane Place, improving connectivity and access for all users.

9 Eddie McCane Place foreshore

The foreshore at Eddie McCane Place is proposed to be enhanced into a more accessible and welcoming public space. Works are intended to deliver upgraded pedestrian pathways, seating areas, drinking fountains, more shade trees and improved lighting. The result is expected to be a safe and attractive waterfront destination where locals and visitors can walk, gather and enjoy views across the bay.



Precinct 3: Boat Harbour

The Boat Harbour is envisioned to blend the charm of recreational boating with the energy of waterfront working life, creating a seamless connection between leisure and commerce. Visitors can enjoy authentic maritime experiences, from fresh seafood and vibrant waterfront dining to boutique retail and maritime-themed businesses, all set against tranquil water views.

Recreational vessels are expected to share the harbour with fishing boats, reinforcing Bowen's identity as both a thriving and welcoming port destination. Enhanced walking, cycling, and transport links are proposed to connect the Harbour to the foreshore, making it a vibrant, day-and-night destination for residents, tourists, and workers alike.

Key opportunities:

10 Henry Darwen Park

The park is proposed to receive an uplift with enhanced landscaping that doubles as a crime prevention measure, additional shade trees, seating, wider pathways, lighting, drinking fountains, and a public toilet. The project will also deliver an improved parking area, providing safer and more convenient access for visitors.

11 Starboard Drive and Henry Darwen Drive pedestrian pathway

New pedestrian pathways and upgraded streetscape along Starboard Drive and Henry Darwen Drive are expected to create a welcoming and seamless connection into the precinct. Enhancements include generous green landscaping, shade trees, seating areas, improved street lighting, and clear wayfinding signage, making the journey safer, more comfortable, and enjoyable for all users.

12 Yacht club, public boat ramp and trailer parking

The public boat ramp facilities are proposed to be upgraded to improve safety, functionality, and ease of use for recreational and commercial activity. Works are intended to include resurfacing and widening of the ramp, improved lighting, and clearer wayfinding to support safer launching and retrieval of vessels. A new and expanded trailer parking area is planned to be delivered, providing convenient, well-marked spaces that reduce congestion and enhance the overall boating experience at the foreshore.

13 Harbour mixed-use development

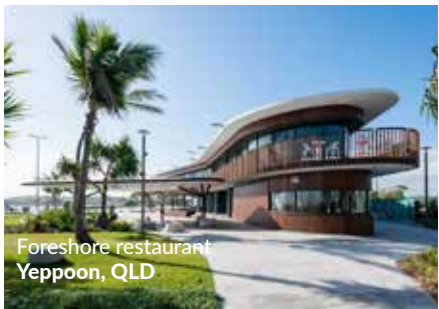
The harbour is planned to be transformed into a vibrant mixed-use and marine tourism-based precinct. Restaurants, cafés, and specialty shops are proposed to line the water's edge, creating an activated foreshore. The development is expected to feature enhanced marine facilities, including commercial berths for fish trawlers and a fresh seafood market offering both wholesale and direct-to-public sales. Additional moorings for small- to medium-sized vessels are intended to support charter services, casual day visitors, and permanent berth holders, activating the harbour as a lively tourism and community hub.

14 Breakwater

The harbour breakwater is proposed to be extended and strengthened to provide greater protection from prevailing winds and currents while maintaining a safe channel width for large vessel movements. The upgraded breakwater is designed to function as a public promenade, connecting to the wider pathway network and enhanced with solar lighting and clear signage, creating a safe and accessible waterfront experience.



Marina point
Cairns, QLD



Foreshore restaurant
Yeppoon, QLD



Waterfront retail
Brisbane, QLD

Precinct 4: Harbour Marine Hub

The Harbour Marine Hub is envisioned as a bustling, multi-functional centre for marine industries, catering to vessels from small boats to luxury yachts. It aims to become the leading yacht maintenance hub for North Queensland, servicing Mackay, the Whitsundays, and Townsville, while strengthening Bowen's role in the regional economy.

Key opportunities:

15 Marine facilities

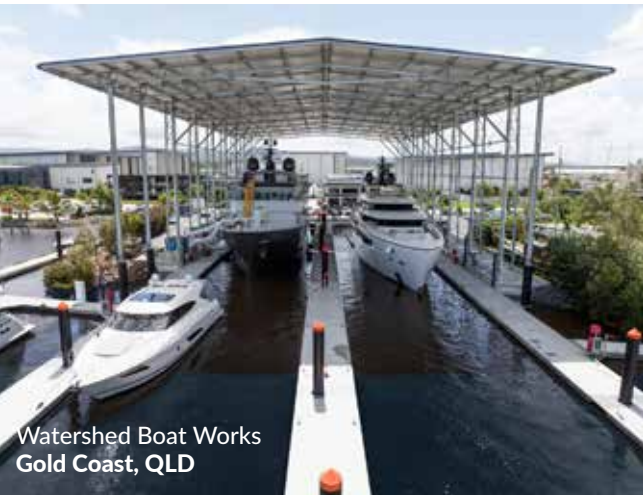
A Harbour Marine Hub is proposed to transform the harbour into a thriving centre for marine industries, combining dry and wet facilities for boat building, servicing, fuelling, and storage. On-site workshops and suppliers are intended to support marine equipment and technology, while commercial fish processing, distribution, and retail outlets are expected to strengthen Bowen's role as a centre for boating and seafood industries. The precinct is planned to foster education, training, and business incubation to drive innovation and workforce development in the marine sector. In addition, the hub is envisioned to provide a venue for events, boat shows, and industry expos, positioning Bowen as a leader in regional marine enterprise and tourism.



Oyster Cove Marina
Kettering, TAS



Boats berth
St. Kilda, VIC



Watershed Boat Works
Gold Coast, QLD



Precinct 5: Magazine Creek Park

Magazine Creek Park is proposed to celebrate and enhance the area’s natural character, supporting both local wildlife and recreational use. A looped footpath is intended to provide a unique walking experience through shallow waters with scenic harbour views, offering opportunities for nature appreciation and leisure. This pathway could be expanded to connect to Flagstaff Hill Lookout and Dalrymple Point, creating a continuous and visually engaging journey along the foreshore.

Key opportunities:

16 Magazine Creek boardwalk

A new scenic boardwalk is proposed to wind through the mangroves, creating an accessible shared pathway that connects people with the natural landscape. The route is expected to be enriched with rest points, seating, interpretive signage on local ecology and conservation, and subtle lighting to ensure safety while preserving the area’s natural character. By offering both recreation and education, the trail is designed to enhance the foreshore’s environmental and cultural value.

17 Recycled water for landscape irrigation

Recycled water from the Bowen Sewage Treatment Plant is proposed to be harnessed to irrigate foreshore landscapes, reducing reliance on potable water and supporting sustainable, climate-resilient green spaces.



07 NEXT STEPS

The Bowen Foreshore Master Plan sets out a clear vision for transforming the foreshore into a vibrant, resilient, and inclusive destination. Realising this vision will require ongoing commitment, careful planning, and strong partnerships.

Whitsunday Regional Council will lead the development of an Implementation Plan to prioritise and stage the delivery of the key opportunities identified in this Master Plan. This framework is intended to guide investment, ensure coordination, and provide clear timelines and responsibilities.

Importantly, some initiatives are already underway, demonstrating Council's commitment to the Master Plan and to creating positive change for Bowen's community and visitors. Early actions will set the foundation for long-term transformation and help build momentum for future projects.

Delivery of the Master Plan will also rely on partnerships and funding opportunities. Council will actively engage with State and Federal Governments, industry partners, local businesses, and community organisations to secure the resources and collaborations needed to bring projects to life.

Sincere thanks are extended to the stakeholders, Traditional Owners, local organisations, and community members who contributed their ideas, insights, and aspirations throughout the preparation of this Master Plan. Your participation has been vital in shaping a shared vision for the Bowen Foreshore, ensuring that the outcomes reflect the values and priorities of the community.

Together, Bowen is ready to transform its foreshore into a place that celebrates nature, culture, and future opportunity.

FOR MORE INFORMATION CONTACT:

Ry Collins

Mayor, Whitsunday Regional Council
0429 618 242 | ry.collins@whitsundayrc.qld.gov.au

Paul Hanlon

Manager, Investment Attraction and Growth
0488 942 673 | paul.hanlon@whitsundayrc.qld.gov.au

