

Coonamble Shire Council  
**Coonamble Shire Masterplan**

Final Design Report



**sala4D**

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SALA4D

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## Executive Summary

Coonamble Shire Council is pleased to present the Coonamble Shire Council Masterplan. This plan will guide the management and development of Council assets over the next 20 years. The plan is different to most, in that it includes a tourism and branding review, recognising the interlinked nature of seeking to increase the economic viability of the Shire with both physical assets and marketing collateral.

Landscape Architects, sala4D and their colleagues from Manning PR and Vaada graphic design, worked with the community of Coonamble through an in-depth consultation process, on to a presentation of the draft masterplan, to public exhibition and finally, this final masterplan and schedule of works.

The community highly values public open space and the amenity it provides, as well as connection and interaction with their community. They also expressed a desire to be involved in the community and the need to provide better quality amenity for themselves and visitors.

The values expressed by the community led to a number of 'guiding principles for the design' for the various elements of the masterplan, they are:

- **BATHS:** Provide artesian baths experience
- **NATURE:** Provide for nature based tourism
- **TOWN:** Facilitate a vibrant town life
- **SHADE:** Provide more shade
- **HERITAGE:** Enhancement of Aboriginal cultural heritage
- **ART:** Facilitate the inclusion of public art

- **POOL:** Upgrade pool
- **AMENITY:** Provide basic public amenity
- **VISITORS:** Provide amenity that attracts visitors

Individual projects of the masterplan have been prioritised using a scoring tool that ranks importance against a range of criteria. This method maintains transparency and allows funds to be directed towards the most effective projects.

Key projects include:

- **Main Street and CBD**
- **Coonamble Visitor Information Centre**
- **Coonamble Artesian Baths Experience**
- **Town Entrances**

Progress against the schedule of works should be reviewed every 5 years, to reassess priorities and evaluate use, to ensure the community's needs are being met.

This report details the consultation and design process for the masterplan, detailing the design, the component projects, their prioritisation and responses to the public exhibition.

## SALA4D

Thanks to all the following community members who generously gave their time during community consultation, and those who made submissions to the public exhibition.

	Jill Lefebvre	Luke Crawford
David O'Brien	Renee Leonard	Kerryn Ryan
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Vicky Murray	Danny Keady	
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Carollyn Fisher	James Nalder	
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## Contents

1.0	Masterplan Purpose	4.0	The Masterplan	5.0	Prioritised Schedule of Works
2.0	Design Foundation	4.1	The Visitor's Information Centre	6.0	Appendix
2.1	Community Consultation Process	4.2	Town Masterplans		Appendix 1: Survey
2.2	Community Design Values	4.3	Entrances		Appendix 2: Public Exhibition Comments
2.2.1	Conceptual Values	4.4	Main Street		Appendix 3: Coonamble Shire Brand Story
2.2.2	Image Values	4.4.1	Intersection		Appendix 4: Schedule of Works Cost Estimate
2.2.3	SWOT Analysis	4.4.2	Parking and Street Arrangement		
2.2.4	Survey Results and Analysis	4.4.3	Street Trees		
2.3	Brand Story Development	4.4.4	Skillman's Lane and Mid-block Crossing		
2.3.1	On-line Survey	4.4.5	Urban Park		
2.3.2	Colour Wheel	4.5	Artesian Bore Baths		
2.3.3	Video	4.6	Tourism		
3.0	Principles for Design	4.6.1	Tourism Review		
3.1	The Brief	4.6.2	Tourism Opportunities		
3.2	Guiding Principles for Design	4.6.3	Tourism Recommendations		
		4.7	Branding		

## 1.0 Masterplan Purpose

The Coonamble Shire Masterplan will be the guiding plan for investment by Coonamble throughout the local government area, to cater for the existing and future needs of the community. The Masterplan will be a synthesis of existing planning work and community consultation within a holistic design context.

The Masterplan development process has deliver a prioritised schedule of projects that Council will use for scheduling works. This document details the process undertaken in developing the schedule of projects, providing clarity to residents and Council staff in their joint participation in planning and delivery.

The first step is to identify the Values of the community and, from that, determine what the guiding principles for the design will be. This allows future potential projects to be tested for appropriateness and potentially added to the schedule of projects at a later date.

## 2.0 Design Foundation

### 2.1 Community Consultation Process

Community consultation is the first step in the planning process, used to elicit the needs and aspirations of the people who will use the place for years to come; the values described by the community become the guiding principles for the design.

Coonamble Shire Council is particularly aware of the importance of community consultation in ensuring a project responds effectively to community needs and will therefore have enduring acceptance and value for the local government area.



Soft Launch consultation in the main street.

To prepare for the community consultation, sala4D was asked to present their consultation methodology to Council on 25th of October, 2019. The strategy was approved for delivery on 19th November 2019.

To promote the project and allow the sala4D team to get to know the community a soft launch was held in Coonamble's main street on the morning of Saturday 26 October 2019, outside the chemist. Conversations and an image selection exercise were carried out about Local Identity: what you like about Coonamble Shire? and Visitor Attraction: why would people come to visit Coonamble Shire? The image results from the soft launch consultation are included in the Appendix and site specific notes are included in the SWOT analysis plans.

The sala4D team returned to Coonamble to conduct three community workshops: Quambone on the afternoon of Sunday 24 November; Gulargambone on the evening of Sunday 24 November; and Coonamble on the evening of Monday 25 November, 2019 and stakeholder interviews during the day of the 25th.

In the recognition that workshops only capture a small section of the community, sala4D also partnered with Council to conduct a survey; available online and in hard copy.

Notes from all elements of the consultation are detailed in the SWOT analysis plans and have informed the guiding principles for design that will be used to guide the Masterplan. The information gathered through this process is critical in the development of the design elements as it gives the design team an insight into the people for whom they will have most impact.

## 2.2 Community Design Values

### 2.2.1 Conceptual Values

To start the workshops sala4D uses a warm-up exercise to remind participants of the value of planning for the whole community and how most people have very similar needs. The answers to the three questions asked at each workshop are listed in the table on the following page.

Workshop participants overwhelmingly mentioned outdoor activities in their response to the question about a favourite childhood memory; this is an important recognition of the **value of public open space and the amenity it provides**.

Participants also highly valued **connection and interaction with their community**; which is a key value showing the types of activities and spaces that should be provided in the Masterplan.

Finally, participants expressed a desire to **be able to be involved and to provide for the needs of their community**; another helpful value to guide the design process.

From the survey question 'Which word best describes your community', the top three results were:

- Friendly
- Resilient
- Supportive

These results reinforce the importance of community and that the public realm should support this value through better amenity.

diverse Small people welcoming community strong Resilient  
 need Friendly caring Supportive hard working Rural agricultural  
 inclusive Boring

Survey question results: which words best describe your community?

CONCEPTUAL VALUES

Fond memory of where you grew up?

- Playing with friends in our local area
- Riding bikes up the main street
- Building bush cubbies
- Trees to climb
- Playing sport
- Yabbying Warrena Creek
- Family fun
- The rain
- Bike rides for miles
- Easy, care free, mates
- Warrumbungles
- Going to the river and playing
- Monterey Cafe
- Camping
- Fishing
- Fish & chips in Coonamble main street
- High school discos
- School walkathons
- Going on holidays
- School - playing sport with friends
- In a small community
- Riding horses everywhere & swimming
- Feeling safe
- Freedom, sporting events & friendships
- Swimming pool: birthday parties & having dinner there as open till 9pm
- Friday night tennis in Quambone
- Street Christmas, all the lights

OUTDOOR ACTIVITIES AND SETTING

SPECIAL EVENTS

When do you feel part of your community?

- When your efforts in the community make people smile
- Going outside to talk to others - the shop, pub, school, meetings
- Organising fund raisers for ill friends
- Grocery shopping
- Main street
- Volunteering
- Being involved
- Attending Council meetings
- When something goes wrong
- Having a place to get together
- When people acknowledge what you do
- Organising community functions or Clubs
- Being out & about & social
- Everyday when I chat to people
- Sporting events ie. rugby games
- Grow the community
- Community events especially when the community caters, The Show
- Opening my shop
- Giving to schools & sporting clubs
- Australia Day
- Community projects
- All the time: work, home, sport, volunteering
- Working with groups of like minded people
- Being with family & friends
- When I came to Coonamble from Sydney
- Knowing so many residents
- Funerals
- Always, every day
- Attending community meetings & functions
- When the community make you feel part of it

CONNECTION AND INTERACTION

If you could do one thing for your community, what would it be?

- Promote what is on offer & improve on it
- To make Coonamble the best town to live & work
- Increase Coonamble's footprint in regional NSW
- Encourage people to shop locally
- Build youth opportunities
- Clean the town up especially the front yards
- Stop our population & economic decline
- Make it safe everywhere
- Council listen to what the people of Coonamble want & need
- Promote the town & district
- Build the right projects ie. bore baths
- Wave a wand to get the finances to do the projects that are wanted
- Be involved
- Help with community projects
- Get everyone together
- Welcome to 'Wailwan' Country at Macquarie Marshes
- Open a grocery shop/ supermarket in the main street
- Better access to the community thought the roads
- Sustainability: financial, environmental & social
- Provide better education & health services
- Give us all jobs to make us feel needed & have self respect
- Build a labour intensive large scale business that draws on all our local resources & employs lots of people
- Set up tourist activity to bring tourists so they spend
- Make it safe to live here, remove the drugs
- Make the community proactive
- Plant more trees & beautify the main street
- Help from Council
- Accommodate car parking
- Keep it friendly & safe, reduce crime,
- Tennis courts re-surfaced- all 7 of them
- Fill all the empty shops
- Remove Council red tape
- Have a beach party in the river bed
- Increase regular art activities for all ages
- Encourage people to move here
- Make it rain

BE INVOLVED AND PROVIDE BETTER AMENITY

### 2.2.2 Image Values

sala4D then moved to an image page exercise designed to uncover subconscious preferences, free from the burden of vocabulary. The image page exercise results are shown on the next few pages.

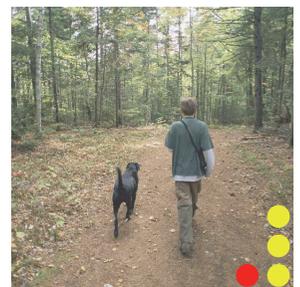
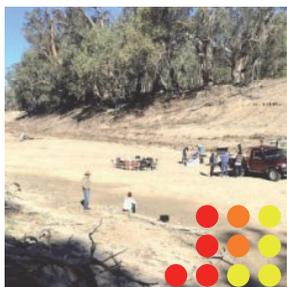
The exercise was repeated in each of the three towns with the yellow dots representing Quambone, orange dots Gulargambone and red dots Coonamble. These results revealed the following ideals from participants:

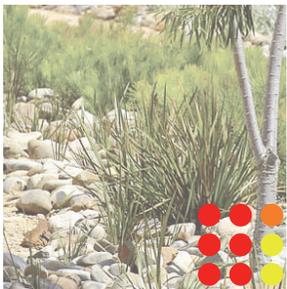
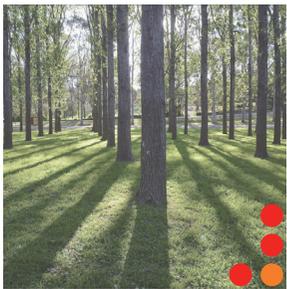
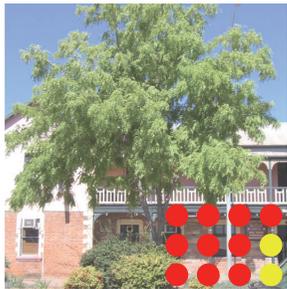
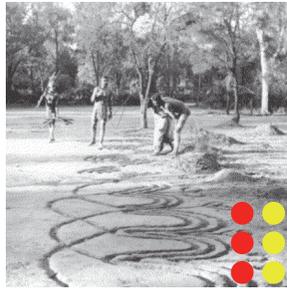
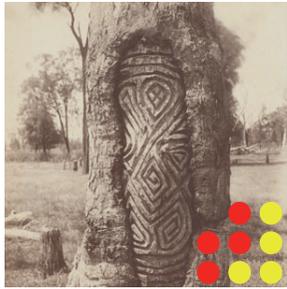
- Activity (what you can do): a desire for
  - Artesian baths experience
  - Nature based experiences
  - Vibrant town life
- Design and Aesthetic (what it looks like): a desire for
  - Shade trees
  - Enhancement of cultural heritage
  - Public art reflecting community values
- Amenity (what it provides): a desire for
  - Upgraded pool facilities
  - Basic public amenity (paths, seats, bins, bbqs, wayfinding signage, shade)
  - Provision of amenity that attracts visitors (toilet blocks, local produce shops, RV parking)



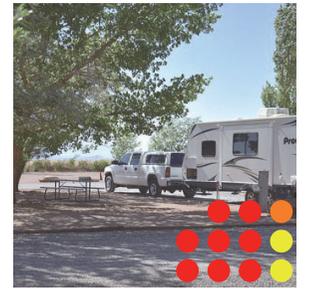
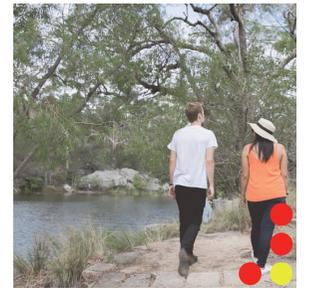
Gulargambone community consultation workshop

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### 2.2.3 SWOT Analysis

The final exercise in each workshop was a site analysis SWOT exercise with the workshop participants identifying strengths, weaknesses, opportunities and threats in each location. These findings are included in the SWOT Analysis plans on the following pages.

The main results from the consultation SWOT analysis, combined with on-site analysis and comments from various stakeholders are:

#### Quambone

- Aboriginal heritage and the Macquarie Marshes are Quambone's greatest asset
- Quambone should look & feel like Quambone
- Area known for being social & fun in non-drought and social & support in drought
- Caravan parks & campsite visitor amenities need upgrading to support tourism
- Basic public amenity i.e. toilets, signage, pedestrian crossings, footpath linkages are needed to support the local community

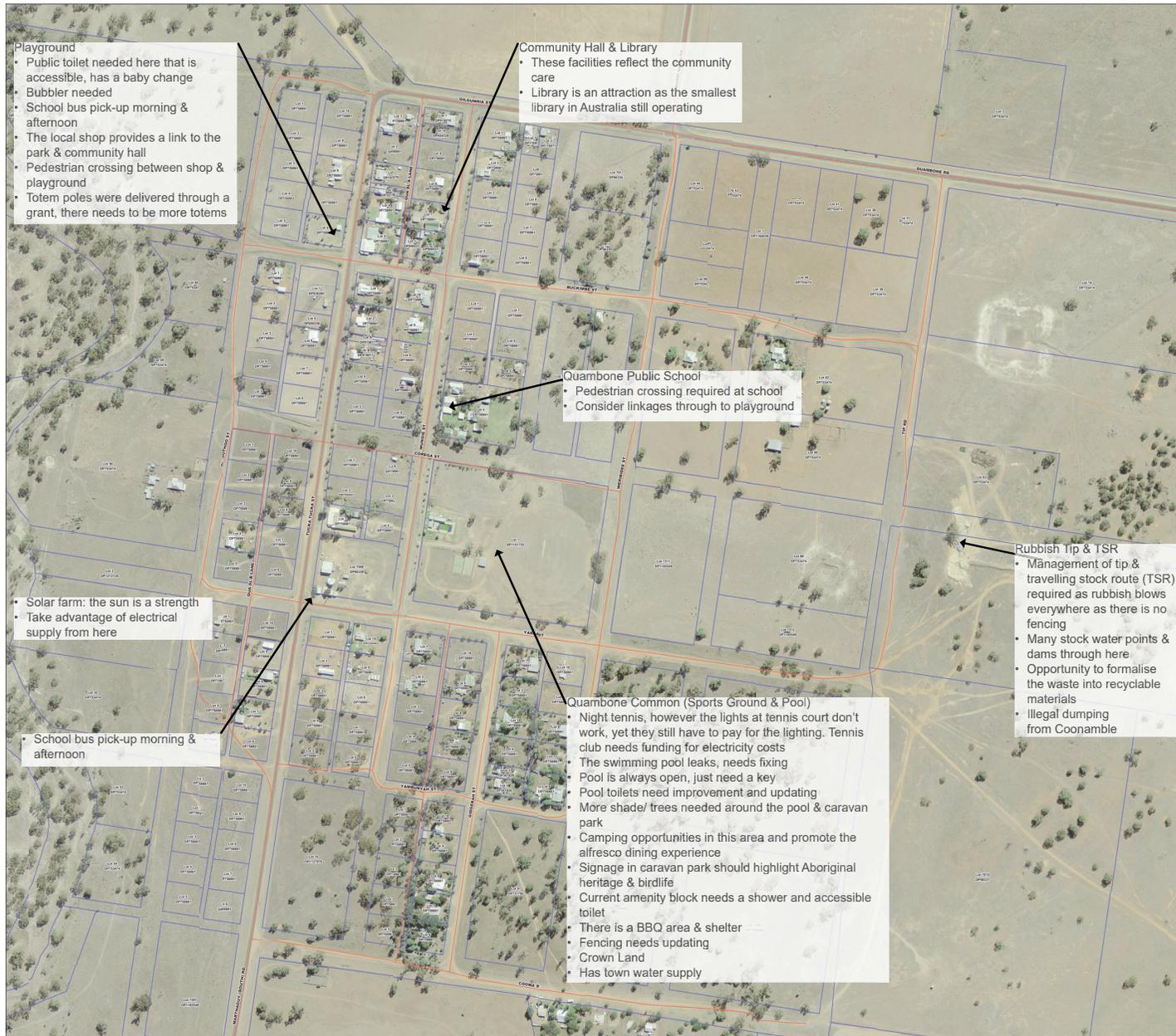
#### Gulargambone

- Passion for the river needs to come through/ be celebrated
- Lions Park is a popular place as it is shaded by trees, has a strong connection to place, used for Australia Day celebrations, has good linkages with the main street and river

- Need for interpretive & directional signage throughout with opportunities to integrate art trails and other town features/ points of interest
- More tree planting to create shade, but long term watering and management needs to be considered

#### Coonamble

- Create an inviting, comfortable main street with opportunities to meet, stay & socialise with better connectivity to parking and toilet facilities
- Upgrade the pool to provide better entrance, parking, shade, slides for older kids & longer opening hours
- McDonald Park to provide better amenity and linkages to the river, Tin Town, the weir and the main street / town centre
- Artesian bore baths support the local community, but also provide a significant visitor attraction with longer stay opportunities
- More trees and shade are needed as the community love being outside
- Explore opportunities to connect the river with Aboriginal cultural history, tourism and shared footpath linkages
- Create town entrances that celebrate the unique environment and wildlife of the local government area
- Investigate opportunities to promote Aboriginal cultural tourism



**QUAMBONE IN GENERAL**

- Town entrances to be tidied up as people remember the rubbish as part of their experience
- Need for bubblers
- Roads and access to Quambone needs improvement
- Free community wifi needed: in shop or publically accessible, perhaps a tourist kiosk?
- Mission Aboriginal housing located in Cooma Street and it needs infrastructure & other support
- Town signage needed throughout including Wailwan
- Doctor visits once a month to the Community Hall (Aboriginal health services)
- There is no local bus only a school bus and community transport
- There are about 12 children at the school
- An important local event is the Camp oven cook-off
- Marthagay Picnic Races is the local race club and meeting
- Quambone Racecourse hosts races, pistol club & polo crose
- The marshes & Aboriginal heritage are a great asset and strength of the area
- Sandy Camp was an original Wailwan camp
- Willy Retreat offers opportunities to learn
- Quambone means place of water; 5 bones or stream branches
- Should build a boardwalk through the marshes
- There needs to be a sign on the Castlereagh Highway to Macquarie Marshes
- There is great community care
- Need for TAFE/ local education support to provide training & jobs
- Isolation issues for the elderly as there is no bush nurse or doctors
- Generators are often required for power
- Consider toilet linkage & logistics, especially for the school
- No police
- No drug or alcohol support
- Better access to petrol station so caravans don't have to unhook
- For a 2 month period, 2-3 people visit/ day and are looking for somewhere to stay
- The peace & quiet are an attraction because the coast is too busy and the camp site is free
- Wiki campsite is described as 'primitive' as only has a tap & toilet
- Aboriginal heritage & the marshes is Quambone's greatest asset
- Bushranger history: John Dunn was captured at Apple Tree Flat
- Quambone should look & feel like Quambone
- Youth facilities are needed
- Area known for being social & fun in non-drought and social & support in drought



100m



**River Walk**

- Interpretive & directional signage required
- Potential footpath to town centre to improve connectivity
- Opportunity to create a stronger river connection and circuit route
- River walk signage needs cleaning, a story as it's a creek not a river and cleaning up
- Passion for the river needs to come through/ be celebrated

**Main Street**

- Walkability of the compact town centre, the shops and linkages to other interesting parts of town
- Interpretive & directional signage required
- Natural surveillance
- Footpaths uneven or non-existent, need to consider safety & access for all
- Library needs reviving

**Lions Park**

- Requires better amenity with playground, outdoor exercise equipment, seating & picnic tables
- Tree shade makes this park very popular
- Need for a larger shelter
- Strong Aboriginal connection to place
- Used for Australia Day celebrations
- Considered a high priority park
- Playground budget \$150K
- Markets used to be held here with a festive spirit and street scene

- More shade & seating needed
- Cannot read the signage
- Galah sculptures could 'pop' more and were installed in 2000 by the 'Flying Ahead' Committee

**Kingfisher Water Tower**

- Provide a safe walking route from the block to the town centre (PAMP)
- Enhance linkages: visual & walking

**Gulargambone Sports Fields**

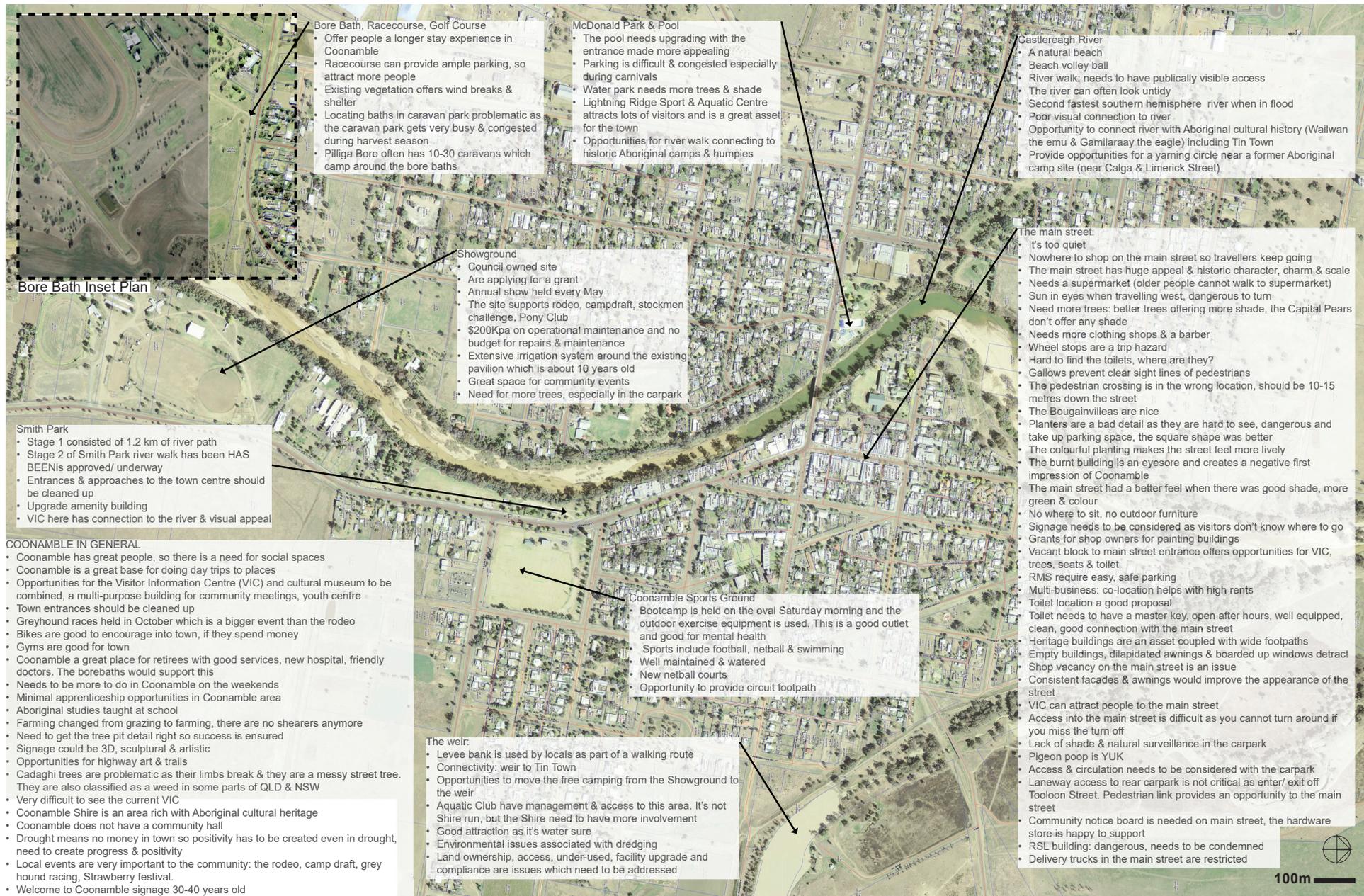
- Improve the image of fields & facilities, the oval is considered 'embarrassing' to the town
- Improve facilities especially the tennis courts as they are poor quality
- Provide shade around oval
- Improve linkages & signage to town centre
- Village green concept supported
- 'Up top' Park needs addressing as it reflects that the community is not being listened to or understood

**GULARGAMBONE IN GENERAL**

- Art & sculpture is a great strength within the town
- Infill tree planting required throughout town, especially as it is hot on ANZAC day
- More seating throughout to support festivals & events
- Tourism season from April to October
- Wiki-camps app is a powerful tool used by grey nomads
- Wifi located at the library, but it is very slow
- More funding for library (RTC), grant from the Shire, based on volunteers
- Art festival promotes the street art throughout the town
- July car rally was a big fund raiser, lots of stall holders
- April: colouring the town event
- There is a mobile Kiosk which is council operated
- National tree day celebrated within the town
- More signage with an art trail to encourage walking
- Opportunity for a youth centre
- Integrate Aboriginal art
- Co-op signage (14-18 signs) placed on highway to promote shops. Some funding in place and DA submitted. Website support, but require back-end maintenance
- Showground provides an overflow camping site
- Opportunities for a cultural centre with Aboriginals integrated in the operational management
- 2828 Facebook & Instagram pages
- There is a lack of opportunity to integrate with the Aboriginal community
- Lots of ideas, but no-one to carry it out
- Succession planting for trees, but need to consider maintenance and ongoing watering



100m



**Bore Bath, Racecourse, Golf Course**

- Offer people a longer stay experience in Coonamble
- Racecourse can provide ample parking, so attract more people
- Existing vegetation offers wind breaks & shelter
- Locating baths in caravan park problematic as the caravan park gets very busy & congested during harvest season
- Pilliga Bore often has 10-30 caravans which camp around the bore baths

**McDonald Park & Pool**

- The pool needs upgrading with the entrance made more appealing
- Parking is difficult & congested especially during carnivals
- Water park needs more trees & shade
- Lightning Ridge Sport & Aquatic Centre attracts lots of visitors and is a great asset for the town
- Opportunities for river walk connecting to historic Aboriginal camps & humpies

**Castlereagh River**

- A natural beach
- Beach volley ball
- River walk; needs to have publically visible access
- The river can often look untidy
- Second fastest southern hemisphere river when in flood
- Poor visual connection to river
- Opportunity to connect river with Aboriginal cultural history (Wailwan the emu & Gamilaraay the eagle) including Tin Town
- Provide opportunities for a yarning circle near a former Aboriginal camp site (near Calga & Limerick Street)

**Showground**

- Council owned site
- Are applying for a grant
- Annual show held every May
- The site supports rodeo, campdraft, stockmen challenge, Pony Club
- \$200Kpa on operational maintenance and no budget for repairs & maintenance
- Extensive irrigation system around the existing pavilion which is about 10 years old
- Great space for community events
- Need for more trees, especially in the carpark

**The main street:**

- It's too quiet
- Nowhere to shop on the main street so travellers keep going
- The main street has huge appeal & historic character, charm & scale
- Needs a supermarket (older people cannot walk to supermarket)
- Sun in eyes when travelling west, dangerous to turn
- Need more trees: better trees offering more shade, the Capital Pears don't offer any shade
- Needs more clothing shops & a barber
- Wheel stops are a trip hazard
- Hard to find the toilets, where are they?
- Gallows prevent clear sight lines of pedestrians
- The pedestrian crossing is in the wrong location, should be 10-15 metres down the street
- The Bougainvilleas are nice
- Planters are a bad detail as they are hard to see, dangerous and take up parking space, the square shape was better
- The colourful planting makes the street feel more lively
- The burnt building is an eyesore and creates a negative first impression of Coonamble
- The main street had a better feel when there was good shade, more green & colour
- No where to sit, no outdoor furniture
- Signage needs to be considered as visitors don't know where to go
- Grants for shop owners for painting buildings
- Vacant block to main street entrance offers opportunities for VIC, trees, seats & toilet
- RMS require easy, safe parking
- Multi-business: co-location helps with high rents
- Toilet location a good proposal
- Toilet needs to have a master key, open after hours, well equipped, clean, good connection with the main street
- Heritage buildings are an asset coupled with wide footpaths
- Empty buildings, dilapidated awnings & boarded up windows detract
- Shop vacancy on the main street is an issue
- Consistent facades & awnings would improve the appearance of the street
- VIC can attract people to the main street
- Access into the main street is difficult as you cannot turn around if you miss the turn off
- Lack of shade & natural surveillance in the carpark
- Pigeon poop is YUK
- Access & circulation needs to be considered with the carpark
- Laneway access to rear carpark is not critical as enter/ exit off Tooloon Street. Pedestrian link provides an opportunity to the main street
- Community notice board is needed on main street, the hardware store is happy to support
- RSL building: dangerous, needs to be condemned
- Delivery trucks in the main street are restricted

Bore Bath Inset Plan

**Smith Park**

- Stage 1 consisted of 1.2 km of river path
- Stage 2 of Smith Park river walk has been HAS BEEN approved/ underway
- Entrances & approaches to the town centre should be cleaned up
- Upgrade amenity building
- VIC here has connection to the river & visual appeal

**COONAMBLE IN GENERAL**

- Coonamble has great people, so there is a need for social spaces
- Coonamble is a great base for doing day trips to places
- Opportunities for the Visitor Information Centre (VIC) and cultural museum to be combined, a multi-purpose building for community meetings, youth centre
- Town entrances should be cleaned up
- Greyhound races held in October which is a bigger event than the rodeo
- Bikes are good to encourage into town, if they spend money
- Gyms are good for town
- Coonamble a great place for retirees with good services, new hospital, friendly doctors. The borebaths would support this
- Needs to be more to do in Coonamble on the weekends
- Minimal apprenticeship opportunities in Coonamble area
- Aboriginal studies taught at school
- Farming changed from grazing to farming, there are no shearers anymore
- Need to get the tree pit detail right so success is ensured
- Signage could be 3D, sculptural & artistic
- Opportunities for highway art & trails
- Cadaghi trees are problematic as their limbs break & they are a messy street tree. They are also classified as a weed in some parts of QLD & NSW
- Very difficult to see the current VIC
- Coonamble Shire is an area rich with Aboriginal cultural heritage
- Coonamble does not have a community hall
- Drought means no money in town so positivity has to be created even in drought, need to create progress & positivity
- Local events are very important to the community: the rodeo, camp draft, greyhound racing, Strawberry festival.
- Welcome to Coonamble signage 30-40 years old

**Coonamble Sports Ground**

- Bootcamp is held on the oval Saturday morning and the outdoor exercise equipment is used. This is a good outlet and good for mental health
- Sports include football, netball & swimming
- Well maintained & watered
- New netball courts
- Opportunity to provide circuit footpath

**The weir:**

- Levee bank is used by locals as part of a walking route
- Connectivity: weir to Tin Town
- Opportunities to move the free camping from the Showground to the weir
- Aquatic Club have management & access to this area. It's not Shire run, but the Shire need to have more involvement
- Good attraction as it's water sure
- Environmental issues associated with dredging
- Land ownership, access, under-used, facility upgrade and compliance are issues which need to be addressed

## 2.2.4 Survey Results and Analysis

The results from the survey are listed in the appendix. There were 84 responses to the survey in total, with a relatively even spread of responses from the age brackets over 21, with none from those aged 75 or over. Approximately 55% of responses were from people that live in town, 89% live in or near Coonamble town itself, the rest live near Gulargambone.

The key results from questions that relate specifically to the masterplan are:

- Community events are very important, such as the Rodeo, Rain Dance, races, funerals etc. It is likely that the significance to the community is more about getting a lot of people together than what the event actually is.
- The natural environment is highly valued by the community and is recognised as being unique and significant. This includes the river, sweeping plains, birds and animals etc.
- The community is proud with the strong community spirit of people around them. They recognise the value of being community focused and caring for each other.
- Shade, seating, play amenity, toilets, RV parking, a supermarket and more shops will make the main street more comfortable.

## 2.3 Brand Story Development

The brief for the masterplan also required the development of branding elements for the local government area, including a review of the Shire Council logo and the tourism logo.

Manning PR joined sala4D in the consultation workshops to discuss these points and start to develop their product. The survey was a critical resource in the development of their rationale and recommendations. Other study methods used by Manning PR included recording interviews with community members and town analysis through still photography and video.

Manning PR's 'brand story' developed out of the consultation results and included in the appendix.

### 2.3.1 On-line Survey

Each question was designed to extract information that would either determine or support the outcomes of the brand story, logo development, and urban design.

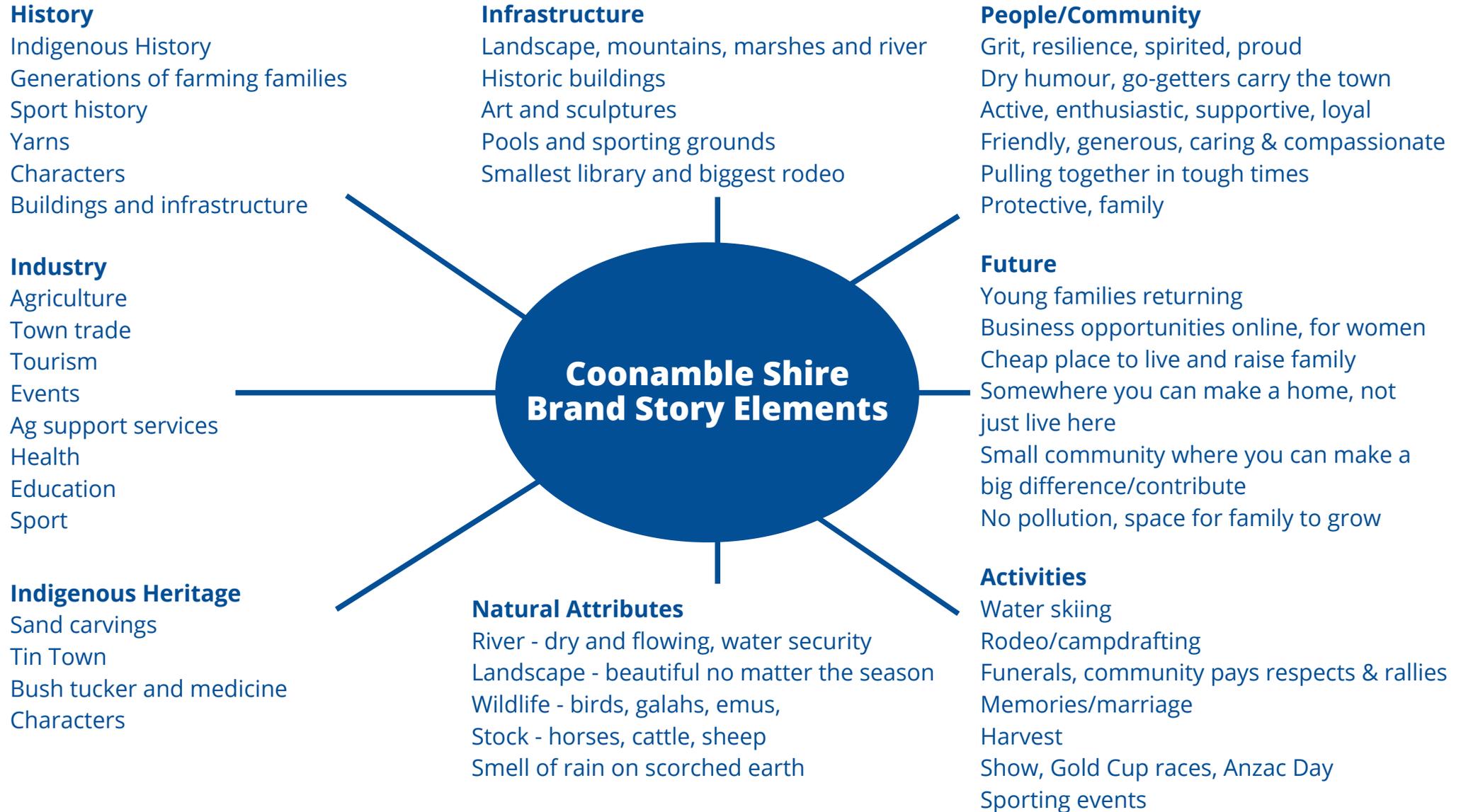
Demographics – it was hoped that a broad age bracket residing across the region would complete the survey.

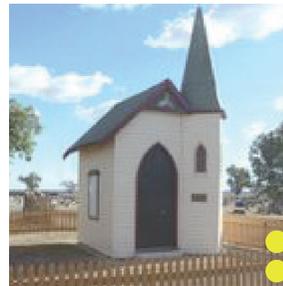
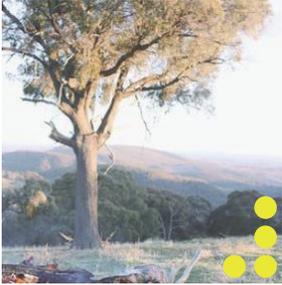
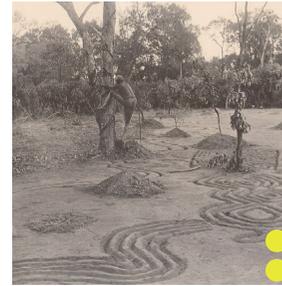
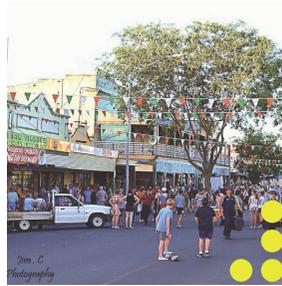
Tourism – we were interested to find out if locals did have visitors to stay and how often as this would give them a greater understanding of what tourist attractions were currently on offer and what their visitors were hoping to do while they were in the region.

Description words – by asking the locals what words represented their community, we can make sure we're using similar words to describe their home, to enhance some attachment to the brand story and logo.

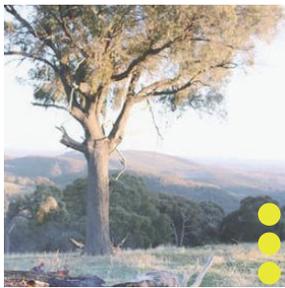
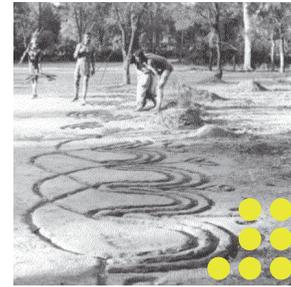
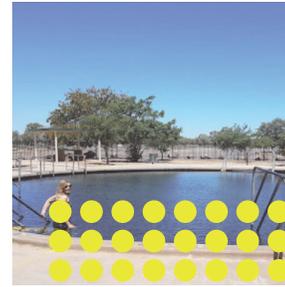
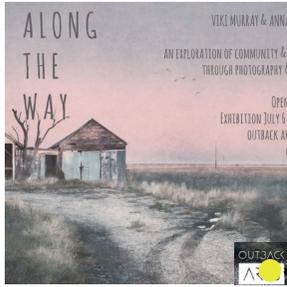
Image boards – imagery often inspires a strong connection with a landmark or activity and also offers the opportunity to think of attractions that aren't necessarily in place yet. The total results of the visitor attraction and local identity image boards are shown on the following pages and indicate a strong connection to the river, the rodeo and heritage and a belief that the local government area assets are artesian water, scenery, events and cultural heritage.

Logo recognition and attraction – we gave everyone the opportunity to give their thoughts on both the current Council and Tourism logo.





# SALA4D



**sala4D**  
Coonamble Shire Masterplan - Community Consultation

**Visitor Attraction - why would people come to visit Coonamble Shire?**



2.3.2 Colour Wheel

The colour wheel allowed respondents to choose colours that speak to them and gives them involvement in the potential colour choice of any new logos.

The colour wheel results are shown to the left.

The results of this exercise have informed the colours chosen for the branding and logos, presented in section 4.0.

2.3.3 Video

The video footage captured was used to present the final brand to Council and the Community. Following feedback, it was agreed that targeted video campaigns be pursued following the development of a strategic tourism marketing plan.

### 3.0 Principles for Design

#### 3.1 The Brief

Principles Objectives identified by the brief for the Coonamble Shire Masterplan are:

- Revitalise Coonamble
- Provide an inviting street presence for locals and visitors and to establish Coonamble local government area as a preferred visitor stopover point
- Reflect the heart and soul of the community
- Deliver well-designed public places that bring economic, social and environmental benefits to enhance the daily lives of our community
- Create a theme and brand

#### 3.2 Guiding Principles for Design

Based on the findings from the community consultation, the following guiding principles were developed for use in the design of the Coonamble Shire Masterplan. They form a useful rationale that grounds the project in the values of the community and provides a basis for future design should the project be added to.

Guiding principles:

- **BATHS:** Provide artesian baths experience
- **NATURE:** Provide for nature based tourism
- **TOWN:** Facilitate a vibrant town life
- **SHADE:** Provide more shade
- **HERITAGE:** Enhancement of Aboriginal cultural heritage
- **ART:** Facilitate the inclusion of public art
- **POOL:** Upgrade pool
- **AMENITY:** Provide basic public amenity
- **VISITORS:** Provide amenity that attracts visitors



# BATHS

Provide artesian baths experience



# NATURE

Provide for nature based tourism



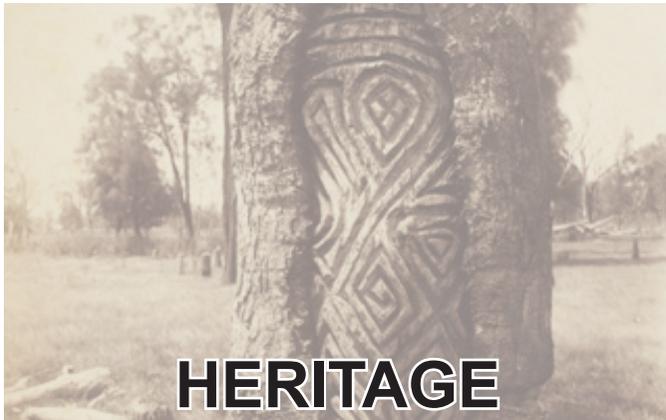
# TOWN

Facilitate a vibrant town life



# SHADE

Provide more shade



# HERITAGE

Enhancement of Aboriginal cultural heritage



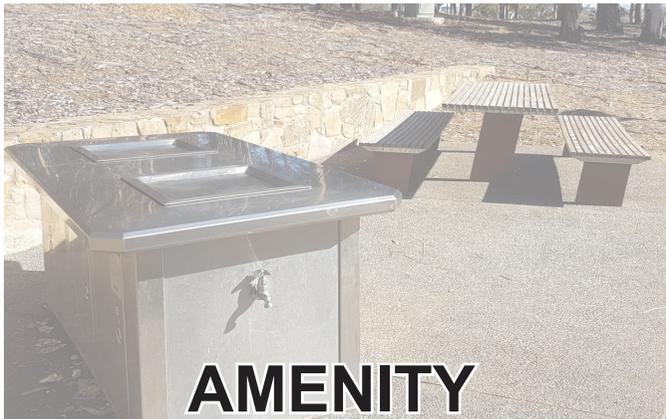
# ART

Facilitate the inclusion of public art



# POOL

Upgrade pool



# AMENITY

Provide basic public amenity



# VISITORS

Provide amenity that attracts visitors

# SALA4D

Creating Places for People - An Urban Design Protocol for Australian Cities

www.urbandesign.org.au

Aims, Principles and Outcomes

Aim		What is being achieved (outcome)			How it's achieved (process)	
		Productivity Enhances economic productivity + living affordability	Sustainability Fosters environmental responsibility	Liveability Cultivates healthy, cohesive + inclusive communities	Leadership Demonstrates visionary leadership + governance	Design Integrates design excellence
<b>Design principles about place: productivity + sustainability</b>						
<b>Enhancing</b> Enhances local economy, environment + community		✓	✓	✓		✓
<b>Connected</b> Connects physically + socially		✓	✓	✓		✓
<b>Diverse</b> Diversity of options + experiences		✓	✓	✓		✓
<b>Enduring</b> Sustainable, enduring + resilient		✓	✓			✓
<b>Design principles about people: liveability</b>						
<b>Comfortable</b> Comfortable + welcoming				✓		✓
<b>Vibrant</b> Vibrant, with people around		✓		✓		✓
<b>Safe</b> Feels safe				✓		✓
<b>Walkable</b> Enjoyable + easy to walk + bicycle around			✓	✓		✓
<b>Principles about leadership and governance</b>						
<b>Context</b> Works within the planning, physical + social context					✓	✓
<b>Engagement</b> Engages with relevant stakeholders				✓	✓	✓
<b>Excellence</b> Excellence, innovation + leadership		✓			✓	✓
<b>Custodianship</b> Considers custodianship + maintenance over time			✓		✓	✓

Guiding Principles for Design Plus and how they align with Other Principles used in the scoring matrix for the Schedule of Works.

# Guiding Principles for Design +

Guiding Principles	Other Principles - benefits					
	Tourism	Health	CPTED	Multi-use	Operational	Environment
<b>BATHS:</b> Provide artesian baths experience	✓	✓		✓		
<b>NATURE:</b> Provide for nature-based tourism	✓			✓		✓
<b>TOWN:</b> Facilitate a vibrant town life	✓			✓		
<b>SHADE:</b> Provide more shade	✓	✓		✓		✓
<b>HERITAGE:</b> Enhancement of Aboriginal cultural heritage	✓			✓		✓
<b>ART:</b> Facilitate the inclusion of public art	✓			✓		
<b>POOL:</b> Upgrade pool	✓	✓		✓	✓	✓
<b>AMENITY:</b> Provide basic public amenity	✓	✓	✓	✓		
<b>VISITOR:</b> Provide amenity that attracts visitors	✓	✓		✓		

#### 4.0 The Masterplan

A masterplan such this is designed to be used by Council to programme future works throughout their community, and to garner State and Federal Government funding where possible. A horizon of 20 years is placed on project delivery, with review expected at least every 10 years, preferrably every 5 years, to assess performance and priorities.

The documentation includes a full list of (present day) costed projects, that are also prioritised using a rudimentary scoring system. This is not designed to be prescriptive, more, as an assistance where decisions are difficult.

The Masterplan has been developed by sala4D using the Guiding Principles for Design, other design requirements and best practice urban design methods. The Masterplan was presented to Council for review by council staff and Councillors and then placed on public exhibition for comment.

Comments received have been incorporated where appropriate and a summary of all comments can be found in the appendix.

The theme that the team kept in mind while working on the project was:

“Revitalising a lovely place to be....”

The concept for the Masterplan, used as a design aesthetic, when required, was:

“Three birds, three towns, one lovely place to be.”

The Masterplan is presented as subsections based on the brief from Council being:

- The Visitor Information Centre

- Town Masterplans
- Entrances
- Main Street
- Artesian Bore Baths
- Tourism and Branding

#### 4.1 The Visitor Information Centre

Do to funding time constraints, architectural firm PW Studio was engaged to design the new Visitor Information Centre, in parallel and in consultation with the masterplanning process.

A location on the northern end of Smith Park was agreed upon by Council and the set-out confirmed on-site. The exiting carpark and entrance off the Castlereagh Highway require some realignment to ensure safe circulation but otherwise the site required little demolition. Services need to be extended to the site.

Two design concepts were presented, with Council choosing one with a stylised emu foot as its spatial organiser and rationale.

The Emu is the totem of the Aboriginal communities of the region, the Wailwan and Kamilaroi, with stories of the Milky Way being an emu that changes over time.

The Visitor Information Centre links the imagery of the various masterplan components, providing visitors with subconscious cues that help them recognise Coonamble Shire Council and its services.

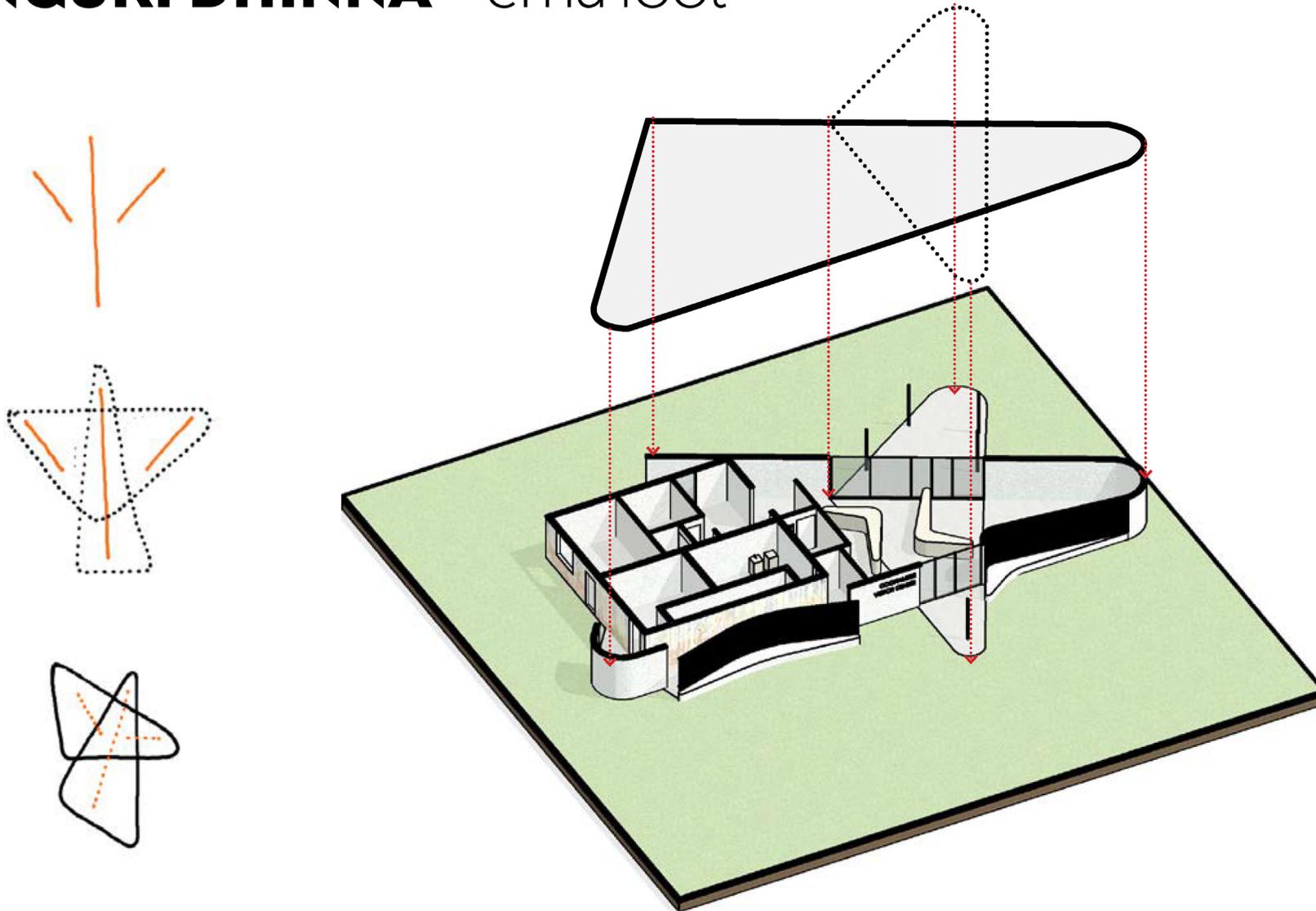


Design inspiration for The Emu Foot Design for the Coonamble Visitor Information Centre by PW Studio.

Concept design development and imagery, following pages.



# NGURI DHINNA - emu foot



Coonamble Shire Masterplan

# WELCOME TO COONAMBLE



Coonamble Shire Masterplan



# THE EMU HAS LANDED

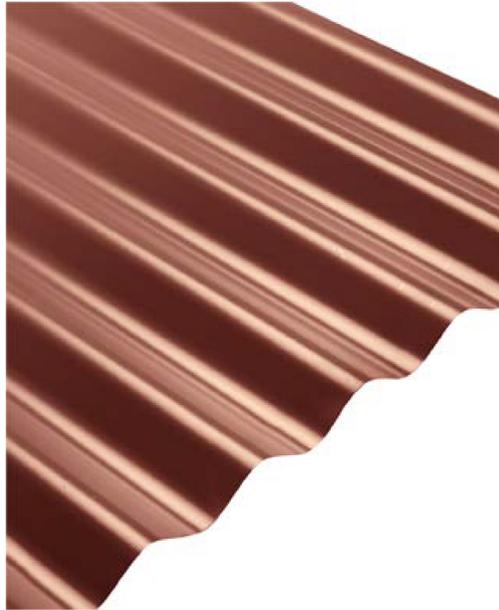


# THE ENTRY TOE





SBW . STUCCO BLOCKWORK WALL



CUSTOM ORB FASCIA - MANOR RED



'SCULPTFORM' CLICK ON BATTENS.

50MM ALUMINIUM TUBE

MANOR RED

## 4.2 Town Masterplans

The adopted town masterplans are shown on the following pages. These are guiding documents for each community, designed to work for each locality but as a united whole for all Coonamble.

There are common projects in each town, such as entrance planting and sculptures, or establishing walking paths. There are also some very specific projects, relative to each town, such as the Quambone playground upgrade incorporating the Wailwan culture and the Gulargambone recreation oval upgrade.

The top projects from each town masterplan are:

### Coonamble

- Commission a Castlereagh River Activation Plan which investigates opportunities for tourism & recreational uses of the river, riverbed and surrounds
- Install Macdonald Park upgrades, refer to masterplan proposals by GHD
- Install 1.2m wide concrete path from Macdonald Park/ Pool along the river to Nebea Street
- Install 1.2m wide concrete path from Tin Town to the weir which connects with central blocks of Coonamble
- Upgrade Aquatic Club playground and BBQ facilities

- Detail design and installation of Stage 2 of Smith Park river walk with a 1.2m wide concrete path
- Upgrade and provide new picnic amenity to Smith Park: install barbeques, bubblers, bins & table seating facilities to improve amenity
- Provide picnic area in pool grounds: install barbeques, bubblers, bins & table seating facilities to improve amenity
- Design and install a yarning circle near Calga Street to provide opportunities to connect with country and culture
- Commission the design of interpretive artwork along shared paths representing Aboriginal daily life in locations such as the Castlereagh River, Tin Town etc

### Quambone

- Provide picnic area in pool grounds and sports ground: install barbeques, bubblers, bins & table seating facilities to improve amenity
- Upgrade swimming pool amenity facilities
- Repair swimming pool leak
- Upgrade tennis court lighting
- Provide picnic area at the playground: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity

- Update facilities and signage for the Quambone camp site
- Install Macquarie Marshes signage on Castlereagh Highway which is consistent with masterplan
- Commission the design of interpretive artwork in the playground representing Aboriginal daily life in the area i.e totems or other representation to complement the existing totems (Stage 2 Wailwan Story Boards)

### Gulargambone

- Install shared pedestrian cycleway along the river to connect with town centre to provide better activation and connection of ancillary spaces
- Provide picnic area to Lions Park: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity
- Install 'Youth Zone' including Parkour style equipment for casual hanging out and perching, with a skate/street art aesthetic to enhance existing facility
- Council to support upgrade of tennis courts to impact surface with new asphalt base
- Install 1.2m wide concrete path to connect residential areas, playground and parks with town centre to provide better connection and create a path hierarchy

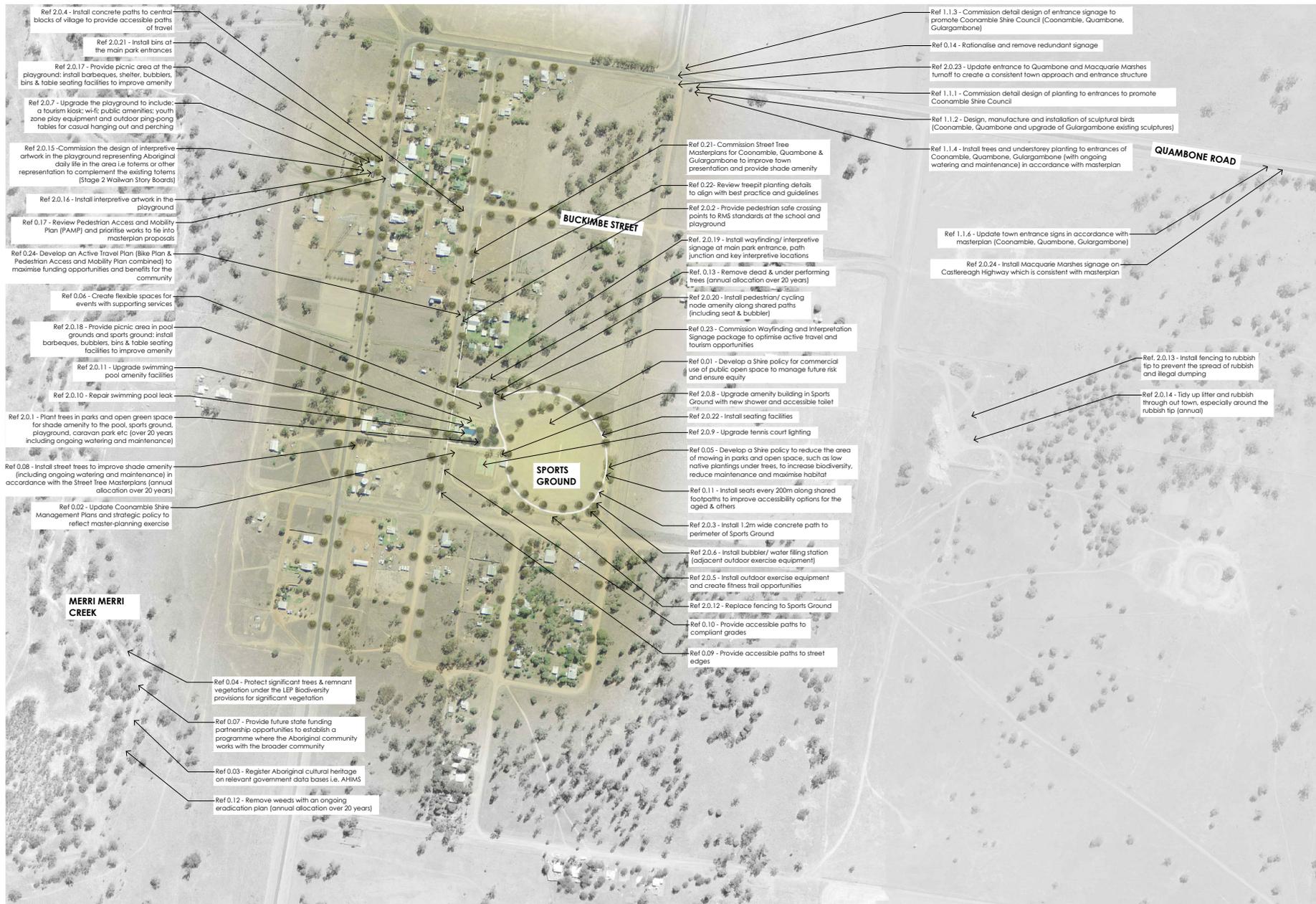
## SALA4D

- Upgrade footpath along main street to provide compliant grades and a fully accessible path
- Install nature play based playground to Lions Park
- Commission the design of interpretive artwork along shared river path representing the Aboriginal story of daily life









### 4.3 Entrances

Design for the entrances to the three towns of Coonamble Shire sought to find a unifying element, so visitors recognise they are each part of Coonamble, while maintaining individual identity.

The concept of: *“Three birds, three towns, one lovely place to be”* provided the design rationale required to achieve something unifying yet unique.

Gulargambone already had sculptures of Galahs on the entrances to town, Quambone is already represented by the Egret for the Macquarie Marshes nearby and the whole Shire, and Coonamble Town, should be represented by the Aboriginal Totem for the area, the Emu.

The exact design of each of the subsequent sculptures requires detailed design, however the concept is illustrated in the following illustration. It is envisaged that similar sculptures of Emus should be used at the Visitor Information Centre, in the main street and at the entrance to the Artesian Bore Baths, to assist in wayfinding and branding of the Shire’s assets.

All town entrances require tree planting with species that will survive the harsh conditions that can be expected. Many of the native species are quite iconic in appearance and very beautiful when designed appropriately.

The species chosen for the entrances to Coonamble is the Weeping Myall, *Acacia pendula*, with it’s iconic grey/green flowing foliage, seen in surrounding areas of bush.

Species for Gulargambone and Quambone await further detailed study.



Existing conditions

Ref 1.1.4 - Update town entrance signs in accordance with masterplan (Coonamble, Quambone, Gulargambone)

Ref 1.1.1 - Commission detail design of planting to entrances to promote Coonamble Shire Council

Ref 1.1.2 - Design, manufacture and installation of sculptural birds (Coonamble, Quambone and upgrade of Gulargambone existing sculptures)

Ref 1.1.4 - Install trees and understorey planting to entrances of Coonamble, Quambone, Gulargambone (with ongoing watering and maintenance) in accordance with masterplan

Ref 1.1.3 - Commission detail design of entrance signage to promote Coonamble Shire Council (Coonamble, Quambone, Gulargambone)



Artist impression

#### 4.4 Main Street

The Coonamble main street and CBD have been identified by the Council as requiring an upgrade, with the aim to revitalise business and a sense of town pride.

The consultant team identified a number of core issues with the structure of the main street that are impacting on visitor and local foot traffic. Consolidation of real estate ownership among a small group results in higher rents that discourage small businesses entering town, causing a cycle of decline. This masterplan cannot influence private real estate matters, but it is worth noting that they influence the impact street improvements can bring.

A key problem with the main street is the 'drive-by' nature of the street's relationship with the Highway, which is only exacerbated by recent works aimed at improving walkability. The new works reduce views into the main street and thereby limit potential to capture visitors to town.

The 2006 CBD Revitalisation Project recognised a similar problem but sought to resolve it by blocking off part of the highway and building a roundabout at the intersection of Namoi and Aberford Streets. This will not work, as A-tripple road trains need to negotiate the intersections.

The Project reconised the importance of a supermarket to the viability of the main street and CBD; this continues to be a request of locals, especially those living on the eastern side of town that walk to town to get their groceries, such as the elderly and those on low income.

### Revitalisation Project

- Post Office and banks are highly visited – link these if possible
- Almost 17% of survey respondents (2006) walked to town; above average at the time of publication – something to build on through better linkages and more comfortable walking environments
- 70% of general household expenditure travelled outside the Shire – principally to Dubbo. – retail opportunity for basic goods.
- Conclusion – the food and grocery sector is the most viable... in order to achieve a sustainable and viable town centre, it is critical that... the town centre be anchored by a modern supermarket...
- Figures show that the the town centre has oversized stores that are under-trading, suggesting a reduction in retail floorspace in the town centre with a core of attractive and viable stores – showing an opportunity for adaptive reuse.



Reference material used in the masterplanning process, including the 2006 Coonamble CBD Revitalisation Project

The consultant team developed the following table of Main Street Design Principles for urban design improvements that have been incorporated where possible into the final masterplan actions.

### *Main Street Design Principles*

Improved Pedestrian Activity	Economic Incentives	Improved Streetscape	Tourism Promotion
<ul style="list-style-type: none"> <li>• Create a slow speed traffic environment (40km/hr)</li> <li>• Improve accessibility and safety esp. for the elderly</li> <li>• Maintain simple intuitive parking arrangements for clarity and easy management</li> <li>• Create a comfortable street that encourages people to stop and stay</li> <li>• Improve access and convenience for shoppers and service users</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidate the CBD by encouraging new business</li> <li>• Target private and public investment towards conservation of heritage character</li> <li>• Improve connectedness of local business and promote local enterprise and produce</li> </ul>	<ul style="list-style-type: none"> <li>• Create an accessible and attractive entrance providing focus and interest</li> <li>• Reduce pedestrian pavement temperatures through tree planting &amp; awnings</li> <li>• Improve street furniture and lighting to enhance social activity, events and alfresco dining</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage active frontages to buildings which protect their heritage</li> <li>• Design adaptable infrastructure to support everyday convenience to special events</li> <li>• Provide space for future community and Aboriginal cultural heritage events</li> <li>• Reference local historic use of materials in contemporary streetscape design</li> </ul>



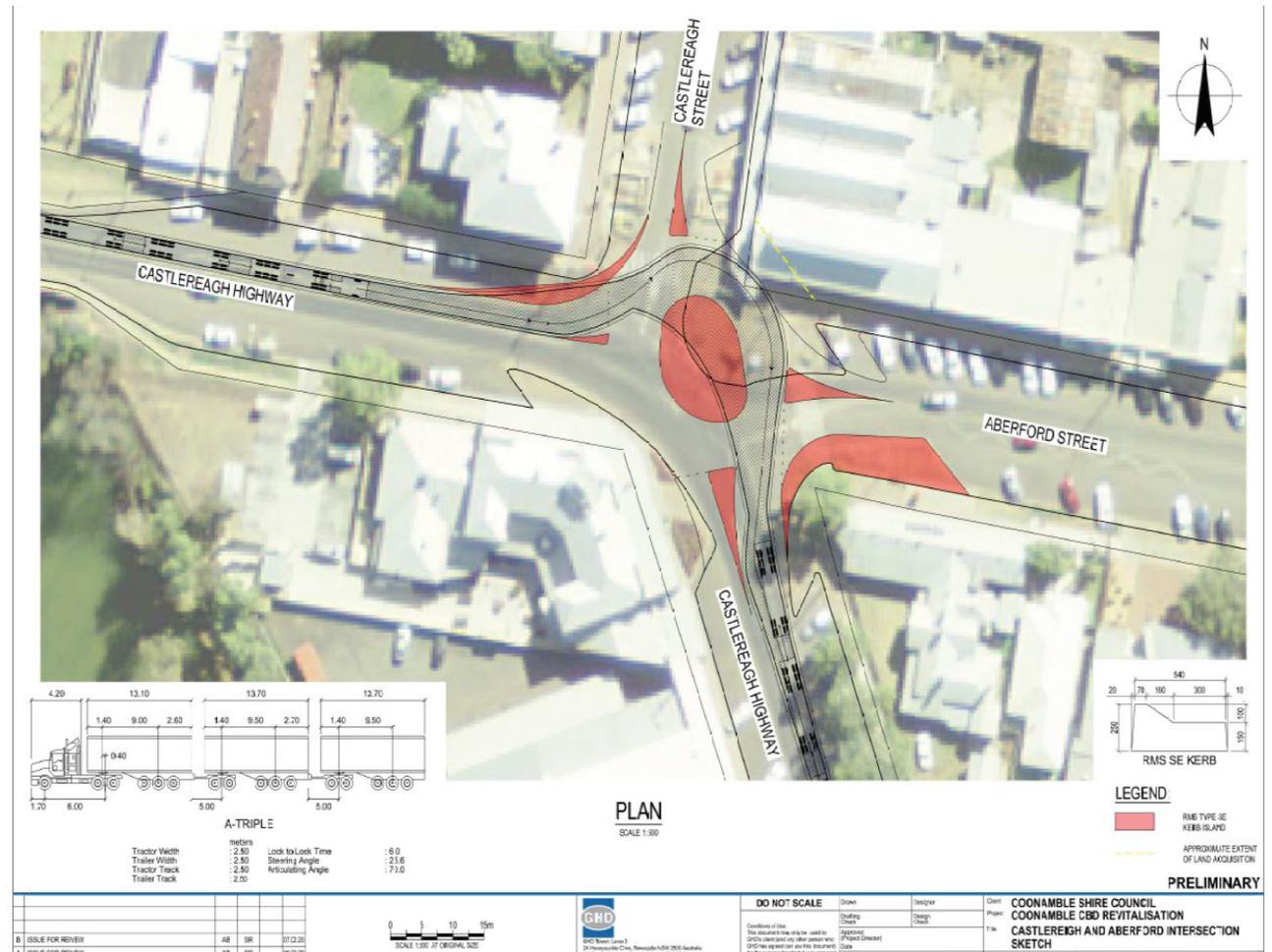
4.4.1 Intersection

The consultant team engaged GHD traffic engineers to test options for the intersection of the Highway and Castlereagh Street (the main street), with the idea that a roundabout in this location would serve to slow traffic on approach to the main street and provide more chance of encouraging visitors to continue straight into the main street, rather than turning left on the Highway.

The engineers found that a flat roundabout is indeed possible; with the benefit of creating an intersection where drivers must slow and decide on their ongoing path of travel. The roundabout would also significantly open views to the main street.

The final resolution of Council was to further investigate the feasibility of the reconfiguration of this intersection and commission the detailed design of the most appropriate reconfiguration.

GHD study of the Castlereagh Steet/Castlereagh Highway intersection with the view to creating an intersection as a point of decision making.





Existing conditions

Ref 1.2.4 - Commission investigation of options and detailed design of main street including parking reconfiguration, mid-block crossing, street tree planting, accessible crossing points, etc (provisional sum for detail design & construction budget)

Ref 1.2.1 - Commission investigation and detail design of the reconfiguration of the intersection at the Castlereagh Highway and main street to TNSW standards to allow better access and sight lines to the main street, ensuring safe crossing points (provisional sum for design & construction budget)

Ref 1.2.2 - Remove gallow structures of main street pedestrian crossing and surrounds

Ref 1.2.7 - Install street furniture (seats, bins, lighting) to main street based on masterplan proposals

Ref 1.2.15 - Pursue with RMS the investigation and implementation of a 40km/hour speed zone in Coonamble CBD

Ref 1.2.3 - Install public amenities in prominent location on main street and provide attractive park-like setting



Artist impression

#### 4.4.2 Parking and Street Arrangement

There is a strong desire from the community to create a shady main street in Coonamble that attracts people and provides for them to stop and linger.

The design workshop with the Councillors decided that a renewed parking layout would be taken to the public for the masterplan exhibition, utilising parallel parking on the edges of the main street, with 90deg parking in the centre of the street, much like streets in Melbourne or Parkes. It is understood that the regulations around this type of arrangement are changing, which would allow this to fit within Castlereagh Street without the realignment of a kerb. Nevertheless, the parking arrangement is seen as a positive option for the following reasons:

- It creates a low speed environment, which is better for pedestrians
- Parallel parking eliminates the problems of vehicle rear overhang over footpaths, with no wheel-stops required
- The centre parking lane can be used for loading or large vehicle parking
- The centre parking lane provides adequate opportunity for streets trees and other plantings, to make the street greener and cooler
- The parking arrangement allows for slightly more car parking
- The arrangement provides a flexible, event friendly structure

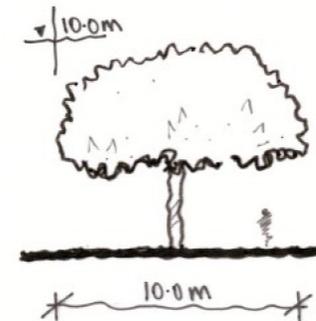
- The square arrangement of the kerbs provides for more efficient use of pavement space, eliminating large angled pieces of kerb suited to 45deg parking
- Kerb ramps and accessible parking spaces are easier to provide

#### 4.4.3 Street Trees

Street tree species were discussed at the Councillor workshop and it was agreed that the most appropriate species is *Melia azedarach*, the White Cedar.

This species has been used in the street previously and has the following positive attributes:

- A broad umbrella canopy that is perfect for a street environment
- New cultivars ('Elite') have fewer berries than the unmodified species
- It is native to western NSW
- Drought hardy
- Vivid green canopy with golden yellow leaves in late Autumn and attractive flower in summer



*Melia azedarach* 'Elite' general size and form



*Melia azedarach* 'Elite' flower



*Melia azedarach* 'Elite' full foliage

#### 4.4.4 Skillman's Lane and Mid-block Crossing

A key move in the revitalisation of the main street is increasing the connectivity and attractiveness of the carpark to the west of the street at the rear of the shops.

Skillman's Lane is currently a vehicle priority accessway with difficult to negotiate pedestrian amenity. The transformation of the lane to a pedestrian only space with planting and art on the walls will increase ease of use of the carpark connection and encourage use of the carpark.

The introduction of a mid-block 'wombat' crossing extending from the laneway across the street will further enhance the attractiveness of the carpark for use by shoppers. The elimination of level changes such as kerb ramps will encourage use by those with reduced mobility.

The lane offers opportunities to establish nearby cafes with seating spilling into the lane, or for the pub adjacent to open onto this space as well.

An artist's impression of what the lane could become is shown on the following page.

#### 4.4.5 Urban Park

An investigation of the benefits offered through the creation of an urban park was undertaken as part of the analysis for the recommendation of best location(s) for the toilet amenity. Two locations were recommended, being in the carpark at the end of Skillman's Lane and within a new urban park. The park option for the toilet was decided against by

Councillors but the benefits of the creation of a park should not be forgotten. As a result, the carpark was the recommended location for the toilet amenity.

Urban Park



Coonamble Shire Masterplan



sala4D





Existing conditions



Artist impression

- Ref 1.2.7 - Install street furniture (seats, bins, lighting) to main street based on masterplan proposals
- Ref 1.2.5 - Create a vibrant laneway to carpark to enhance connectivity & natural surveillance (provisional sum for detail design & construction budget)
- Ref 1.2.11 - Install additional CCTV to improve rear carpark safety
- Ref 1.2.4 - Commission investigation of options and detailed design of main street including parking reconfiguration; mid-block crossing; street tree planting; accessible crossing points, etc (provisional sum for detail design & construction budget)
- Ref 1.2.8 - Install wayfinding/ interpretive signage at every main street entrance, park, carpark and key interpretive locations
- Ref 1.2.15 - Pursue with RMS the investigation and implementation of a 40km/hour speed zone in Coonamble CBD

4.5 Artesian Baths Experience

The Masterplan brief sought to establish an understanding of the opportunities offered by the establishment of some artesian 'Bore Baths' in Coonamble, as an attractor of tourists.

The design team reviewed a range of existing similar facilities, along with the opportunities offered by a facility that provided more than just a simple bathing experience.

The result is a masterplan of a bathing facility that can be staged to include accommodation, spa and conference facilities; something that is not offered in the region and could provide a draw for more than just bathing tourists.

It was felt important by the team that terminology other than 'bore baths' be used so that they may appeal to a wider market; therefore the name Coonamble Mineral Spa was adopted for the concept and design stage.

*Other Town's Bath Facilities*

**Lightning Ridge**



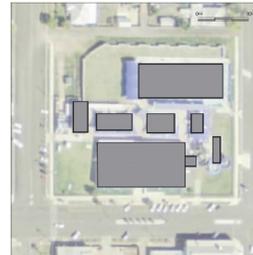
- Estimate \$500K
- Two open-air pools with basic amenity

**Piliga**



- Estimate \$400K
- One pool under roof with basic amenity

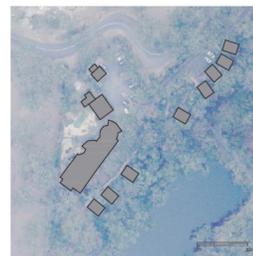
**Moree**



- Reported \$7-8mill
- Resort style pool facilities
- Multiple open-air pools (non-artesian)
- Water slide

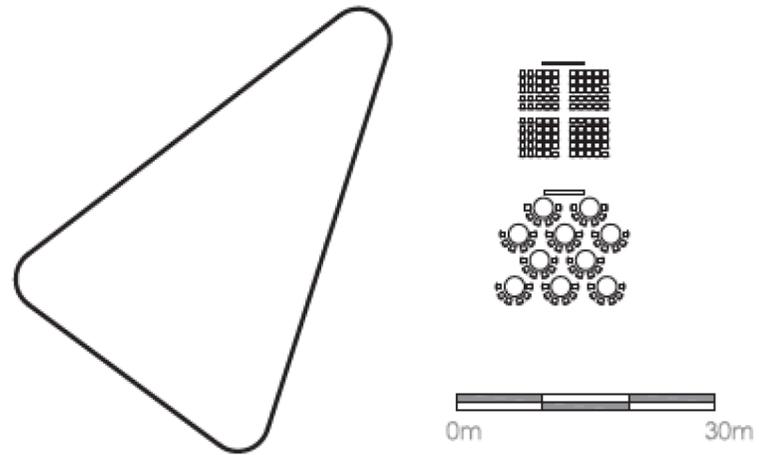
*Opportunity - Resort with Conference facilities*

**Billabong Retreat**



## Coonamble Artesian Baths Experience

- Desired conference facilities for 50 – 80 people
- 50 people cabaret style
- 100 people theatre style
- Multi-purpose room fits with resort concept
- Visitor Information facilities can be easily integrated with resort amenities
- Golf club could integrate with resort





Existing conditions

Ref 1.3.4 - Protect and enhance remnant vegetation to retain natural setting

Ref 1.3.3 - Install 2.5m wide shared concrete path to the main street/ town centre

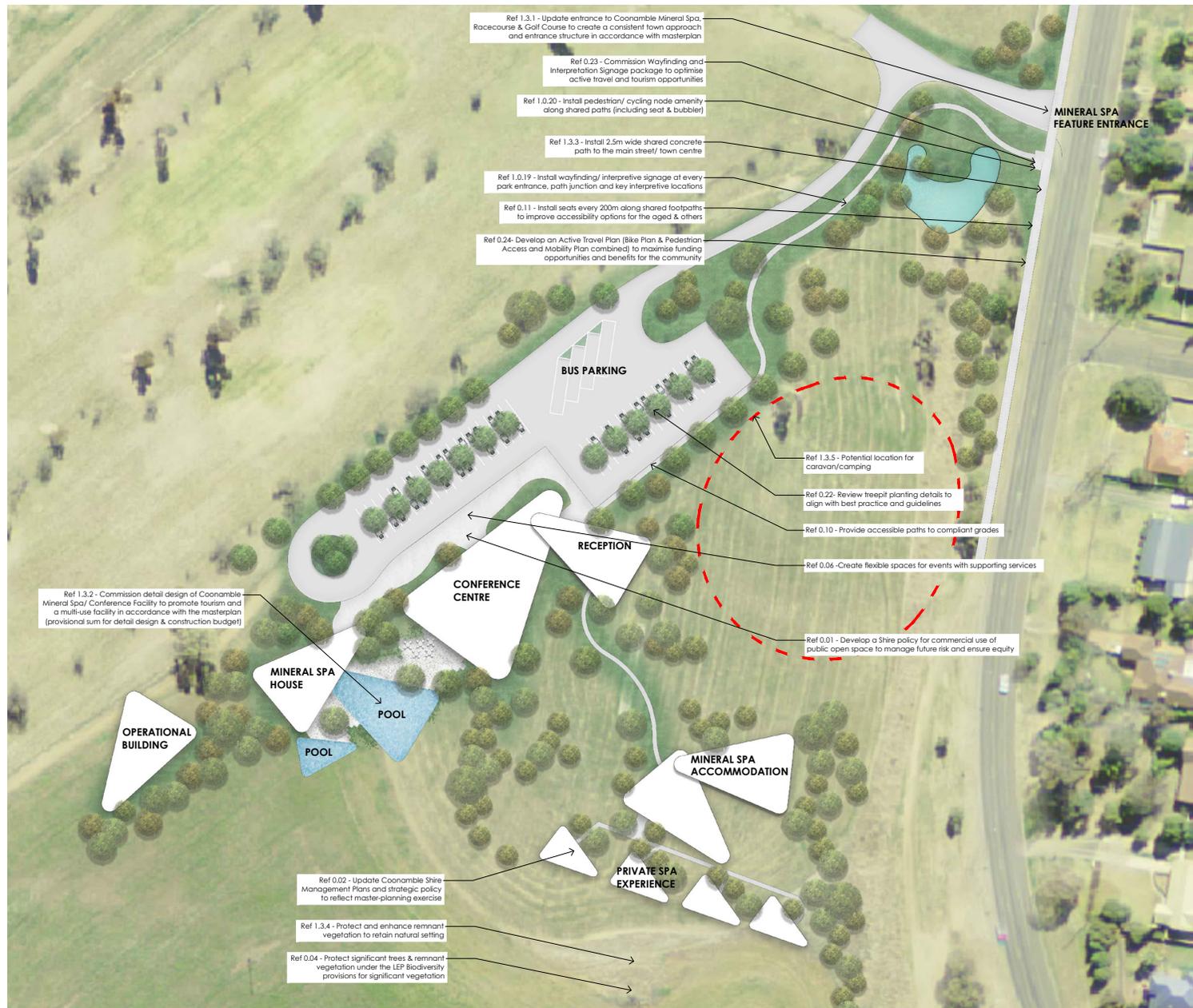
Ref 1.3.2 - Commission detail design of Coonamble Mineral Spa/ Conference Facility to promote tourism and a multi-use facility in accordance with the masterplan (provisional sum for detail design & construction budget)

Ref 1.3.1 - Update entrance to Coonamble Mineral Spa, Racecourse & Golf Course to create a consistent town approach and entrance structure in accordance with masterplan

Ref 1.3.5 - Potential location for caravan/camping



Artist impression



## 4.6 Tourism

Council sought to review the visitor economy and branding as part of the masterplanning process. This created the opportunity to achieve an interlinked product that encompassed the built form, electronic and print media.

The design team agreed that the concept of birds representing the Shire worked on these multiple platforms, so continued to investigate the opportunities this offered.

The review of the tourism product revealed numerous opportunities and the branding exercise revealed elements the community holds dear and those that are ready for an update.

To follow is a summary of the tourism review and opportunities to grow the sector, with these incorporated as actions in the Schedule of Works.

### 4.6.1 Tourism Review

Coonamble's tourism industry is still in its infancy; with the development of digital marketing, the ease of travel, and the desire for more authentic travel experiences, the Coonamble Shire is ready for the next phase in its tourism growth.

#### Current Products

##### Coonamble Shire

- From the mountains to the marshes
- Nature, Agriculture, Indigenous Culture
- Community Events

##### Coonamble

- Museum Under the Bridge
- Nakadoo Shed & Horse Drawn Tours
- Outback Arts Gallery
- Nickname Hall of Fame

#### Gulargambone

- Two Eight Two Eight
- Bourbah Street Murals
- Corrugated Iron Galahs

#### Quambone

- Quambone Library
- Marshes Bird Viewing Platform
- Macquarie Marshes Nature Reserve

The visitors guide mentions two Quick Facts on its first page regarding the Castlereagh River as an upside down 'dry' riverbed that runs underground, and that Coonamble Shire is situated within the Great Artesian Basin area.

#### Current Services

- Galleries and museums
- A range of accommodation options
- Horse-drawn tours and hire

- Nearby natural wonders
- Day trips and trails
- Parks and gardens
- History and heritage
- Aboriginal heritage
- Recreational activities
- Dine in or takeaway options
- Retail and services
- Great big adventures (a Dubbo initiative to encourage travellers to tour the region)

#### Current Marketing

- Individual business marketing
- Google
- Visit NSW
- Tripadvisor
- Website
- Visitor guide in visitor centres
- Information pamphlets available in the local visitor centre

#### Current Information Services

- [www.visitcoonamble.com.au](http://www.visitcoonamble.com.au)
- Coonamble Visitor Information Centre, 84 Castlereagh Street
- Gulargambone Visitor Information Centre, Two Eight Two Eight
- Quambone General Store

#### Tourism Products 2020 and Beyond

The following resources were referred to and used to ensure Coonamble Shire’s tourism products reflect the research gathered by Australia’s tourism data.

- NSW Government Statewide Destination Management Plan, Feb 2019
- NSW Government Visitor Economy Industry Action Plan 2030, Aug 2018
- Central NSW Visitor Profile Fact Sheet, Year Ending 2019
- Destination NSW Domestic 2018, TNS Australia’s annual syndicated study into the Australian travel market.

#### 4.6.2 Tourism Opportunities

Supporting that it is worth investing in tourism attractions, there was a 9% increase in domestic overnight visitation to the Coonamble region, with a spend of \$1.3 billion, an increase of 17.4% on the previous year.

From June 2014 to June 2019, domestic visitors,

nights and expenditure in the region recorded the following changes: up 72.7%, up 61.9% and up 98.9% respectively.

The majority of visitors to the region came for the purpose of a Holiday (37%), followed by Visiting Friends and Relatives (35%) and Business (19%). All three categories spend money on food, retail and activities during their visit.

Around 20% of the domestic overnight visitors were aged 50-59 years, followed by 15 – 29 years old (19%) which suggests that tourism marketing and attractions need to take this broad age range into consideration.

‘Unaccompanied traveller’ (27%) was the most common travel party amongst visitors to the region followed by ‘adult couple’ (26%) and ‘friends and relatives travelling together’ (23%) so potential tourism attractions should provide memorable experiences and opportunities for connection between friends, partners and solo travellers.

Destination NSW Domestic 2018 study into the Australian travel market states that ‘getting away from the crowds is more important than ever before. Key motivators include ‘to relax’ and ‘to try something new’, ‘getting away from the crowds’ has become more important for intrastate and interstate travellers.

While Sydney is the top destination people intend to visit in the next year (46%), Regional NSW is the rates highly (40%). Regional NSW also tops Australian places for visitation in 2017 (39%) ahead of Sydney (38%). Regional NSW also holds the highest level of repeat visitation – a third of visitors

made between 1 – 3 trips in the past 12 months.

Destination NSW suggests that regional destinations are key draw-cards for what Australians are seeking from their holidays, but some improvements can be made in how the offer is presented and communicated to prospective visitors:

- Improving knowledge of Australia’s heritage and indigenous experience is vital to drive interest
- Authentic night-time experience that showcase the destination beyond daylight hours
- There is no such thing as a ‘typical’ regional holiday. Visitors are driven mainly by what they can do there - create experiences to develop your brand.

#### Missing Heroes

- Artesian Baths - Links nature, indigenous culture, health and wellbeing, education, events, corporate offering, family fun, couples retreat, adventurer’s opportunity to rest
- Guided walks of the riverbed or riverbank
- Indigenous Experiences
- Sand sculpture activities and events
- Bush medicine and food activities
- Night Sky - Imagery and photo opportunities
- Wildlife and Farm Animals
- Farmstays, national parks, imagery

- Links nature, indigenous culture, family, agriculture
- Retail - With the establishment of #buyfromthebush encouraging people to support regional and remote small businesses, fans of products, craftspeople and artists will see the shopper keen to visit these locations and meet these people.

As a first step in consolidating ideas around Coonamble’s future marketing platform, a Coonamble Brand Story was developed, and can be found in Appendix 3.

4.6.3 Tourism Recommendations

Key recommendations included in the Prioritised Schedule of Works include:

- Secure online social media brand platforms
- Conduct a visitcoonamble.com.au website health check
- Develop a Strategic Tourism Marketing Plan

COONAMBLE SHIRE MASTERPLAN	
TOURISM OPPORTUNITIES	
Coonamble	
Product Offerings	
Nature & Adventure	Vast open spaces Walking & hiking including river walk & Nickname Hall of Fame walk Expansive night sky Watersports Biking Bird watching Access to Pilliga Nature Reserve
History & Heritage	Long & rich history Colonial heritage Museum Under the Bridge
Events	Coonamble Rodeo and Campdraft – largest in the Southern hemisphere Exciting and authentic local events, such as picnic races, greyhound races and markets
Journeys & Touring Routes	Street art trail Riverbed walk or Riverbank walk Great Big Adventures
Family	Water sports – swimming, kayaking, water skiing, fishing River-bed activities during dry season Bushwalking Access to Warrumbungle Observatory Wide open spaces and great picnic spots National Parks Variety of family friendly accommodation including farmstays
Indigenous Experiences	Tin Town Artworks and street art
Short Breaks	Easy access by road Range of accommodation options Events & festivals calendar, with many diverse, local events Nature & adventure activities
Business Events	Range of accommodation options Meeting spaces

## COONAMBLE SHIRE MASTERPLAN

### TOURISM OPPORTUNITIES

#### Gulargambone

##### Product Offerings

Nature & Adventure	<ul style="list-style-type: none"> <li>Walking &amp; hiking including River Walks</li> <li>Street art &amp; sculpture walk</li> <li>Biking</li> <li>Bird watching</li> <li>Access to Warrumbungle National Park</li> </ul>
History & Heritage	<ul style="list-style-type: none"> <li>Long &amp; rich history</li> <li>Indigenous history</li> </ul>
Events	<ul style="list-style-type: none"> <li>Gulargambone Campdraft</li> <li>Exciting and authentic local events, such as Gold Cup Races and markets</li> </ul>
Journeys & Touring Routes	<ul style="list-style-type: none"> <li>Gulargambone street art trail</li> </ul>
Family	<ul style="list-style-type: none"> <li>River-bed activities</li> <li>Bushwalking</li> <li>Access to Warrumbungle Observatory</li> <li>Wide open spaces and great picnic spots</li> <li>Family friendly accommodation</li> <li>Playground &amp; skatepark</li> </ul>
Indigenous Experiences	<ul style="list-style-type: none"> <li>River Walk</li> <li>Street art by local indigenous artists</li> </ul>
Short Breaks	<ul style="list-style-type: none"> <li>Easy access by road</li> <li>Events &amp; festivals calendar, with many diverse, local events</li> <li>Nature &amp; adventure activities</li> </ul>

COONAMBLE SHIRE MASTERPLAN	
TOURISM OPPORTUNITIES	
Quambone	
Product Offerings	
Nature & Adventure	Vast open spaces Access to wildlife filled marshes Biking Bird watching Swimming
History & Heritage	Long & rich history
Family	The smallest library in NSW Playground & pool facilities
Indigenous Experiences	River Walk Street art by local indigenous artists

#### 4.7 Branding

The consultant team conducted a thorough review of the existing corporate and tourism logos for Coonamble Shire Council; with the following being adopted by Council.

##### BRAND BACKGROUND

RETIRED LOGO



RETIRED TOURISM LOGO



*from the mountains to the marshes*

The retiring Coonamble Shire Council logo was designed many years ago during a time when there was discussion of an amalgamation. It's purpose was to demonstrate Coonamble's superiority to surrounding shires.

The logo font represented Coonamble 'moving forward' at speed and the imagery represents the dynamic economic confidence with particular focus on the agricultural industry.

NEW CORPORATE LOGO



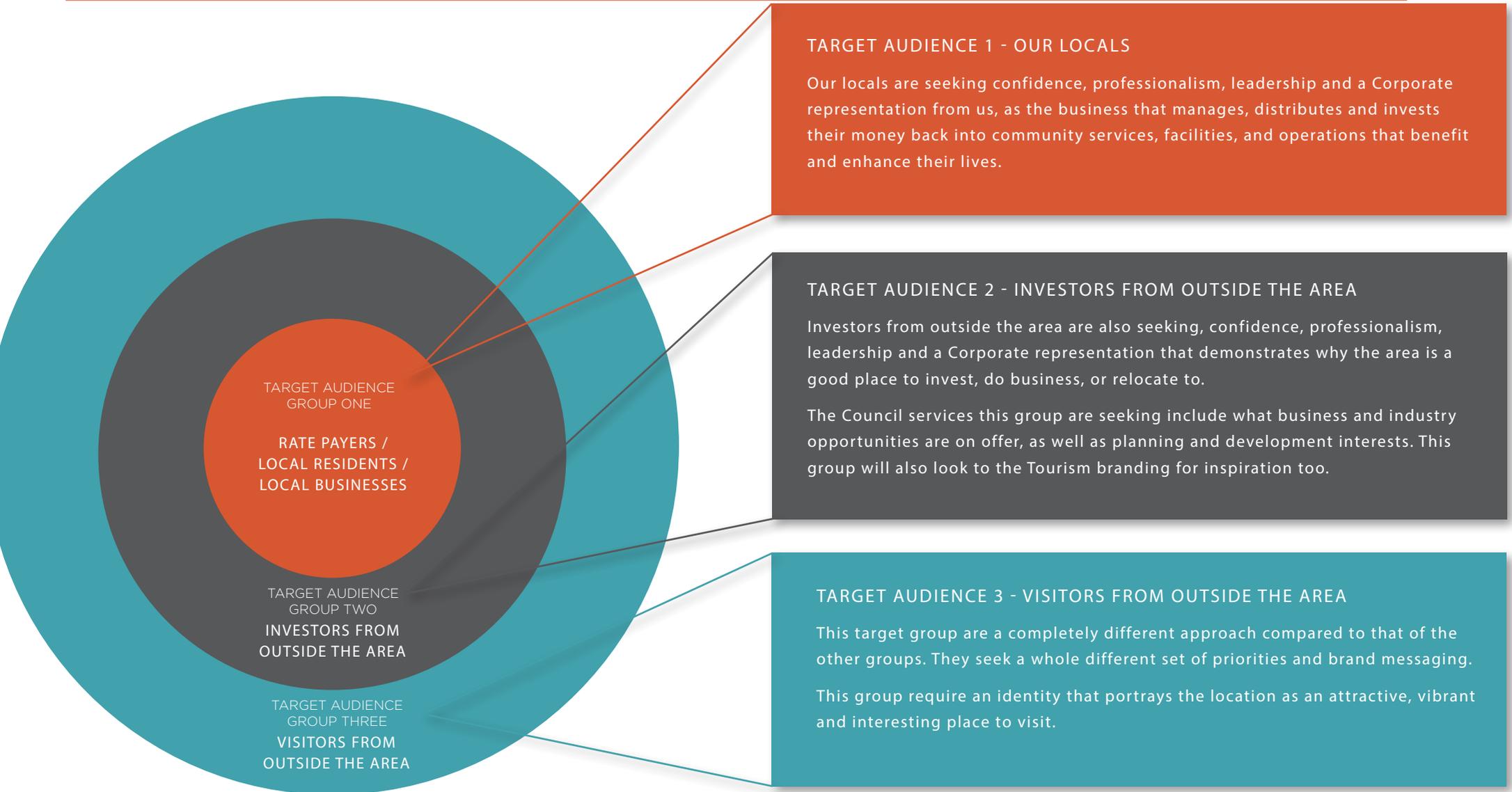
NEW TOURISM LOGO



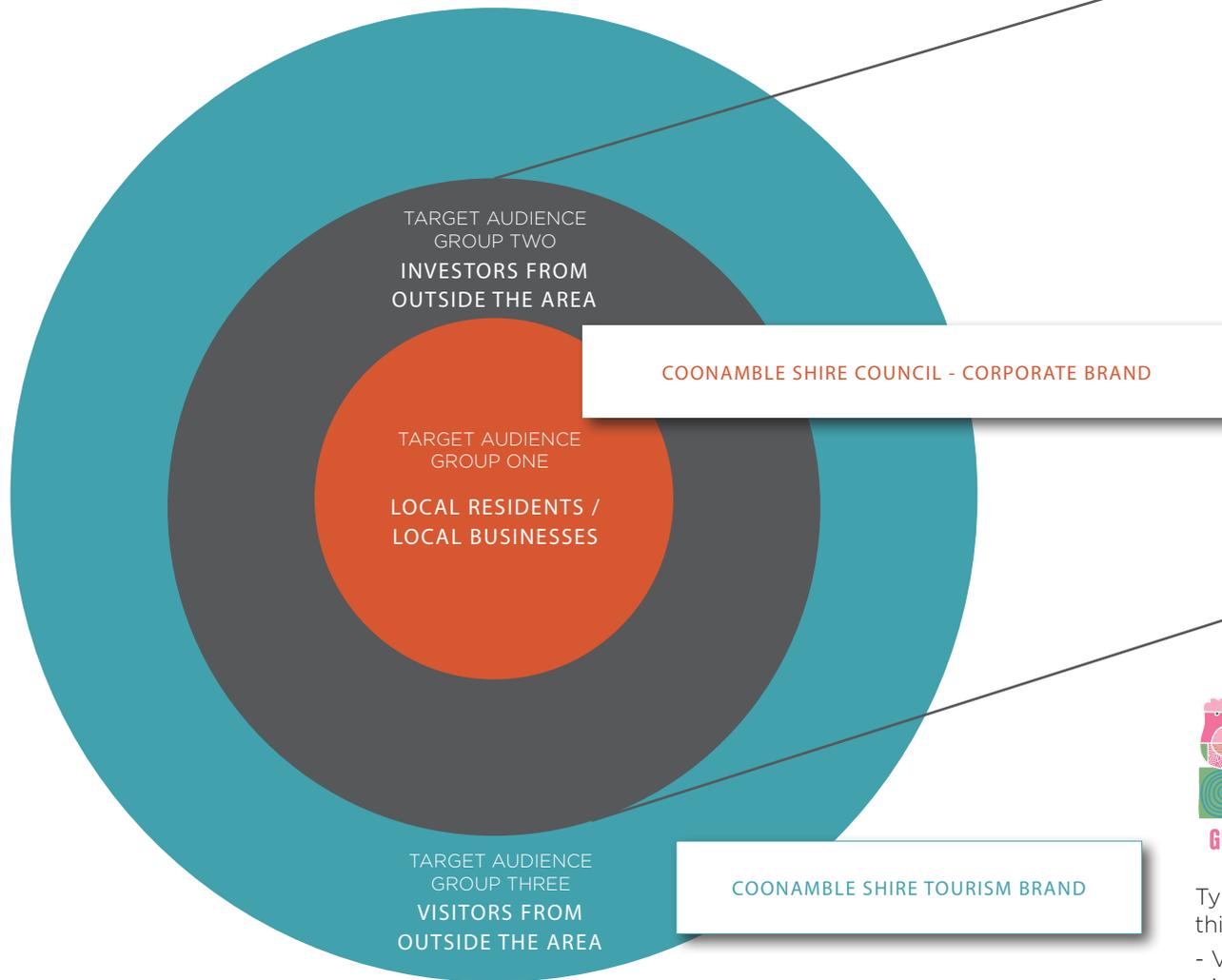
In June 2020, Coonamble Shire Council adopted a Masterplan for the Local Government Area which outlined a vision to guide growth and development over the next 20 years. The Masterplan process identified what is important to our community and how the character and quality of our LGA can be conserved, improved, and enhanced.

Branding was included in the Masterplan, and as a result a new corporate logo and refreshed tourism logo was adopted.

BRAND AUDIENCES - SNAPSHOT



BRAND AUDIENCES AND LOGO REPRESENTATION



# COONAMBLE SHIRE COUNCIL

Types of items branded under this logo include all outward correspondence to locals such as:

- Rates notices
- Booking forms
- Application forms
- Job notices
- Media releases
- Community newsletters ...and any other communication materials output by Council.



Types of items branded under this logo include:

- Visit Coonamble Website
- Marketing tools ie visitor brochures, welcome signage, social media marketing, etc.

BRAND USAGE

- Use the Coonamble Shire Council Corporate logo if:
- Council is the lead organisation delivering the service
  - You are communicating or promoting a Council service or facility to local residents
  - Council is contributing the most funding
  - Council is the accountable body



CORPORATE LOGO

- Use the Coonamble Shire Council Tourism logo if:  
The communication piece is targeted at a range of external audiences particularly attracting people to visit the region including Gulargambone and Quambone.



TOURISM LOGO

- Use the Coonamble Shire Council Corporate logo co-branded with the Tourism logo if:  
The publication is targeted at a range of internal and external audiences such so those looking to invest in or move to the region.



CO-BRANDING - Council Tourism Service / Event

- Use the Coonamble Shire Council Corporate logo co-branded with an external service brand if the project is a joint venture, partnership or sponsorship arrangement.



Example purposes only.

CO-BRANDING - External Service / Event

## COONAMBLE SHIRE COUNCIL CORPORATE BRAND

### COLOUR OPTIONS AND THEIR USES

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#### CMYK USED FOR PRINTED MATERIALS

e.g. corporate templates, manuals, reports, flyers, brochures, banners, signage

#### RGB USED FOR ONSCREEN PRESENTATIONS

Microsoft word applications, PowerPoint presentations & other documents viewed electronically.



COONAMBLE  
SHIRE COUNCIL

POSITIVE



COLOUR REVERSE

#### FULL COLOUR LOGO

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Documents reproduced in black and white (no colour).



COONAMBLE  
SHIRE COUNCIL

#### MONOTONE LOGO

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Screen printing or applications where only 1 colour can be used. Also best for faxes.



COONAMBLE  
SHIRE COUNCIL

POSITIVE



WHITE REVERSE

#### SOLID LOGO

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# COONAMBLE SHIRE COUNCIL TOURISM BRANDS

## BRAND SNAPSHOT



MASTER LOGO



TOWN LOGOS



CO-BRANDING

## **5.0 Prioritised Schedule of Works**

It is important for Council to be able to decide which projects within the overall plan are of higher value to the community and therefore should be pursued as a priority, against those that can be scheduled later.

All separable projects contained in the Masterplan are noted on the plans, corresponding to the Schedule of Works, which has a project cost estimate associated with it.

To assist in prioritising, the project team has developed a scoring tool that can be used for proposed projects in the plan, and any other projects that might be raised in the future. A simple check for the project complying with each principle provides a total score, which can then be weighed against other projects.

The Schedule of Works showing prioritisation scoring is included in the following pages, with the cost estimate included in Appendix 3.

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN										OTHER			PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME	
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health	CPTED	Multi-use				Operational Benefit
<b>0.00</b>	<b>POLICY AND SHIRE WIDE PROJECTS</b>																	
0.01	Develop a Shire policy for commercial use of public open space to manage future risk and ensure equity			X					X	X		X	X				5	
0.02	Update Coonamble Shire Management Plans and strategic policy to reflect master-planning exercise	X	X	X	X	X	X		X	X	X		X	X	X	12	✓	
0.03	Register Aboriginal cultural heritage on relevant government data bases i.e. AHIMS		X			X				X				X	X	5		
0.04	Protect significant trees & remnant vegetation under the LEP Biodiversity provisions for significant vegetation				X				X						X	3		
0.05	Develop a Shire policy to reduce the area of mowing in parks and open space, such as low native plantings under trees, to increase biodiversity, reduce maintenance and maximise habitat								X					X	X	3		
0.06	Create flexible spaces for events with supporting services			X		X				X	X		X			5		
0.07	Provide future state funding partnership opportunities to establish a programme where the Aboriginal community works with the broader community		X			X	X				X	X				5		
0.08	Install street trees to improve shade amenity (including ongoing watering and maintenance) in accordance with the Street Tree Masterplans (annual allocation over 20 years)				X				X						X	3		
0.09	Provide accessible paths to street edges		X						X			X	X			4		
0.10	Provide accessible paths to compliant grades		X						X			X	X			4		
0.11	Install seats every 200m along shared footpaths to improve accessibility options for the aged & others								X			X	X			3		
0.12	Remove weeds with an ongoing eradication plan (annual allocation over 20 years)								X					X	X	3		
0.13	Remove dead & under performing trees (annual allocation over 20 years)								X					X	X	3		

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME			
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED	Multi-use	Operational Benefit
0.14	Rationalise and remove redundant signage							X						X		2		
0.15	Investigate the installation of gross pollutant traps along the Castlereagh River to minimise rubbish entering the river bed		X					X						X	X	4		
0.16	Review development located within the flood zone to ensure compliance		X							X				X	X	4		
0.17	Review Pedestrian Access and Mobility Plan (PAMP) and prioritise works to tie into masterplan proposals							X			X		X			3		
0.18	Review current management arrangements for the Aquatic Club to allow access for all to the carpark and amenities, while only Aquatic Club paying members can use the boat access ramp							X	X	X				X		4		
0.19	Review playground at Aquatic Club to align with safety standards							X	X	X				X		4		
0.20	Review current operational arrangement at the Coonamble Aquatic Club to ensure emergency service access							X						X		2	✓	
0.21	Commission Street Tree Masterplans for Coonamble, Quambone & Gulargambone to improve town presentation and provide shade amenity				X			X							X	3		
0.22	Review treepit planting details to align with best practice and guidelines				X			X						X	X	4		
0.23	Commission Wayfinding and Interpretation Signage package to optimise active travel and tourism opportunities		X			X	X	X	X	X			X			7		
0.24	Develop an Active Travel Plan (Bike Plan & Pedestrian Access and Mobility Plan combined) to maximise funding opportunities and benefits for the community							X	X	X	X		X			5		
0.25	Secure online social media brand platforms to ensure control of content and allow for consistent messaging	X	X	X		X	X							X		8	✓	
0.26	Conduct a "visitcoonamble.com.au" website health-check	X	X	X		X	X							X		8	✓	
0.27	Develop a strategic tourism marketing plan to identify tourism infrastructure, campaigns, marketing material and a programme of promotional activities to achieve a clear direction for Council and business	X	X	X		X	X							X		8		

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME			
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED	Multi-use	Operational Benefit
0.28	Source grant funding for identified priorities from the tourism marketing plan	X	X	X		X	X			X	X			X		8		
0.29	Engage with local businesses to develop, promote and participate in tourism campaigns identified in the strategic tourism marketing plan	X	X	X		X	X			X	X			X		8		
0.30	Implement a development policy to encourage landowners to preserve and enhance elements contributing to the heritage streetscapes of Coonamble Shire			X		X			X	X				X	X	7		
0.31	Implement a development policy that recognises reactivation of the main street as a priority, per the Economic Development Strategy			X		X	X		X	X			X	X		8		
0.32	Investigate options for developing a minimum four-star hotel in conjunction with the Mineral Spa development	X	X						X	X	X					5		
0.33	Liaise with the Office of Environment and Heritage for the establishment of a grant system for the preservation of heritage buildings throughout the shire			X		X			X	X				X	X	7		
0.34	Engage a professional to work with local store owners in each town, to explore opportunities to sell or lease properties innovatively, to encourage more businesses into shopping precincts			X					X	X	X			X	X	6		
0.35	Seek government support to assist in the establishment of Aboriginal tourism businesses in town		X			X	X			X	X			X		6		
0.36	Host a tourism seminar for locals to provide them with tools and contacts to start tourism businesses, including: ecotourism; Indigenous cultural experiences; agri-tourism; farm stays; etc.	X	X	X		X	X		X	X				X		9		
0.37	Host a workshop for locals in developing and growing on-line businesses as part of their main-street shop			X										X		2		
0.38	Investigate opportunities for local power generation			X										X		2		
0.39	Employ an arts facilitator to work with schools, community groups and individuals in developing public art across the shire						X		X	X						4		
<b>1.0.0</b>	<b>COONAMBLE TOWN MASTERPLAN</b>																	
1.0.1	Plant trees in parks and open green space for shade amenity i.e the Showground, Sports Ground, Macdonald Park etc (over 20 years including ongoing watering and maintenance)				X				X				X	X		4		

COONAMBLE SHIRE MASTERPLAN																	
PRIORITISED SCHEDULE OF WORKS																	
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME		
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED	Multi-use
1.0.2	Re-locate outdoor exercise equipment in Smith Park to create fitness trail opportunities and encourage use							X			X	X			3		
1.0.3	Install additional outdoor equipment in Smith Park to complement existing equipment & create trail opportunities							X			X	X			3		
1.0.4	Install bubbler/ water filling station (adjacent outdoor exercise equipment)							X			X				2		
1.0.5	Detail design and installation of Stage 2 of Smith Park river walk with a 1.2m wide concrete path		X					X	X	X	X	X			6		
1.0.6	Commission a Castlereagh River Activation Plan which investigates opportunities for tourism & recreational uses of the river, riverbed and surrounds		X	X		X	X		X	X		X			7		
1.0.7	Install Macdonald Park upgrades, refer to masterplan proposals by GHD			X			X	X	X	X		X		X	7		
1.0.8	Install Electric Vehicle charging points in locations deemed desirable to attract visitors, such as in Skillman's Lane carpark, at the Visitor Information Centre, at the Mineral Spa development, in Quambone and in Gulargambone			X					X	X			X		4		
1.0.9	Install 1.2m wide concrete path from Macdonald Park/ Pool along the river to Nebea Street		X			X		X	X	X	X	X			7		
1.0.10	Install 1.2m wide concrete path from Tin Town to the weir which connects with central blocks of Coonamble		X			X		X	X	X	X	X			7		
1.0.11	Install 1.2m wide concrete path to perimeter of Sports Ground		X					X			X	X			4		
1.0.12	Design and install a yarning circle near Calga Street to provide opportunities to connect with country and culture		X			X			X	X		X			5		
1.0.13	Commission the design of interpretive artwork along shared paths representing Aboriginal daily life in locations such as the Castlereagh River, Tin Town etc		X			X	X		X	X					5		
1.0.14	Install interpretive artwork along shared paths adjacent river, interpreting Aboriginal, agricultural and environmental heritage		X			X	X		X	X					5		
1.0.15	Upgrade amenity building in Smith Park							X	X	X		X			4	✓	

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME			
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED	Multi-use	Operational Benefit
1.0.16	Remove old park furniture in Smith Park (seats, bins, table etc)							X						X		2		
1.0.17	Upgrade and provide new picnic amenity to Smith Park: install barbeques, bubblers, bins & table seating facilities to improve amenity		X					X	X	X			X			6		
1.0.18	Provide picnic area in pool grounds: install barbeques, bubblers, bins & table seating facilities to improve amenity			X				X	X	X		X				6		
1.0.19	Install wayfinding/ interpretive signage at every park entrance, path junction and key interpretive locations							X	X	X						3		
1.0.20	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)							X	X	X	X	X				5		
1.0.21	Install bins at main park entrances							X						X	X	3		
1.0.22	Install seating facilities							X				X				2		
1.0.23	Upgrade Aquatic Club playground and BBQ facilities		X					X	X	X	X	X	X			7		
<b>1.1.0</b>	<b>ENTRANCES</b>																	
1.1.1	Commission detail design of planting to entrances to promote Coonamble Shire Council		X				X		X	X				X		5		
1.1.2	Design, manufacture and installation of sculptural birds (Coonamble, Quambone and upgrade of Gulargambone existing sculptures)		X				X		X	X						4		
1.1.3	Commission detail design of entrance signage to promote Coonamble Shire Council (Coonamble, Quambone, Gulargambone)		X				X		X	X						4		
1.1.4	Install trees and understorey planting to entrances of Coonamble, Quambone, Gulargambone (with ongoing watering and maintenance) in accordance with masterplan				X				X	X				X		4		
1.1.5	Enhance showground entrance to create a consistent town approach through tree and understorey planting in accordance with Coonamble Street Tree Masterplan						X		X	X				X		4		

COONAMBLE SHIRE MASTERPLAN																	
PRIORITISED SCHEDULE OF WORKS																	
REF.	ACTION	PRINCIPLES OF DESIGN										OTHER		PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME	
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health	CPTED				Multi-use
1.1.6	Update town entrance signs in accordance with masterplan (Coonamble, Quambone, Gulargambone)		X				X			X	X			X	5		
<b>1.2.0</b>	<b>MAIN STREET</b>																
1.2.1	Commission investigation and detail design of the reconfiguration of the intersection at the Castlereagh Highway and main street to TfNSW standards to allow better access and sight lines to the main street, ensuring safe crossing points (provisional sum for design & construction budget)			X					X	X	X				4		
1.2.2	Remove gallows structures at main street pedestrian crossing and surrounds							X				X			2		
1.2.3	Install public amenities in prominent location on main street and provide attractive park-like setting			X	X				X	X	X		X		6	✓	
1.2.4	Commission investigation of options and detailed design of main street including parking reconfiguration; mid-block crossing; street tree planting; accessible crossing points, etc (provisional sum for detail design & construction budget)			X	X			X	X	X		X	X	X	9		
1.2.5	Create a vibrant laneway to carpark to enhance connectivity & natural surveillance (provisional sum for detail design & construction budget)			X			X	X	X	X		X	X		7	✓	
1.2.7	Install street furniture (seats, bins, lighting) to main street based on masterplan proposals			X				X	X	X	X		X		6		
1.2.8	Install wayfinding/ interpretive signage at every main street entrance, park, carpark and key interpretive locations							X	X	X			X		4		
1.2.9	Install anti-pigeon roosting wire to under-side of awnings along main street to reduce faeces			X				X	X	X			X	X	6	✓	
1.2.11	Install additional CCTV to improve rear carpark safety			X				X	X	X			X		5		
1.2.12	Develop a programme of street events			X		X	X		X	X			X	X	7		
1.2.13	Provision for RV, trailer and long vehicle parking to rear carpark			X					X	X			X	X	5		

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN										OTHER			PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME	
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health	CPTED	Multi-use				Operational Benefit
1.2.14	Commission detail design of rear carpark based on masterplan proposals (provisional sum for detail design & construction budget)			X	X				X	X			X	X		6		
1.2.15	Pursue with RMS the investigation and implementation of a 40km/hour speed zone in Coonamble CBD			X					X	X	X		X	X		6		
<b>1.3.0</b>	<b>COONAMBLE MINERAL SPA</b>																	
1.3.1	Update entrance to Coonamble Mineral Spa, Racecourse & Golf Course to create a consistent town approach and entrance structure in accordance with masterplan	X	X	X					X	X	X					6		
1.3.2	Commission detail design of Coonamble Mineral Spa/ Conference Facility to promote tourism and a multi-use facility in accordance with the masterplan (provisional sum for detail design & construction budget)	X	X	X					X	X	X		X	X		8		
1.3.3	Install 2.5m wide shared concrete path to the main street/ town centre	X	X	X					X	X	X	X	X			8		
1.3.4	Protect and enhance remnant vegetation to retain natural setting	X	X		X		X		X	X	X			X		8		
1.3.5	Potential location for caravan/ camping	X	X						X	X						4		
<b>1.4.0</b>	<b>VISITOR INFORMATION CENTRE (VIC)</b>																	
1.4.1	Commission detail design of the VIC and surrounds to provide tourism opportunities for visitors and the community which celebrates the Aboriginal and non-Aboriginal cultural heritage of the district (provisional sum for design & construction budget)	X	X	X	X	X	X		X	X	X		X			10	✓	
1.4.2	Provide new carpark with accessible parking space and ramp to path to provide accessibility for all and links into the existing Smith Park network, re-align entrance road into VIC to provide safer entry and exit path and provide new bus and RV parallel parking within existing park driveway surface								X	X	X		X	X		5		
<b>2.0.0</b>	<b>QUAMBONE MASTERPLAN</b>																	
2.0.1	Plant trees in parks and open green space for shade amenity to the pool, sports ground, playground, caravan park etc (over 20 years including ongoing watering and maintenance)				X				X	X			X	X		5		

COONAMBLE SHIRE MASTERPLAN																	
PRIORITISED SCHEDULE OF WORKS																	
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME		
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED	Multi-use
2.0.2	Provide pedestrian safe crossing points to RMS standards at the school and playground			X				X			X				3		
2.0.3	Install 1.2m wide concrete path to perimeter of Sports Ground		X					X			X	X			4		
2.0.4	Install concrete paths to central blocks of village to provide accessible paths of travel			X				X			X	X			4		
2.0.5	Install outdoor exercise equipment and create fitness trail opportunities							X			X	X			3		
2.0.6	Install bubbler/ water filling station (adjacent outdoor exercise equipment)							X			X				2		
2.0.7	Upgrade the playground to include: a tourism kiosk; wi-fi; public amenities; youth zone play equipment and outdoor ping-pong tables for casual hanging out and perching			X				X	X	X			X		5		
2.0.8	Upgrade amenity building in Sports Ground with new shower and accessible toilet			X				X	X	X		X			5		
2.0.9	Upgrade tennis court lighting			X				X	X	X	X	X			6		
2.0.10	Repair swimming pool leak						X	X	X	X	X		X	X	7		
2.0.11	Upgrade swimming pool amenity facilities			X			X	X	X	X	X	X			7		
2.0.12	Replace fencing to Sports Ground							X			X	X			3		
2.0.13	Install fencing to rubbish tip to prevent the spread of rubbish and illegal dumping							X	X	X			X	X	5		
2.0.14	Tidy up litter and rubbish through out town, especially around the rubbish tip (annual)							X	X	X			X	X	5		

COONAMBLE SHIRE MASTERPLAN																			
PRIORITISED SCHEDULE OF WORKS																			
REF.	ACTION	PRINCIPLES OF DESIGN										OTHER			PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME		
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health	CPTED	Multi-use				Operational Benefit Environment	
2.0.15	Commission the design of interpretive artwork in the playground representing Aboriginal daily life in the area i.e totems or other representation to complement the existing totems (Stage 2 Wailwan Story Boards)		X			X	X			X	X						5		
2.0.16	Install interpretive artwork in the playground		X			X	X			X	X						5		
2.0.17	Provide picnic area at the playground: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity			X	X				X	X	X		X				6		
2.0.18	Provide picnic area in pool grounds and sports ground: install barbeques, bubblers, bins & table seating facilities to improve amenity			X	X		X	X	X	X	X		X				7		
2.0.19	Install wayfinding/ interpretive signage at main park entrance, path junction and key interpretive locations								X	X	X						3		
2.0.20	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)								X	X	X	X	X				5		
2.0.21	Install bins at the main park entrances								X					X	X		3		
2.0.22	Install seating facilities								X				X				2		
2.0.23	Update entrance to Quambone and Macquarie Marshes turnoff to create a consistent town approach and entrance structure		X							X	X			X			4		
2.0.24	Install Macquarie Marshes signage on Castlereagh Highway which is consistent with masterplan		X						X	X	X			X			5		
2.0.25	Commission a tourism review of infrastructure requirements to capitalise on the location of the Macquarie Marshes close to Quambone, such as sealed roads, signage etc.		X							X	X			X			4		
2.0.26	Update facilities and signage for the Quambone camp site		X						X	X	X			X			5		
2.0.27	Provide distribution point for tourism brochures at the Quambone camp site		X							X	X			X			4		

COONAMBLE SHIRE MASTERPLAN																
PRIORITISED SCHEDULE OF WORKS																
REF.	ACTION	PRINCIPLES OF DESIGN							OTHER				PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME	
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health				CPTED
<b>3.0.0</b>	<b>GULARGAMBONE MASTERPLAN</b>															
	Plant trees in parks and open green space for shade amenity to the pool, sports ground, Lions Park, etc (over 20 years including ongoing watering and maintenance)				X			X				X		X	4	
3.0.2	Upgrade footpath along main street to provide compliant grades and a fully accessible path			X				X	X	X	X				5	
3.0.3	Upgrade library facilities and upgrade wifi speed for the community and visitors							X	X	X					3	
3.0.4	Install 1.2m wide concrete path to perimeter of Sports Ground		X					X			X	X			4	
3.0.5	Install outdoor exercise equipment to Lions Park and Sports Ground to create fitness trail opportunities							X			X	X			3	
3.0.6	Install bubbler/ water filling station (adjacent outdoor exercise equipment)							X			X				2	
3.0.7	Provide picnic area to Lions Park: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity		X	X				X	X	X		X			6	✓
3.0.8	Install nature play based playground to Lions Park			X				X	X	X	X				5	✓
3.0.9	Install 'Youth Zone' including Parkour style equipment for casual hanging out and perching, with a skate/street art aesthetic to enhance existing facility			X				X	X	X	X	X			6	
3.0.10	Install shared pedestrian cycleway along the river to connect with town centre to provide better activation and connection of ancillary spaces		X	X				X	X	X	X	X			7	
3.0.11	Commission the design of interpretive artwork along shared river path representing the Aboriginal story of daily life		X			X	X			X	X				5	
3.0.12	Install interpretive artwork along the river path interpreting daily Aboriginal life		X			X	X			X	X				5	
3.0.13	Upgrade amenity building in Sports Ground							X	X	X		X	X		5	

COONAMBLE SHIRE MASTERPLAN																		
PRIORITISED SCHEDULE OF WORKS																		
REF.	ACTION	PRINCIPLES OF DESIGN										OTHER			PRIORITY SCORE	COUNCIL QUICKWINS	PROPOSED DELIVERY TIMEFRAME	
		Baths	Nature	Town	Shade	Heritage	Art	Pool	Amenity	Visitors	Tourism	Health	CPTED	Multi-use				Operational Benefit
3.0.14	Council to support upgrade of tennis courts to impact surface with new asphalt base			X				X	X	X	X		X			6		
3.0.15	Install white picket oval fence to create a village green							X	X	X				X		4		
3.0.16	Install 1.2m wide concrete path to connect residential areas, playground and parks with town centre to provide better connection and create a path hierarchy		X	X				X		X	X		X			6		
3.0.17	Commission detail design of playground and adjacent fencing in Sports Ground to accommodate user needs (provisional sum for detail design & construction budget)							X	X	X	X					4		
3.0.18	Install wayfinding/ interpretive signage at main park entrance, path junction and key interpretive locations							X	X	X						3		
3.0.19	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)							X	X	X	X		X			5		
3.0.20	Install bins at the main park entrances							X						X	X	3		
3.0.21	Install seating facilities							X					X			2		

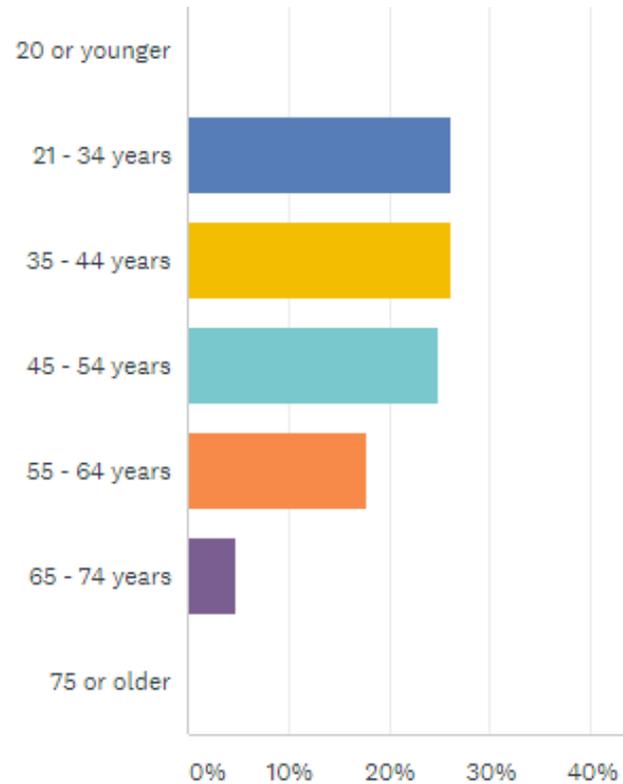
6.0 Appendix

Appendix 1: Survey

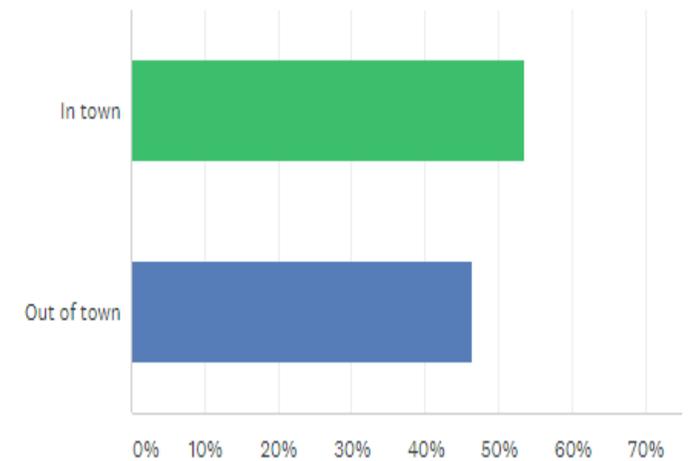
With the understanding that not everyone is comfortable with attending public workshops, Council ran an online survey.

The questions and results have been summarised over the following pages through.

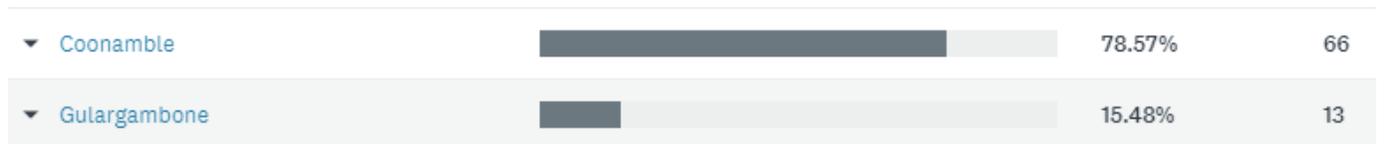
Q1 Age bracket



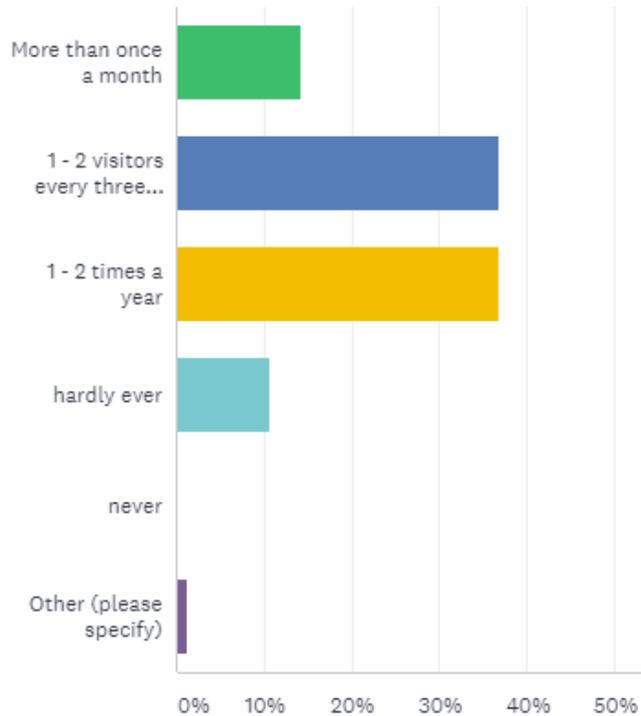
Q2 Do you live in town or out of town?



Q3 Which town do you live in/near? (Coonamble, Quambone, Gulargambone?)



Q4 How often would you have visitors stay?



Q5 Which word(s) best describe your community?

Resilient
Resilient
Racist
This community is neglected. Local community trying to revive it. Climatic conditions not helping relying on tourist trade.
Vibrant community minded, looking out for each other and won't take no for an answer
Committed to self achievement
inclusive, supportive
Great
Small
Strong Gritty Stubborn Spirited Resilient
Active, enthusiastic, young families, bush
Boring
Resilient/supportive
ok
Resilient
Arid, agricultural based, trying to be positive
One of the best!!
Friendly, In need, strong, and supportive
Dead
Busy
Friendly people
Loyal and welcoming
Crime stricken, boring, ghost town.
.

Lovely but needs improvement
My community. My life
Agricultural centre
Friendly
Old, generous.
resilient strong friendly
Devided, Reselient
agricultural innovative adaptive
Friendly
Compassionate
Struggling, shrinking, supportive, diverse
Warm, active, creative
Very unenthusiastic about life. There are only a few go-getters in Gular who really carry the whole town.
Resilient, rustic, authentic
Rural remote
steady, considerate , hard working , tough , not growing Proud
Backward
Boring
community people- upbeat & hard working community appearance & vibe- outdated and lack of tourism
Apart from the drug infested people, the rest of the community is fantastic! Everyone pulls together for community effort
Alright
Vibrant Enduring
Resilient

# SALA4D

Drought stricken A caring community
Barely holding on
Tight knit. Supportive.
Deflated
Broke
Friendly
Takes a bit of time BUT Friendly, hard working
Mothers
Dying
Small, regional, social and “looks can be deceiving”. I.e. Coonamble may not be much to look at, but its a great place to live and visit.
inclusive
Spirited
ice
Segregated
Amazing
Friendly
supportive, inclusive
good
Rural
Unkown
diverse
Supportive
friendly, welcoming - these words describe the people that we have met since moving up here and mostly consist of farming families, not the townish as much
Slowly becoming a ghost town
Friendly, helpful

Quiet
Proud resilient stubborn
Resilient
Supportive
Respectful, friendly, caring, resilient
FRIENDLY, CARING
Rural
property crime, rural, dry, big hearted community
Supportive in times of need
Diverse
Close knit Small Rural Passionate Isolated Resilient Entrepreneurial Innovative Dedicated Supportive Community-focused Welcoming Friendly Sporty

Q6 List what word(s) describe what the location is about? (the region/geography of your home-town)

NA
Rural
Used to be a community
Half way between Gilgandra and Coonamble. All on the Castlereagh River.
Half way between the marshes to the mountains
Mixed farming community
rural
NA
Highway location
Big skies Flat plains Productive Cultural

Western Bush Country Remote
Community sustainability land management indigenous culture
Rural and remote, local businesses, farming, sheep/cattle/crops, wide brown lands, Warrumbungle mountains in the horizon.
Country, flat Dry and hot
I don't understand the question? Rural, agricultural perhaps?
arid agricultural mountains meets the marches and the scrub
The real Australia
Isolated, Dry and Hot
Middle of nowhere
Rural, large, open, broad
North west of Dubbo
River and the northwest region
Rural, remote, dry, dead
.
.
Country living. Casual living
Farming, community and friendship
Rodeo, horses
Farmers, wheat growers
country rural farming
Perfect for me
Town surrounded by flat grasslands ,scattered trees,grazing and cropping,dependent on the GAB. Tourist spots are a day trip from town .Sited on a gray nomad trek north.

Wheat & Sheep Dry river bed Mountain & Marshes In town
Central western plains, agriculture
Outback
A dust bowl, huge potential to farm, dry, dry dry, quiet, slow paced, segregated.
Endless plains country, hot summer- perfect winters,
Mountains to the marshes. So Hilly to the east. Leveling out to broad plains, taking in the Macquarie Marshes
needed for supplies . plain, not exciting, not green enough . dry . needs a water view
-
Desolate
Remote
no idea what this question is asking
Aboriginal Rural Drought affected Friendly Willing to help Strong community bonds Supportive community Drug infested Flat
Mountains to the marshes Agriculture River
rural, river town, flat,
Rural & remote
Rural and remote.
Agriculture. Small business. Community.
Isolated
Back of bumfuk
Farming,grazing
Farming
Authenticity
Quiet Small country town Death

Isolated-ish. Regional. Rural. 1.5 hours from Dubbo.
remote
Caring, supportive, resilient, making it happen, if it doesn't exist and is needed the community will make it happen
dusty
Coonamble has lost its identity. there isn't one now
Farming/Grazing and Community
Rural, open
remote.
open air
-
Family
Agriculture
Rural
rural, small, quiet
between Dubbo and Lightning Ridge is the best way to describe it to people who don't know.
Families Farming Sporting
Open space
Flat, huge skies, stark, ancient
Wetlands Gateway to MacQuarie Marshs
Primary production, cattle,sheep, cropping mans associated businesses
wide open plains, dry river bed
RURAL
Rural
outskirts of Warrumbungle national park on the river flat
Variety - from the mountains to the marshes & everything in between
Birds

Dry arid Productive Farming Isolated Flat big skies, wide lands Open plain Warrumbungles in the distance Marshes over the horizon Soil, scrub and sand Salt of the earth
--

Q7 Using the Local Identity board below, what three image/symbol best describes your community? Please list letters in order of importance.

Refer page 18 for the collated results

Q8 Using the colour wheel, what colour(s) describe your community/location? Choose one or more colours using the correlating number and letter.

Refer page 20 for the collated results

Q9 What memory/ image gives you a proud and happy feeling when you think of Coonamble Shire?

I enjoy driving out of Coonamble seeing the galahs on the water tower. Makes me excited to get home.
Tin Galahs
Gular pool when Ronnie Tindal was running it
Community spirit
The Galah sculptures, street art and Gular caravan park
Gulargambone
local art in Gulargambone
The green parks and paintings around the shire
Silos
Crowded Showgrounds

# SALA4D

Well attended community events particularly young families
rain and thriving nature (not anymore)
Adrian Hanrahan days,
Our older people and their memories of how our town used to be.
The raindance - even though I couldn't make it
Water skiing at the Weir as a young kid (wish this could be a bigger focus and maybe developed so there is another section for tourist and local to stop and swim but separate and safe so that the boats can still go waterskiing) Campdrafting at the Coonamble and Gular campdrafts and watching the rodeo
Who knows
Giving their support for the Coonamble Women's Shed
None
The smell of rain on hot tar, wide, hot, scorched earth.
The number of people that show their respect at funerals. Small businesses.
The castle reach river
Can't think of happy memories in the last 10 years at least not much has happened or changed that's great or nice
Having my family here
My marriage at the museum under the bridge
Community
A good harvest
Rodeo
The show the rodeo the Christmas carnival

Rodeo
Wheat trucks at silos
Show day/rodeo/Gold Cup/ Anzac Day
Dinners at the pool
Family
Castlereagh River Flowing, Gold Cup Races - Fashions on the Field
Events like the Raindance. Also every day things like walking down the main street and knowing and chatting to majority of people.
Coonamble Rodeo crowds and the memory of the large crowd that gathered for the unveiling of the Bullock Wagon sculpture in Gular in 2018
Passionate people who want to protect their water-Great Artesian Basin
Sweeping plains
big gatherings of people Balls ,races, rodeo ,
How the community pulled together in a tragedy
The road out
K
rodeo, show, health services, the hub
That's a tough one...hmmm
Wheat paddocks
Rain Dance
Harvest: headers moving up and down the highway and line of trucks at the silos
quality sporting facilities
The CBD and old images of beautiful long gone architecture
The castlereagh flowing

Community spirit ie rain dance
Weir full
Living on my parents farm
Water tower
Bingo nights!
Birds
The small community not-for-profit organisations of our community, i.e. the Coonamble Cancer Council. The local pubs that are always busy on a Friday afternoon, with people socialising and having a good time, i.e. most recently the Terno. The June Long Weekend Rodeo and Campdraft event 15 years ago, when our town was a safe place to walk around, looking at Christmas lights, going for an evening bike ride with your parents, feeling safe and secure.
i
Our community groups and individuals always there to support each other especially those in need when the chips are down.
when the authorities decided to take a stance against drug users and the police made multiple arrests and disrupted the drug dealing/using to the point it never recovered ..... oh wait, that never happened.
What it used to be 20 - 25 years ago, The only image that is still relevant is the respect shown by businesses and employees during funeral processions
EVERY BUSINESS HOUSE IN CASTLEREAGH STREET OCCUPIED
Community Spirit, helping people who need a hand

out back arts
haven't had it yet
Horse events
Family
?
The image of all the shop owners standing and paying respects after a local has passed- nothing says respect for the community like a whole town at still
shire signs
Not sure, haven't lived anywhere else, family has been here for sooo long
June long weekend rodeo
Raindance, Campdrafting
People pulling over in their cars, and staff standing in front of shops for funerals
Visitors visiting the Quambone General Store
Flat plains
Rain Dance
PLAZA THEATRE
Rodeo
The pool staying open late on Friday night (8-9pm) and taking our dinner to eat there with everyone else. Cracker night - I loved it! #buyfromthebush seeing positive stories.
Coonamble Raindance
Galahs, emus

Productive times with farming - a big harvest or lambing. Community events that I played a part in and that made a real difference to our lives and the strength of the community - the Raindance. How our history shapes what we do now - my grandparents' efforts have delivered value and benefit to me, probably beyond their realm of possibility. Imagine what I could provide for future generations if I can build on what they left!?

Q10 If an outsider asked you why you live in Coonamble, what would you tell them?

NA
I don't live there
It's home
Not in city, need to be a in a quieter place
I would say I don't.
Move to Gulargambone - find paradise!!
Don't live in Coonamble
I don't. I think it's a sad town, lots of shops closed. No life.
No choice
It's the best place to raise children. Cheap to live. Good people. Water security.
Abundance of young families particularly young farming families
Not sure anymore
Great place to have a family, 6th generation of very proud family history, watching the river rise and run is magical, seeing the land green is spectatular

I like the community and how we can all band together in hardship times
Friendly, resilient people
I live here and own a farm and Coonamble is our closet town. We have a good farming community but can suffer from dry and wet times and when the farming community is affected it ripples through to the towns we have a good rodeo and campdraft (needs work to create better attraction)
this is where I chose
Quiet friendly town with a community that cares and supports each other
Can't afford to move.
For the community, the wide open spaces, and the friendly atmosphere
I was raised here and it is my hometown. I like it here.
The people make the town they are so welcoming and nice
Can't afford to leave at this time.
My family are here and quite country town
Because my husband lives here
Can't afford to move
Friendly people who will communicate with anyone
Lived here all my life and have family here
I've lived here all my life and my family lives here. My family have raised me to respect the town as I do.
Friendly people
Sense of community

# SALAD

That is where we work ,farm and we have the GAB to provide us with water.
It's home, where my friends are. Friendliest town in Australia
Work
Great community to live in, it's somewhere where you can make a home not just live here.
Fun, proactive, creative, community with great people
Because that is where our family has been farming for the last 3 generations
Small community in which you are known & can contribute to in many ways.
My heritage keeps me here. I like the fighting spirit of the town also.
our farm is here
Born and Bred here
Can't afford anywhere else
Lived here all My life and it's a simple lifestyle
The community is full of great inspirational young people
I don't, I live in Gulargambone.
Because of the cropping
Coonamble is a great place for the age group I am in - 25-35, there are more opportunities for women here these days business wise and I think we really have amazing people in this community that make it a great place to live
Family tradition
It is where I grew up, I chose to return for my job 17 years ago
More affordable than a regional city

The community
Family
Mortgage
Family, cheap housing
experience
I get to be a mum without the anxiety of finances weighing on us.
Friendly
It's nothing to do with the town, everything to do with the community.
It is home its where I belong and I am comfortable here.
For the people - can do attitude, so much of what is available in this community is because of the people within it making it happen. The plains are so beautiful and are ever changing, the River is at it's most beautiful out on the plains. Even in this horrendous drought our land is by far the most beautiful.
i will win lotto one day
Stumped for choice
I love where I live
I live here because of the people, and in a good year the climate
because I married someone who live here.
the life style
Supporting underprivileged families
Family
I don't

The most community minded little community that is always giving. It supports everyone and is always looking out for others
Because our farm is there
family are here
Friendly people, great for the kids, no polution, laid back lifestyle, wide open plains
Simple and friendly country life
I like my home here, I'm established in a comfortable way
In Quambone I like the laid back atmosphere and know all my neighbours
Naturally fertile soils, underground water, friendly people
the people, the cost of living, the community, the business opportunities
WORK
Employment
family support the absolute mass of sporting activities
Very close & supportive community
I feel a part of Gondwanaland
Because I couldn't possibly live anywhere else. This is home and I want my children to have the opportunity to make it their home too.

Q11 Using the Visitor Attraction board below, what do you consider the Shire's top three most valuable attractions in the future? Please list letters in order of importance.

Refer page 19 for collated results

Q12 What do you think Coonamble has that other regional towns/cities in Australia may not have?

NA
Artesian water below it
Al's cafe, community spirit
NA
The most un-proactive council as they talk but don't do.
Potential bore baths??
Gulargambone has a very supportive, welcoming community.
NA
NA
Large creative arts community
I don't believe coonamble is a destination as we don't have enough product offering or natural attractions. Events - rodeo and races are our best bet. I believe there is a growing market for day trippers coming from the likes of dubbo in group touring various towns in the area and doing a country gift shop tour. This is following #buyfromthebush campaign.
Public Art and song indigenous ties
Community
Fighting community spirit
History

not much! we have mixture of things; our rodeo and campdrafts (could be made into bigger attractions), the marches (not promoted well), the farming produce, great people(visitors actually have to stop and have somewhere to park to experience this!), our weir and river (creative ideas definatly needed, even creating an event on the dry river bed!)
A council that is not looking at the big picture
Broken and rutted footpaths
Nothing
Amazing local characters
A good, friendly community.
The people and great cafes and pubs
High crime rate, not enough police on duty
.
A museum under the bridge
Water
Character
Don't know
The best rodeo,
Welcoming people and resilience
Marshes to the mountains
Good water
Nick name charactures
Nothing
Strong social cohesion, lower cost of living and slower pace
An increasing young population. Such a high number of creatives
.

Authenticity, rustic charm
Great Artesian Basin, Vast plains, Solitude, Quintessentially Australian
skiing weir . close tourist attractions hard working community volunteers
-
Crime
Nothing special
the river, good community that are willing to volunteer
Narrow minded vision mainly centred around the Coonamble township
A ski weir
I don't think it's about having things other towns do not, but using the strengths we have such as our location in between Dubbo, Warrumbungles, Lightening Ridge, Macquarie Marshes etc. We do have a strong Rodeo and Racing calendar each year that we can make the most of. Gular has done SUCH a great job using art to put themselves on the map for tourists and we need to be more proactive doing something like that, such a simple idea that is so effective.
sculpture walk, macquarie marshes and rodeo
Warrumbungles
Community connectedness
Fnatastic agriculture industry
Potential to grow for tourists
Ice dealers, lack of police
a Main Street that is not on the thoroughfare through town
under ground creek

# SALA4D

Sense of town pride
Nothing special
A home-base for those wanting a great visitor experience. For example, if you were a visitor in Coonamble you could take day trips to the Pilliga bore, the Warrumbungles, Sculptures in the scrub, The marshes. I know that it isn't very appealing in our current drought.
a community spirit and people who are risk takers in business that allows great up and coming enterprise if the council lets it happen
A community that really pulls together when the going gets tough ie Drought Busters group
1. crooked cops 2. the highest per capita fines by the hp
a shire that fails to contribute where needed
Committed community minded people
Room for expansion of businesses and infrastructure
great community
a river
Marshes
Unkown
Nothing
The ability to grow and the ability to work together as a community when times are tough
not much
nothing
the people, central to a variety of attractions
Friendly people that are proud of their town
Good proud residents

Quambone has a quiet campsite which is becoming a favourite
Upside down river
a sense of respect and history
?
Size of rodeo Macquarie marshes
youngish professionals who come to marry a farmer and bring with them the experience and drive to do something unique or different in our community
Unique Variety
Access to an abundance of water, Excellent sporting facilities
Spirit and spunk. A cheeky approach and ability to not take things too seriously, while still being a place that has a lot of people who can do cool shit.

Q13 If you were going to the shops, on the main street of Coonamble what would make the experience more comfortable?

NA

Shade and clean attractive shopfronts
Green and tree scaping. A program to retail use shop fronts and facades
Everything needs to change. More pop up shops, shops open all weekend, more food and cafes, outdoor eating , play areas for kids to provide activation, shade trees etc etc
A Supermarket in the main street, business/shop owners not buying shop fronts just to leave them empty/being responsible for their own property and its upkeep
to have shops there , and a pleasant main street atmosphere.
A roundabout at the commercial hotel end of the main street
Better Parking (more accessible and so caravan can park), more shade, toilets, more welcoming shop owners
Who knows
Seating along the streets
Actual shops in the street
Nicer public gardens, bright shopfronts, community-minded spaces.
More of them.
More shops to fulfill the empty buildings
More shops. More variety of shops. Clothing of all ages and prices.
Shade, toilets, shops that are open
Not seeing so many empty shops. It makes the Main Street look delapidated.
Seats

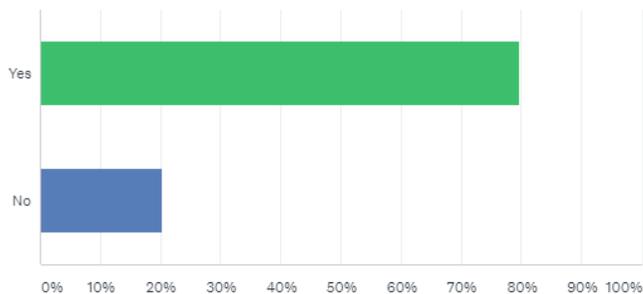
-
Public toilets
Locals and friendly staff
public toilets
Shops
. Good public toilets are important for residents and tourists
More shade & seating
More shops
Mature trees for shade for the hot summer days.
Trees, neater and cohesive presentation of shops, more offerings, cafe culture
Relevant shops to service our needs and pride in the appearance of the shop fronts by owners. Plus general cleanliness
More shops?
Shade, Shade, Shade
easy parking and toilet
More shops/Less of a ghost town
Service
More shops
trees/shade no SOS in main street, a nice public toilet
More shops!!!
If they were open

I don't go there unless I really have to. The main street it half empty, there's not really an appealing space there to gather as a community. Now the trees are gone it's fairly ugly looking. You can't get a park a lot of the time. If you look at the business model of Mink and Me/The Hub, they work together to create a space that people want spend time in.
Bigger/taller main street trees, fruit/vegetables growing in main streetbeds
Clean accessible toilets, an attractive area to sit and less vacant shops
Do something with that horrid fire site
Public toilets that were clean and maintained well
Fill the shops
Knowing I could afford it
Shops that open during the lunch time, more shade, clean public toilets, get the disgraceful mess on the corner cleaned up
nothing
Shop fronts looking more inviting
Shops that were open
More shopfronts open. Our main street is one of our biggest down falls. I spoke with a caravaning couple on the Gold Coast last weekend and they mentioned they drove right through Coonamble because it looked so dull.
More shops
More shade
slippers
seating, shade, toilets.
Occupied shopfronts

More friendly shops
if all the shops were open - more choice
no idea
Toilets, actual shops in the main street
Public Toilets, Seats
If the supermarkets were in the main street.
more shops
nothing really, i wouldnt say its an uncomfortable experience
having a toilet nearby, a park with seating
tidier footpaths
More shops open with business or services and toilet facilities
Less empty shops as they make me feel sad
Diverting trucks to another route not past the 2 main supermarkets as the parking is limited and you have to cross the road. Very dangerous for families
More shops occupied
more shops
SUPERMARKET WITH PARKING
Not having to coordinate lunch closing times
seats in the main street, toilets in the main street, bubblers in the main street
Seating outside, Clean accessible public toilets, aesthetic in appearance
Shade of trees, green coolness

If they were open at lunch time, if the footpaths weren't so dirty and smelly from cigarette smoke, if there was less pigeon shit, and if there were more shops/outlets that you needed to visit all together in the main street, it would make the WORLD of difference!

Q14 Without searching/looking for it, do you know what the current Coonamble Shire Council logo looks like?



Q15 IF YES - Describe the current Coonamble Shire Council logo in your words (what does it look like, what does it represent? What does it mean to you?)

very representative of what our area has to offer geographically, naturally and culturally.  
 Earthy colours - warrumbungles back drop  
 NA

NA  
 Multi colour traingle with an arrow type thingy  
 NA  
 Geometric design, not sure what it represents  
 NO  
 Abstract  
 Out of date Tired Unattractive Out of touch Represents a past council with limited access to design skills  
 Bucking bull, water bird.  
 Its one of the most terrible logos I have ever seen. Its busy, its dated, its plain and the fonts are bad. It looks like it was created in the 1970's. Looking at who you re getting to re-brand the logo, I cant see that changing. You need contemporary clever branding experts to make sure this image of Coonamble changes . This may mean no more old people making decisions for the towns future direction.  
 Land scape, moving, all points lead to Coonamble,  
 It has a C which looks like it is wind swept and underneath are what looks like sweeping wheat plains  
 It looks cheap & dirty  
 the words Coonamble shire with patch work of orange and brown triangles. I think its trying to represent the cropping in our area. the colours are right but the triangles are a bit crazy and maybe too many. I think we are based on agriculture and its a fair representation  
 It is just a costly mumbo jumbo that a kindergarten could have done in ten minutes!!!

Its a logo that everyone identifies with, the lines represent multiple roads that extend from Coonamble and the colours represent the the environment of our area  
 Badly designed.  
 It looks awful, doesn't represent the shire or the community. It is a generic symbol.  
 Don't know.  
 I love it and represent the community as a whole  
 Boring, plain, orange, brown, black. It needs to be more inviting and exciting  
 Dull, bland  
 Very angular and ugly. I much prefer the signage on the border of walgett council with the wild birds as a major image  
 Great. It's now our logo and should stay  
 Paddocks  
 Lots of triangles overlapping each other. It means nothing to me.  
 Doesn't mean anything to me looks like patterns and colours  
 Geometrical and boring  
 Coonamble and a drawing from my 5 year old  
 I do not think that the logo should be changed again.  
 Lines, different size oblongs under the name  
 Nothing  
 fields of crops on the plains

Very 80s and dated, seems like the words are moving forward and above a pattern of paddocks representing the agriculture industry it was founded on, and the moving words to represent development etc. It is so ugly.
Red with zig zagging lines and triangle-like shapes.
Series of long lines (angled). Not sure what it means.
The words "Coonamble Shire", above a series of colourful lines representing agricultural plains. It means to me Coonamble is go ahead.
farming paddocks
Lots of lines (depicting the mountains) on a map of the region? With Coonamble (the word) shooting forward to the future?
No it doesn't try to get your instructions right - another half baked council survey
No
A red C and coloured triangles underneath. Doesn't represent or mean anything to me
The current logo suits the current mentality of management and their employees. It is supposed to represent the whole shire but unfortunately does not. It means nothing to me
Don't know it should represent the farming side of it cause that the only reason there is a town
I'm sure it was made in the 80s and whilst it probably did the trick then we would be better suited with one that is plain and doesn't need to be done again in 30 years.
Name sitting on stretched star - we live under the stars and we can reach the stars. This needs to be used in our promotion

Sharpe lines and I have no idea what it represents
I think it is irrelevant to our community. Zigzag lines with no meaning
?
Coonamble shire council with triangles or sharp angles underneath
?
Lots of triangles, means nothing to me, not sure what it meant to represent in regard to council
no
-
Plains and farms on a horizon
No.
It appears to have stars reflected under the word coonamble. Im unsure of what represents.
It is paddock style shapes coloured in browns and greens to reflect the colours of the area. It represents community moving forward across the paddocks of the shire.
really??? what does a logo mean to me??? wtf??? who came up with these questions??? - the logo means i am have wasted 10 mins doing a survey with idiotic questions.
looks like a tech drawing lesson gone wrong. what could it mean to anyone? who was the idiot who approved it!
Insignificant
3 separate pictures, rodeo bull, pink gular, and the marshes. They are 3 impressions someone has had of our region
boring, old fashioned - needs up grading
Three towns & their symbols

Mountains to marshes
-
I said no
NA
the words Coonamble shire and weird triangles
ugly, could represent land with the various colours under the C
Outdated, word pad drawing Meant to represent the land
country
Abstract fenced paddocks. I think it looks a bit dynamic and active.
Fields, lightning, sunburnt country
It is just an abstract picture..no real representation
criss-crossed lines stretching from the horizon, representing farming on the plains and "spreading out". I quite like it, I like the fact we've had it for a while, and I don't want it changed.
A SERIES OF HYPERDERMIC NEEDLES. HORRIBLE LOGO
Pointy angled squares weird colours. Ok but not iconic

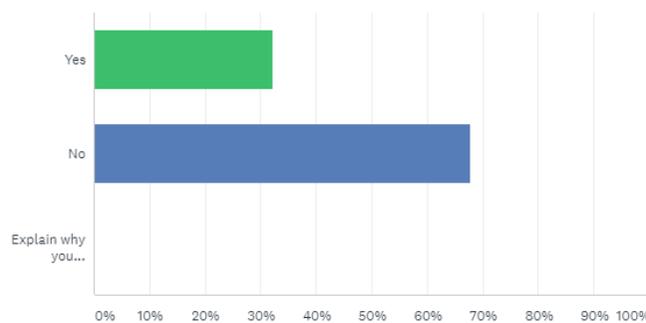
bull - Coonamble: would rather something different. Don't like the fire underneath and is the rodeo all we are? gulah - Gulargambone: would be silly to change after they got all the gulahs around town. Plus its in the town name and has become synonymous. ibis - Quambone. While the marshes and the bird viewing platform is a good attraction, the school, library and playground are great as well. Plus being in a drought for so long we haven't had marshes in a while. emu - no sure what that is for - did they have to put something else in so they could fit the three town names underneath? Or is it representative of our indigenous population?

Triangular/ star looking, no idea what it represents and it means nothing to me

Sharp angles racing towards a bloody hot summer

Fast 90s. Bad. Red Represents crops - which to me is a very limited part of what the Shire is about. When I look at it and think of its design I picture sleazy fat men.

Q16 This is the current Coonamble Shire Council logo. Do you like it?



Q17 Please explain what you like/don't like about it.

- NA
- NA
- It's ugly, it doesn't represent all towns
- What does it mean?
- I think the colours could be brighter
- NA
- Could represent the local area more
- NA
- Simple
- The C. The jaggered lines. The colours.
- Colour scheme, farming paddock design

See previous answers. Its busy, its dated, its boring, it lacks vibrancy, it looks like a \$2 logo from the 1970's. You need talented branding agencies to re-brand and you really shouldn't listen to this community and all the old people. They clearly have no idea if the current logo was chosen by councillors and community members.

- Color, simple, our town
- It needs to come up with the times.. and should be more modern in its appearance.
- Cheap. Messy. Overdone
- Too many triagles...just a bit busy. Not sure why the C looks like it is running/moving fast? the Colours represent very well except the red
- We have it and paid a lot of money for it so we will like it as it would cost a lot of money to change it, spend the money on something of benefit.
- It has become a logo that the community identifies with
- It's ugly and outdated.
- It has no connection to our community or area, or represent us as a people living in the country.
- Don't know.
- Boring. Doesn't represent anything about coonamble
- Dull, bland
- It's dated and ugly. The colours are jarring to the eye.
- Clear. Great colour and should stay
- Looks like an agricultural based community

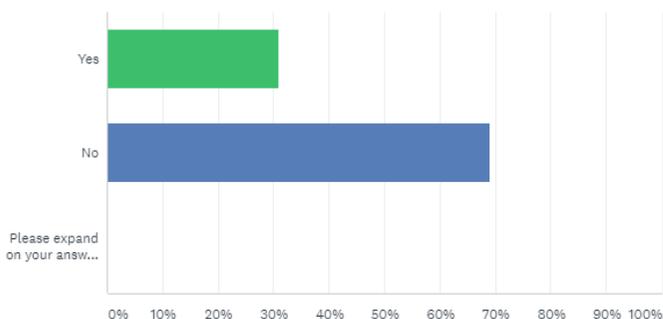
Doesn't represent anything
The large C looks awful why is it like that.. what does the colours mean? A logo needs a meaning behind it.
Too boring Doesnt visually represent our area Old
The logo is nothing no relevance
i do not think changing the logo would change the image of the shire or the Town
Uninspiring
Too plain and red presents nothing about coonambke
modern, colours, easy to recognise
It is hideous!! The colours, the 'C', I hate how hard it is to use across different mediums. I like the paddock concept but not the execution.
It doesn't really mean anything or reflect the area.
A failed 1990s design that does not represent the shire or people
I like the design. It has been around for a couple of decades and would be starting to be recognised. I dont like the lines on the letter C to indicate movement. They look a little silly.
simple good colours
Its outdated and doesn't really represent Coonamble
Looks modern
No meaning
its ugly

The logo is dated and desparately needs to be updated to reflect the current times. The colours are drab and depressing and the red looks like blood.
Should have more to do with the farming
The wierd 'C' and the colours
way too abstract for our genuine community
I have no idea what it represents; there is nothing about it that represents our town or community
Too modern
Its fine
i don't have feelings either way. It probably lacks personal touch ie symbol that is unique to coonamble
I pay \$22500 a year in rates for bugger all, you tell me
What does it mean or represent???
Bit harsh/sharp Colours are nice
Doesn't really reflect much about our town.
Like the colours and shapes
It doesn't seem to be very representative of Coonamble. It is also not a visual representation of our community.
It catches the eye with colour etc.I dont particularly like the way the C is represented however I am used to it and just accept that that is how it is.

Shire logos are never easy to fully represent the community as a whole. This one at least reflects/ represents what the area looks like when flying at lower altitudes. It's a little abstract, takes a traditional ag focused location and gives it a bit of artistic flavour. May not represent the townships as much as the economic drivers of the shire - everyone is reliant on the Ag sector/land.
i really dont care either way, its a logo for christs sake. for branding - guess it works.
has no relevance. Horrible
No significance to the industry in and around the Shire
simple, to the point
needs upgrading
means nothing to me
It doesn't mean anything
Familiar
It does not uplift my soul.
It doesn't represent Coonamble- and is hard to interpret if it does represent Coonamble
Im indifferent, I doesn't bother me either way. I don't think council needs to waste money on rebranding the logo, fix our roads first!
its ugly, the C is weird, the triangles under it, what so they mean
It looks like it was done very quickly by scribbling and joining the lines and then using colour to fill. It is hard to know what it represents.
not reflecting the town's culture or land
It's not brilliant, but I'd be happier to concentrate on what Council achieves rather than what the logo looks like

I like the fields alot. Don't particularly like the racing C we dont need to race out here thats what we left behind. The burgundy could change
Out of date
Previously explained. I like it just the way it is. If anything, the C could look a little less "speedy".
THE NEEDLE SECTION
Unique
.
I don't know what it represents & it does not mean anything to me
It's ugly and outdated

Q18 Doyouthinkitisagoodrepresentationofwhere you live and work?



Q19 Please explain why you chose this answer

NA
It's outdated
It only focuses on Coonamble
NA
Not really, it doesn't tell me anything.
Doesn't seem relevant
It has nothing to do with our region
NA
NA
Because there are several designers in town and great access to creative arts and this logo is out of date from an arts and design perspective
Farming paddocks
See above. it absolutely has no connection to Coonamble and the more spiritual side of its environment, art and people.
Why change something that isn't necessary
I could not say maybe.. as we used to have a lot of wheat plains but with the drought its dry dead and dusty.
It looks like it's related to technology or something
The patchwork of squares represent the agricultural land that surrounds Coonamble and the colours of the squares suit (the red writing could be blue to represent the river and the marches)
It represents buggar all no relevance to our area?? but we have it like it and get on with life.
The colours and lines in this logo shows strength, resilience,as do the people in our community

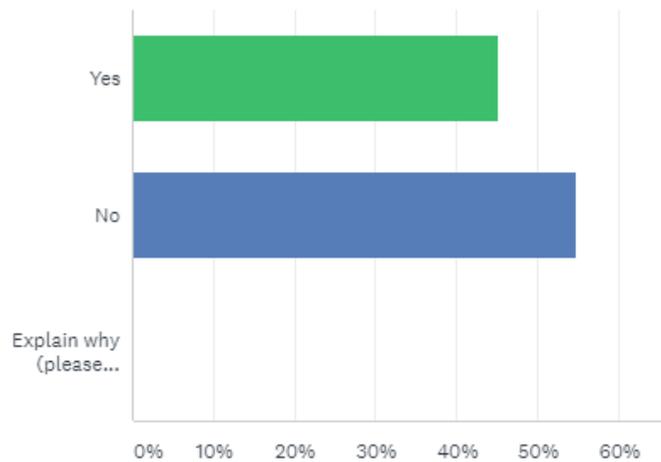
The town is ugly and outdated.
It doesn't represent or contain any clear meaning or purpose.
It's a shire logo, I don't care.
It's a few orange and red and black lines that doesn't represent our community. In a way it does it's boring and flat.
It shows nothing that represents our town
Because it represents a place stuck in the past, ie the dated angular image below the wording. The "C" with the lines on it looks like a cartoon character taking off at speed. I have lived here 10 years and have always hated it
Happy with it and other more important things to concentrate on. Logo should be in bottom of priority list. This is ridiculous
-
Because the logo does not make sense
Don't know what it means
as above
How does it? The logo is irrelevant, am I and the town I live in irrelevant?
Because it represents what we do ie farming and grazing
Doesn't say anything about Coonamble
Represents nothing of coonamble
It was designed to represent the flat plains with fields of crops
See above
as above

It doesn't encapsulate the whole area but good enough. I don't think a logo can really do that. It needs to be quite simple and smart. I think it does that.
looks like paddocks and modern
It doesn't give Coonamble an identity
It's the logo associated with coonamble
Meaningless
it doesnt mean anything
The current logo does not reflect current times of the shire
Because this town is build around farming and that's what it should represent
I think we can try and go for something more modern and simple that all age groups could relate to and recognise.
Presently no as it is not referred to in any promotional or local material. paddocks and star are a good representation however this is wasted presently as it is not used or engaged
I have no idea what it represents; there is nothing about it that represents our town or community
Too midern
Its fine. All the criss cross could represe the diversity of the community.
Lack unique touch
Won't improve my situation
A bunch of triangles? What do they mean/represent for the council area, googled it can't find what the logo is meant to represent

I don't consider Coonamble harsh or jagged
Doesn't reflect much about our town
Good design. Colours also good
Its very straight and zig-zaggy. I think that it looks abrupt, if that makes sense? A little formal too.
I said yes because I know this as the logo.Im not sure how it represents the town.Maybe I could answer this question more clearly if there was some information around the history of the logo.
It is a bit of a yes and no answer. As per above but what it does miss is the unique community feel provided by the people who live in the town.
its a logo, really, i need to know, who came up with these questions?????????????
Do you see the logo?!
Basically honest
All is says is the name of the town. It does not have to be anything more fancy than that, the logo is only the shire not the tourism part of Coonamble
it doesn't mean anything
nothing to do with the landscape
-
Unkown
Not sure
I cant see the connection with Coonamble in the logo
how do triangles represent anything??? If you were an artsy type you could say it looked like paddocks from the air in a normal season (not drought as they would all be brown!)

i don't get it, or know what is represents
I think it represents the land, this is a good idea however i dont get this from the design. Perhaps more iconic, something easy to identify.
We have farming and are becoming better known for our rodeo and camp drafts and not reflecting the aboriginal culture that should be represented
I see paddocks and a sense of forward movement that I think represents the land that provides most of council rates
Neat and like most of colours. I like the lines
Out of date
I like it for it's history. We don't need to change it. No-one outside the Shire really cares about our logo, I have no idea what other councils logos are and I don't care either. We should have a lot higher priorities on where to spend money in the Shire than on changing the logo!!
REFLECTS ON THE DRUG PROBLEM
Looks like aerial fields
.
I can't see that it represents anything
I live and work somewhere that I don't want to be presented as ugly and outdated

Q20 Do you like the colours?



Explain why (please...)

NA
NA
Red is not reflective of this location
Colourful
Pan , boring, don't reflect the earth or nature etc etc
Colors represent our landscape
I like bright and functional
The green and gold of pasture & crops
the writing and lines are red (not good) and could be blue to rep the river and marches squares right colour to represent the land
What's with colours it is what it is, we must have more important things to do with our money than worry about some silly emblem and colour,
Refer to question 19
Flat colours
It doesn't appear to have any purpose or reason.
I just don't
Again, boring, dull
Bland
Jarring
Our regional colours
-
They are plain
Does the colours have a meaning
boring

Colours are ok, but with the logo they are not significant
They represent the colours of our landscape.
Needs to be brighter
Modern and colourful
Very faded, dated, 80s colours
they're bold
Dated palette and what does it represent.
Bright.
the colors look like our area . but it would be better with more green to represent crops and grass because they are nicer than hot dry
Boring
They look distinctive
Bright
outdated
The colours are drab and depressing and the red looks like blood.
There should be more green
They are not appealing.
I do not get the choice of red as border and main colour We are Black soil plains Golden crops Dusty dry paddocks Indigenous background Huge night skies These colours would be more suitable
They are harsh
Dated
They are fine.
Dry colours and Coonamble is dry

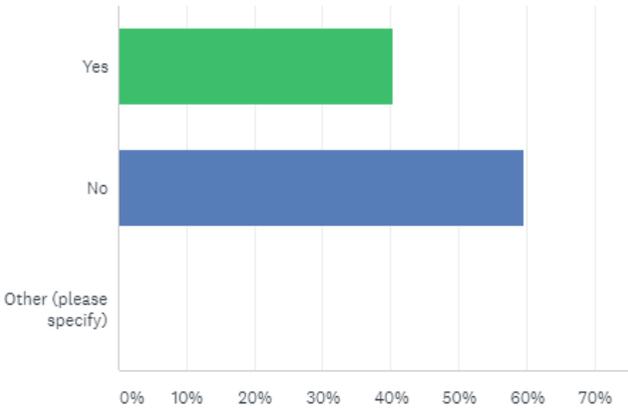
Q21 Please explain why you do/do not like the colours

Please explain why you do/do not like the colours
Open-Ended Response
NA
NA
NA
NA
Not bright
They stand out
Not representative of the community

Refer answer 19
Red, yellow hood representation of the heat and dryness. Change to black and white would be better
They are representative of the area
Tones of the colours feels to retro
Earthy and bush
Red is an angry colour.
They are bright
Again yes and no - reflects the natural colours of the area to a certain extent - misses the magnificent colours of our huge sky - during the day, at dawn, sundown - dusk, and our magnificent night sky. There is nothing to block the view - magnificent!
your just tryin to piss me off now arent you - SEE ABOVE
Everything
Bright
Colours represent our local landscape colours through out the year
doesn't represent coonamble
to many
-
Suits Coonamble
Don't know
The style of the logo doesn't match the colours not vibrant enough
They could represent to river, crops and grazing land.

They are earthy tones
They are ordinary, not trendy, won't date,
Burgundy could change thats all and maybe a stronger version of the field colours as its a bit washed out
Colours of nature
they are representative of the colours I see around
DULL
Hard to match with complimentary colours
.
Bland
They're harsh and unappealing

Q22 Without searching/looking for it, do you know what the current Coonamble Shire Tourism logo looks like? YES/NO



Q23 IF YES - Describe the current Coonamble Shire Tourism logo in your words (what does it look like, what does it represent? What does it mean to you?)

IF YES - Describe the current Coonamble Shire Tourism logo in your words (what does it look like, what does it represent? What does it mean to you?)
Open-Ended Response
NA
It relates to the shire but it's too busy
NA
Animals
It depicts each town/community in the shire.
NA
Warrumbungles, marshes, rodeo
NA
Represents villages
Birds and a bull. Representing each village. Simplistic design of animals that could be updated with better imagery and colour
Bucking bull, water bird
Rodeo, Gulars, marshes, bird life
It has a Mountains to the marshes logo and has a bull & birds on it

SALA4D

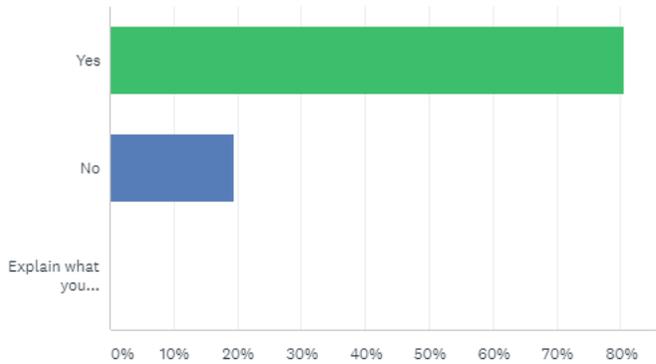
The bull, the bird and the Gular. Looks good
Gular for gulargambone. Bull for cble and ibis at marshes.
-
na
Is it the bucking bulls?
3 blocks representing each village. With a Gular, Ibis & Bull.
Yes. 3 animals representing the shires and fabric of community with background of Warrumbungles
Bull, Ibis and something else. Really just another logo. It is nice and colourful. It is pleasant and has a bit of detail indicating some of our attractions. not bad could be better
The animals - some suit, some don't. The Rodeo is once a year, the bull doesn't suit, Coonamble predominately a horse town which can also depict the Rodeo. We should include some aboriginal art to include all cultures

No
No
Different animals from each section of the shire.
Do we have one?? Again it is not being utilised appropriately
?
Bucking bull
Traiangles means nothing
no
-
No
I think it is the three images that represent Gular, Coonamble and Quambone? With birds, a bull and something else on it?
I dont know what it looks like

It is made of 4 panels 3 birds and a bucking bull. The birds of the Gular and Ibis represent Gulargambone (they had already completed a marketing campaign and wished to retain their symbol/style. The Ibis was included for Quambone to represent the gateway to the Macquarie Marshes, the 3rd bird I think is an emu - can't recall why it was included. And Coonamble is represented by the Bucking Bull for our Rodeo culture - not sue if this truly represents the area but I guess as a tourist destination w do tend to have lots of visitors come for the rodeo. Tourism is such a tricky area, really our tourists generally are from the visiting friends and family. Generally our motels are of a sub standard (hopefully the cabins at the back of the Terminus Hotel will bring the standard up). Creating events that draw a crowd of external visitors to the area creates an accommodation issue. We are not the only location that has limited beds and dreams of bigger events. Potentially Council or someone else could purchase/develop a business around portable accommodation (tent city style). That could be used for a variety of events across the region including Let's Dance at Carinda, Rodeo in Coonamble, Gold Cup Races, Come by Chance Races etc
Has implication of what the Shire has to offer
rodeo bull, pink gular and the Marshes
I think i got it wrong with theother one
I think this one is mountains to marshes
a

bull, emu and gular- I like it really connects to the community
bull for Coonamble, gular for gular and emu for quambone
4 colourful panels featuring 3 birds and a bucking bull. Representing bird life from the communities, and a nod to the rodeo. It mostly means that we care about our environment, and also acknowledges aboriginal culture within the background design.
Kicking bull. Keep coonamble kicking. I like that one its good
Abstract depiction of what is here
4 different animals representing parts of the Shire.
4 boxes with cartoon stylised pictures
.
Bucking bull representing Coonamble town, Eumu representing the rural area, Galahs representing Gulargambone, water bird representing Quambone n/a

Q24 Do you like it?



Q25 Please explain what you like/don't like about it.

Please explain what you like/don't like about it.
Open-Ended Response
Too plain
It relates to the shire but it's too busy
Could have more of an aboriginal design
NA
Yes absolutely. The Gular community had a big input into it as I am sure other communities did and I would not want to see it change.
Good representation of towns and villages in shire
It's representative of the community
NA

NA
The Bull and flames. The two centre birds are good with a different stylistic of bird on the end.
Colours, reflects our region
Too busy, confusing as it has aboriginal art, a bull , native birds and some weird squiggle across the top of each section. its not sophisticated. its like an amateur thought of every part of Coonamble thats interesting and just stuck everything on to one giant logo. =Its poor. very poor like councils logo. You need to trust the experts and make sure Councillors and voting old town folk have no say on what any new branding looks like. There's no point re-branding only for the same local characters to make a decision choosing something dumb all over again.
Don't have an opinion either way, just a change not necessary in these hard times, spending unnecessarily
IT IS MISSING COMBARA
think it represents a lot of what you will find when you come here. there is a lot of bird life in it!!
We have it so like it and get on with something worthwhile
It is diverse, showing all aspects of this area
Too busy
Apart from the bull (which has no relevance except once a year) it provides a lovely snapshot of each of the communities in our shire.
I don't know

# SALA4D

It's colourful and show a few symbols of animals around our area
Shows what you may come across here
It represents all sections of the shire. It is bright and welcoming!
Represents our region
-
Represents the shire/towns in the shire and has nice colours
nil
Its relevant
it is excellent in every way.
Needs to represent our tien better Broлга instead to Ibis. Sheep and or wheat .
Just boring
the slogan from the mountain to the marshes sums it up pretty well
The colours, line work, sections
It actually incorporates Gulargambone and Quambone, usually forgotten by council
Inclusion of aboriginal art which is important, colours are great and pictures are spot on
As described before. It is pleasant and gives some indication of what a tourist might come across in this district
like the brightness and simple but could be better .
I like the bright colours however, it looks like clip art pictures pulled from microsoft word!
It's disgraceful - bunch of hillbilly hicks

I did know that logo, but didn't realise it was the tourism logo. Its great
I like it cause it represents the hole community
It tells a story about our region.
i like the idea "From mountains to the marshes" Colours are too pretty and soft for our Shire
I like it but agriculture is not represented which is very important to our community
Nice
Covers the entire community
Good representation of what we have to offer
Still drive on a shitty road
Good representation of our three towns
I love it, the colours the animals everything
Authentic and includes aboriginal culture into it
Shows 4 main things about area
I think it is a better representation of our local area. I love the colours and I love the way that it has incorporated animals of relevance. I believe the slogan to be catchy and the font to be suitable.
I think it does represent our community
It's ok - I wouldn't say I love it or hate it. As far as tourism is it probably doesn't really show the excitement of what happens here. It makes us look a bit limited in what we can offer. It doesn't highlight the fact that most people visit to go to an event or as an accidental visitor as a stop over on their travels.

can we get over this already, if you want to change your logos, just do it, dont waste my time sending out a survey that is irrelevant to the MASTER PLAN
Its relevant. catchy
Bright Cheerful Country feel Unfortunately still no indication of farming / grazing part many play
It represents our landscape and some attractions
its colourful
3 towns & there thing
It explains our area
Bright
It includes all parts of the shire, not just Coonamble.
Connects directly to the community
each town is symbolised in their own unique way
represents coonamble and the area
The colours, its easy to view, there is something representing each town/village
Offers the whole range of whats in the area
It is unbalanced design and colour wise and looks dated
I like Quambone has waterbird and Gular has Gala and coonamble has bull
Outdated
I like the colours, and the animals.
VIBRANT AND ATTRACTIVE - STEVE BALDWIN DID A GREAT JOB.
Very unique excellent colours fits publication really well
Colourful & it represents the region

It's not amazing but it's ok. It's colourful and attractive. There's a sense of passive action that represents how I'd like a visitor to feel when they're here.

Q26 Do you think it's a good representation of Coonamble for the people who visit?

Please expand on why you think it is a good/bad representation of Coonamble.
Overall it's good, an image of agriculture would be good to go with the
Dated. What does it relate to?
NA
It's ok
Because it depicts things from our area
NA
It could include indigenous and farming examples
NA
NA
Birds wildlife are good. Although would be better if there's were increased access for bird watching if these are used for tourism
If they are pre-school kids then yes its great. it lacks sophistication and doesn't reflect the amazing complexities of this local environment and its people.

Why change it
Its modern and is a great representation of the surrounding shire and its attractions
Just ignores one whole village. Let's it disappear
rodeo is a main attraction (could definitely be run better and developed into a better event), wildlife and the marches are represented. and if you visited coonamble thats really what you would find! also includes the art and culture in it colour and design. im not sure why there is fire under the bull...thats a bit random!
it could represent anywhere but we have it get on with something worthwhile
It is showing the 3 towns under one umbrella although extended we support each other as one community
It looks friendly.
It shows a little of the animals around area and it's colourful
Shows what you may come across here
It shows our attractions ie bucking bull - rodeo etc
It's our region
It's a good representation of Coonamble, it has everything we are known for.
The animals and patterns sums it up
Its relevant, Shows our history, culture and attractions

it shows some of our tourist magnets but no rural aspects.
Too vague
local attractions
The mountains to the marshes tagline is well represented
Good- it accurately depicts the natural environment but maybe limited in what else can be shown.
Again, I think logos can only go so far. This one represents us well enough. The bull would indicate our rodeo, the Galah, Ibis and Emu are common birds in the area.,
could have couple more pictures that represent us more horses ,weir ,mountains ,people
Gular and Quambone birds suit but the emu and bull are completely lost on me
Makes the community look like morons
I like the animal theme, shows 4 very different aspects of the Coonamble region and the colours are nice
Needs more cropping
see above
agriculture is not represented which is very important to our community
Inclusive
It show what we have to offer

# SALA4D

That's about all we got going for us
Because we have a big aboriginal population
Shows what famous for
It represents all of the different attractions that our area has to offer.
As per above it limits what is available to see and do in the area.
im over this..... can i go back to work now..... please
relevant and eye catching
Yes and No. Probably only implies the area covered by our Shire
The mountains could be a little more prominent, but other than that it covers what is on offer at the moment. Nice colours friendly and inviting
people will remember that
It also represents Gular and Quambone.
Connects directly to the community
each town is symbolised in their own unique way
it consists of a major event and lifestyle (bull), and significant fauna representation.
very simple images
It looks a bit cartoony and immature and not reflecting of current values
Its our emblems
A bit shallow.. Coonamble is so much better than that

Again, it's good enough, and we should have higher priorities than changing logos
SHAME WE COULDN'T FIND ANOTHER BIRD FOR COONAMBLE INSTEAD OF A BULL
The bright colours attract peoples attention & represents Coonamble and the surrounds

**Appendix 2: Public Exhibition Comments**

The following table is a collation of all comments received about the exhibited Masterplan. In general the comments were positive and all have been taken into consideration in finalising the plan and Prioritised Schedule of Works. The comments have been classified into positive and negative and grouped into topics.

## COONAMBLE SHIRE MASTERPLAN

## PUBLIC EXHIBITION COMMUNITY COMMENTS

Response No.	Positive	Negative	Notes
16			Branding/ Tourism: Agree with complementary design between corporate & tourism logo
17			Branding/ Tourism: Agriculture & farming needs greater consideration in the logo and branding
35			Branding/ Tourism: Art used as a tourist attraction and reflection of the community and would welcome the opportunity to develop this further with Council
30			Branding/ Tourism: design not supported as considered not to work well for the future and must follow appropriate cultural protocol
20			Branding/ Tourism: modifications to existing vs adopting a completely new style
19			Branding/ Tourism: Must follow appropriate cultural protocol
16			Branding/ Tourism: Poorly designed, little change from existing, IP issues, aboriginal motifs causing offense, much better work can be done here
34			Branding/ Tourism: some modifications to existing rather than adopting a completely new logo
6			Branding/ Tourism: The brand story video must follow appropriate cultural protocol
18			Branding/ Tourism: The brand story video must follow appropriate cultural protocol
18			Branding/ Tourism: use of stereotypical Aboriginal waterhole iconology which does not originate from Coonamble, logo design limited in its reflection of content, recommended that Council does not adopt the logo until further consultation
36			Branding/ Tourism: References to Aboriginal images and iconology must follow appropriate cultural protocol
5			Macdonald Park needs to have pool parking to be included (as per GHD proposals)
19			Macdonald Park pool improvements look good especially provision for BBQ and picnic facility
13			Macdonald Park the rotunda stay put, but renovate and add a few seats, the skate bowl moved further back from traffic
5			Main street access & delivery requirements needs to be considered
13			Main street laneway concept so-so as human traffic only
13			Main street parking re-arrangement raises concerns and should be left as is
10			Main street parking re-arrangement raises safety & operational issue concerns
20			Main street parking re-arrangement to address safety concerns and tree selection carefully considered to provide maximum shade
15			Main street parking re-arrangement will not work safely, leave it the way it is
27			Main street proposals including laneway proposals a brilliant idea
34			Main street proposals largely supported, but concerns re. parallel/ centre aisle parking due to street width
37			Main street proposals largely supported, but removal zebra crossing at Aberford St raises concern, creating laneway a great idea
30			Main street proposals not supported as there is not enough space

## COONAMBLE SHIRE MASTERPLAN

## PUBLIC EXHIBITION COMMUNITY COMMENTS

Response No.	Positive	Negative	Notes
38			Main street proposals not supported due to parking arrangement
24			Main street proposals supported
25			Main street proposals supported as addresses poor visibility of garden beds, but concerns over pulling trees out again
29			Main street proposals supported especially the laneway
26			Main street proposals supported with detail design requiring consultation with business owners
19			Main street proposals supported with more shade trees, continuation of garden beds, better use of rear carpark, activation of laneway
19			Main street public amenities are not in a suitable position
13			Main street public amenities could be in the old dry cleaners, not a portaloos near the corner
34			Main street public amenities in the carpark
24			Main street public amenities location not supported and should be in the rear carpark
26			Main street public amenities location not supported and should be located in carpark with museum entrance upgraded
30			Main street public amenities location not supported and should be located in the carpark
29			Main street public amenities location not supported and they should be located in the carpark near the laneway
20			Main street public amenities should be in the carpark
23			Main street public amenities, but should they be the first thing a visitor sees?
37			Main street public amenities: opposed to location of toilet block
21			Main street public amenity are not in a suitable location, they should be in the carpark or dry cleaners
4			Main street public amenity located in laneway an excellent idea
27			Main street public amenity location not supported and should be located in the carpark
12			Main street public amenity location rushed and requires further consideration and options
4			Main street tree planting supported
22			Main street upgrade supported as need to get businesses back
18			Main street welcomes new planting and changes to overall look with parking arrangement addressing safety concerns
9			Main street: Electric vehicle tourism and electric transport network opportunities
7			Main street: EV charging port would encourage more EV travel and use of technology locally
8			Main street: EV provision required with recommended locations
17			Main street: overall plan a good one, but electronic noticeboard would be in conflict to look and feel and create driver distraction
4			Masterplans have some very good ideas
3			Masterplans look pretty

## COONAMBLE SHIRE MASTERPLAN

## PUBLIC EXHIBITION COMMUNITY COMMENTS

Response No.	Positive	Negative	Notes
1			Masterplans look really good, well done
12			Masterplans really excite
32			Masterplans seem good on paper, but require more evidence based and cost benefit analysis supporting material
17			Masterplans: accessible pathway in the CBD should be a high priority and is considered basic public amenity
11			Masterplans: Combara should have been included in the study area
22			Masterplans: consideration to tennis courts being used as a multi-purpose facility
17			Masterplans: creating grass meadows to reduce mowing may create other maintenance issues ie. Rubbish pick-up, snakes, equipment damaged
19			Masterplans: Development of a bike plan and more seating well supported
23			Masterplans: great initiatives with great benefit for the region, but Coonamble is not just about the main street
17			Masterplans: increased tree planting supported, but long term maintenance & management needs to be considered
17			Masterplans: interpretive signage along pathways should depict agriculture & farming too
36			Masterplans: look exciting and process of community input commended with further consultation with Aboriginal organisations and groups to create a partnership with Council as part of masterplan detail design and implementation
16			Masterplans: need for more shade (as identified in Guiding Principle for Design) encouraged in urban areas as well as main spaces
19			Masterplans: Not mowing parklands not supported because of fire, snakes, rubbish
17			Masterplans: pathways supported with CPTED and natural surveillance incorporated
17			Masterplans: Picnic areas inside pool facilities a great idea
17			Masterplans: re-using existing outdoor exercise equipment a great idea, but additional pieces a white elephant for council as under-utilised
17			Masterplans: seating every 200m may encourage anti-social behaviour
31			Masterplans: Supportive of all suggested points especially Quambone
14			Masterplans: upgrades to parks and amenities commended
25			Mineral spa a great concept and will bring people to town
30			Mineral spa concept supported
26			Mineral spa concept supported with further community consultation and business plan
22			Mineral spa cost benefit analysis required and associated health issues
33			Mineral spa is a first class idea
3			Mineral spa not supported as it panders to grey nomads and tourists vs supports local community, economy & agricultural industry

## COONAMBLE SHIRE MASTERPLAN

## PUBLIC EXHIBITION COMMUNITY COMMENTS

Response No.	Positive	Negative	Notes
11			Mineral spa not supported as money spent on tourist vs resident/ tax payer
28			Mineral spa proposals and development of Racecourse and Golf Club supported offering great benefits
29			Mineral spa proposals very exciting and will be great for tourism with opportunity to combine the VIC here
21			Mineral spa supported as offers economic boost to the town, but not Eco Spa model as travellers want a bush or outback experience
12			Mineral spa supported and is one of the biggest assets in the plan
14			Mineral spa supported as the main tourist attraction are the big open skies for star gazing and hot bore bath
19			Mineral spa well positioned and planned
13			Mineral spa: can't wait for it to get underway
17			Mineral spa: Coonamble's point of difference and costs to run the facility needs to be carefully considered with a business case made publicly available
17			Masterplans: Quambone path to perimeter of sportsground not supported as an under-utilised facility with further consultation required to assess demand/ usage
17			Masterplans: Quambone pool picnic areas a great idea
4			Roundabout an excellent idea, but it needs to be fit for purpose with safety addressed
27			Roundabout concept not supported
2			Roundabout concept sensible, but detail design should ensure agricultural wide loads, safety & visibility is incorporated
21			Roundabout concerns re. historic building, safe circulation, parking reduction to PO
24			Roundabout design detail design should ensure agricultural wide loads, safety & visibility is incorporated
13			Roundabout is a good idea
11			Roundabout is an excellent idea and addresses awkward intersection
22			Roundabout is supported as long as the design gets it right
18			Roundabout look is welcomed
25			Roundabout proposals look fantastic, but safety concerns need to be addressed
26			Roundabout proposals supported with detail design requiring consultation with community
38			Roundabout support roundabout
29			Roundabout supported with pedestrian crossing from the main street to the PO maintained
10			Roundabout will slow traffic down, but safety and design concerns need to be incorporated
14			Roundabout: Aberford Street cul-de-sac created near Post Office as more cost effective and easier truck movements verse roundabout
30			Town entrances emu motif supported

## COONAMBLE SHIRE MASTERPLAN

## PUBLIC EXHIBITION COMMUNITY COMMENTS

Response No.	Positive	Negative	Notes
18			Town entrances particularly positive and exciting with community and tourism opportunity
22			Town entrances updates supported
25			Town entrances was to have reference to horses and livestock vs emus and birds
26			Town entrances wayfinding & interpretive signage supported
34			Town entrances: more evidence on where the emu concept came from, incorporate ride the spirit theme and plant levee banks
20			Town entrances: Emu representation questioned and suggested 'Ride the Spirit' instead. Levee banks beautified and part of entrance and made attractive
31			Town entrances: Further consultation on proposed bird sculptures with Quambone
29			Town entrances: items of interest at entrance supported, but horse theme integrated too
19			Town entrances: looks great, colourful with three communities depicted as one
16			Town entrances: Not keen on emu, but no other ideas and the corten signage simplistic and sideways orientation dated
27			Town entrances: the signage is horrid
17			Town entrances: upgrade is a great idea
30			VIC concept supported
13			VIC is situated in a good spot
26			VIC location and community consultation process not supported
20			VIC location not supported as not in the main street
21			VIC location not supported as not in the main street
4			VIC supported
22			VIC supported especially to make the river more visible, parking during peak times to be designed for
25			VIC supported, but does not like the design
19			VIC well positioned and planned

**Appendix 3: Coonamble Shire Brand Story**

# The Coonamble Shire Brand Story



Coonamble Shire is our country, between the mountains and marshes. It started long, long ago with traditions, culture, sand carvings and community living off the land fed by an abundance of water found in the river, the marshlands and catchments.

Those native to the area, and those who followed, were in awe of the land and its prosperity. Its dramatic changes with the seasons, and the riverbed. Dry one minute and flowing the next. With that came an abundance of wildlife and water security, something that no one takes for granted these days.

With the introduction of farming came town trade, heritage buildings and tin town, all benefiting from the river, the soil and the artisan water.

Coonamble, Gulargambone and Quambone carved out their own identities, each offering something special as industry expanded to education, health, agricultural support services, tourism, sport and events.

Each boast something unique from the smallest library to the biggest rodeo. They can be symbolised through the regions' native animals - galahs, emus, and water birds.

Each town and village have developed to meet the changing needs of its people with playgrounds, parks, public art and sculpture, libraries and sporting and lifestyle facilities available to all who live in and visit the region.

While each town and village have its special features, all can be combined when describing their people. While some are active, enthusiastic, go-getters, they are often supported by others who are loyal, generous, caring and compassionate quietly contributing to the good of the area. In hard times these attributes along with grit, determination, resilience, bring out the best of the community along with a dry sense of humour and a sharp wit. Nothing brings out all these attributes more than a community event.

Events help form a strong bond whether it's harvest time, waterskiing on the weir, marriages, funeral, or annual events like the Gold Cup races, campdrafting or the rodeo. It's also the little things – the talk of rain, memories of the old days, sharing recipes or knowing where to find the best bush tucker or bush medicine.

Young families are returning to the region encouraged by the natural attributes, the events, the industry and trade, the infrastructure and, of course, the people. With new opportunities for business in the digital age, an affordable lifestyle and healthy environment new residents are encouraged by a small community where you can make a difference and raise a family. It's not just a place where you can live, it's a place where you can make a home.

The Coonamble Shire is an oasis in the outback, offering travellers the site of well-maintained parks and gardens, artwork at every turn, a hum of activity, education, economic development and a community with its people the heart and soul.

**Appendix 4: Schedule of Works Cost Estimate**

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
<b>0.00</b>	<b>POLICY AND SHIRE WIDE PROJECTS</b>				
0.01	Develop a Shire policy for commercial use of public open space to manage future risk and ensure equity	Item	1	\$10,000	\$10,000
0.02	Update Coonamble Shire Management Plans and strategic policy to reflect master-planning exercise	Item	1	\$20,000	\$20,000
0.03	Register Aboriginal cultural heritage on relevant government data bases i.e. AHIMS	Item	1	\$50,000	\$50,000
0.04	Protect significant trees & remnant vegetation under the LEP Biodiversity provisions for significant vegetation	Item	1	\$10,000	\$10,000
0.05	Develop a Shire policy to reduce the area of mowing in parks and open space, such as low native plantings under trees, to increase biodiversity, reduce maintenance and maximise habitat				
0.06	Create flexible spaces for events with supporting services				
0.07	Provide future state funding partnership opportunities to establish a programme where the Aboriginal community works with the broader community				
0.08	Install street trees to improve shade amenity (including ongoing watering and maintenance) in accordance with the Street Tree Masterplans (annual allocation over 20 years)	Annual	20	\$100,000	\$2,000,000
0.09	Provide accessible paths to street edges				
0.10	Provide accessible paths to compliant grades				
0.11	Install seats every 200m along shared footpaths to improve accessibility options for the aged & others				
0.12	Remove weeds with an ongoing eradication plan (annual allocation over 20 years)	Annual	20	\$100,000	\$2,000,000
0.13	Remove dead & under performing trees (annual allocation over 20 years)	Annual	20	\$30,000	\$600,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
0.14	Rationalise and remove redundant signage				
0.15	Investigate the installation of gross pollutant traps along the Castlereagh River to minimise rubbish entering the river bed				
0.16	Review development located within the flood zone to ensure compliance	Item	1	\$10,000	\$10,000
0.17	Review Pedestrian Access and Mobility Plan (PAMP) and prioritise works to tie into masterplan proposals	Item	1	\$10,000	\$10,000
0.18	Review current management arrangements for the Aquatic Club to allow access for all to the carpark and amenities, while only Aquatic Club paying members can use the boat access ramp	Item	1	\$10,000	\$10,000
0.19	Review playground at Aquatic Club to align with safety standards	Item	1	\$10,000	\$10,000
0.20	Review current operational arrangement at the Coonamble Aquatic Club to ensure emergency service access	Item	1	\$5,000	\$5,000
0.21	Commission Street Tree Masterplans for Coonamble, Quambone & Gulargambone to improve town presentation and provide shade amenity	Item	1	\$30,000	\$30,000
0.22	Review treepit planting details to align with best practice and guidelines	Item	1	\$5,000	\$5,000
0.23	Commission Wayfinding and Interpretation Signage package to optimise active travel and tourism opportunities	Item	1	\$25,000	\$25,000
0.24	Develop an Active Travel Plan (Bike Plan & Pedestrian Access and Mobility Plan combined) to maximise funding opportunities and benefits for the community	Item	1	\$50,000	\$50,000
0.25	Secure online social media brand platforms to ensure control of content and allow for consistent messaging	Item	1	\$50,000	\$50,000
0.26	Conduct a "visitcoonamble.com.au" website health-check	Item	1	\$5,000	\$5,000
0.27	Develop a strategic tourism marketing plan to identify tourism infrastructure, campaigns, marketing material and a programme of promotional activities to achieve a clear direction for Council and business	Item	1	\$40,000	\$40,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
0.28	Source grant funding for identified priorities from the tourism marketing plan				
0.29	Engage with local businesses to develop, promote and participate in tourism campaigns identified in the strategic tourism marketing plan				
0.30	Implement a development policy to encourage landowners to preserve and enhance elements contributing to the heritage streetscapes of Coonamble Shire				
0.31	Implement a development policy that recognises reactivation of the main street as a priority, per the Economic Development Strategy				
0.32	Investigate options for developing a minimum four-star hotel in conjunction with the Mineral Spa development				
0.33	Liaise with the Office of Environment and Heritage for the establishment of a grant system for the preservation of heritage buildings throughout the shire				
0.34	Engage a professional to work with local store owners in each town, to explore opportunities to sell or lease properties innovatively, to encourage more businesses into shopping precincts				
0.35	Seek government support to assist in the establishment of Aboriginal tourism businesses in town				
0.36	Host a tourism seminar for locals to provide them with tools and contacts to start tourism businesses, including: ecotourism; Indigenous cultural experiences; agri-tourism; farm stays; etc.				
0.37	Host a workshop for locals in developing and growing on-line businesses as part of their main-street shop				
0.38	Investigate opportunities for local power generation				
0.39	Employ an arts facilitator to work with schools, community groups and individuals in developing public art across the shire				
<b>TOTAL</b>					
				<b>Subtotal</b>	<b>\$4,940,000</b>
				<b>Contingency 30%</b>	<b>\$1,482,000</b>
				<b>Policy &amp; Shire Wide Estimates</b>	<b>\$6,422,000</b>

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
<b>1.0.0</b>	<b>COONAMBLE TOWN MASTERPLAN</b>				
1.0.1	Plant trees in parks and open green space for shade amenity i.e the Showground, Sports Ground, Macdonald Park etc (over 20 years including ongoing watering and maintenance)	Item	1	\$600,000	\$600,000
1.0.2	Re-locate outdoor exercise equipment in Smith Park to create fitness trail opportunities and encourage use	Item	1	\$60,000	\$60,000
1.0.3	Install additional outdoor equipment in Smith Park to complement existing equipment & create trail opportunities	ea	10	\$20,000	\$200,000
1.0.4	Install bubbler/ water filling station (adjacent outdoor exercise equipment)	ea	6	\$5,000	\$30,000
1.0.5	Detail design and installation of Stage 2 of Smith Park river walk with a 1.2m wide concrete path	lm	200	\$600	\$120,000
1.0.6	Commission a Castlereagh River Activation Plan which investigates opportunities for tourism & recreational uses of the river, riverbed and surrounds	Item	1	\$150,000	\$150,000
1.0.7	Install Macdonald Park upgrades, refer to masterplan proposals by GHD	Item	1	TBC	TBC
1.0.8	Install Electric Vehicle charging points in locations deemed desirable to attract visitors, such as in Skillman's Lane carpark, at the Visitor Information Centre, at the Mineral Spa development, in Quambone and in Gulargambone	Item	5	\$10,000	\$50,000
1.0.9	Install 1.2m wide concrete path from Macdonald Park/ Pool along the river to Nebea Street	lm	3000	\$600	\$1,800,000
1.0.10	Install 1.2m wide concrete path from Tin Town to the weir which connects with central blocks of Coonamble	lm	3000	\$600	\$1,800,000
1.0.11	Install 1.2m wide concrete path to perimeter of Sports Ground	lm	800	\$600	\$480,000
1.0.12	Design and install a yarnning circle near Calga Street to provide opportunities to connect with country and culture	Item	1	\$20,000	\$20,000
1.0.13	Commission the design of interpretive artwork along shared paths representing Aboriginal daily life in locations such as the Castlereagh River, Tin Town etc	Item	1	\$30,000	\$30,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
1.0.14	Install interpretive artwork along shared paths adjacent river, interpreting Aboriginal, agricultural and environmental heritage	Item	6	\$8,000	\$48,000
1.0.15	Upgrade amenity building in Smith Park	Item	1	\$50,000	\$50,000
1.0.16	Remove old park furniture in Smith Park (seats, bins, table etc)	Item	1	\$5,000	\$5,000
1.0.17	Upgrade and provide new picnic amenity to Smith Park: install barbeques, bubblers, bins & table seating facilities to improve amenity	ea	5	\$50,000	\$250,000
1.0.18	Provide picnic area in pool grounds: install barbeques, bubblers, bins & table seating facilities to improve amenity	ea	2	\$50,000	\$100,000
1.0.19	Install wayfinding/ interpretive signage at every park entrance, path junction and key interpretive locations	ea	40	\$5,000	\$200,000
1.0.20	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)	ea	4	\$15,000	\$60,000
1.0.21	Install bins at main park entrances	ea	20	\$2,500	\$50,000
1.0.22	Install seating facilities	ea	30	\$2,500	\$75,000
1.0.23	Upgrade Aquatic Club playground and BBQ facilities	Item	1	\$250,000	\$250,000
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$6,428,000</b>
				<b>Contingency 30%</b>	<b>\$1,928,400</b>
				<b>Coonamble Town Wide estimate</b>	<b>\$8,356,400</b>
<b>1.1.0 ENTRANCES</b>					
1.1.1	Commission detail design of planting to entrances to promote Coonamble Shire Council	Item	2	\$15,000	\$30,000
1.1.2	Design, manufacture and installation of sculptural birds (Coonamble, Quambone and upgrade of Gulargambone existing sculptures)	Item	2	\$100,000	\$200,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
1.1.3	Commission detail design of entrance signage to promote Coonamble Shire Council (Coonamble, Quambone, Gulargambone)	Item	1	\$20,000	\$20,000
1.1.4	Install trees and understorey planting to entrances of Coonamble, Quambone, Gulargambone (with ongoing watering and maintenance) in accordance with masterplan	ea	6	\$15,000	\$90,000
1.1.5	Enhance showground entrance to create a consistent town approach through tree and understorey planting in accordance with Coonamble Street Tree Masterplan	Item	1	\$20,000	\$20,000
1.1.6	Update town entrance signs in accordance with masterplan (Coonamble, Quambone, Gulargambone)	Item	3	\$60,000	\$180,000
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$540,000</b>
				<b>Contingency 30%</b>	<b>\$162,000</b>
				<b>Entrances estimate</b>	<b>\$702,000</b>
<b>1.2.0 MAIN STREET</b>					
1.2.1	Commission investigation and detail design of the reconfiguration of the intersection at the Castlereagh Highway and main street to TfNSW standards to allow better access and sight lines to the main street, ensuring safe crossing points (provisional sum for design & construction budget)	Item	1	TBC	TBC
1.2.2	Remove gallows structures at main street pedestrian crossing and surrounds	Item	2	\$5,000	\$10,000
1.2.3	Install public amenities in prominent location on main street and provide attractive park-like setting	Item	1	\$350,000	\$350,000
1.2.4	Commission investigation of options and detailed design of main street including parking reconfiguration; mid-block crossing; street tree planting; accessible crossing points, etc (provisional sum for detail design & construction budget)	Item	1	\$5,000,000	\$5,000,000
1.2.5	Create a vibrant laneway to carpark to enhance connectivity & natural surveillance (provisional sum for detail design & construction budget)	Item	1	\$250,000	\$250,000
1.2.7	Install street furniture (seats, bins, lighting) to main street based on masterplan proposals	Item	1	\$300,000	\$300,000
1.2.8	Install wayfinding/ interpretive signage at every main street entrance, park, carpark and key interpretive locations	ea.	10	\$5,000	\$50,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
1.2.9	Install anti-pigeon roosting wire to under-side of awnings along main street to reduce faeces	Item	1	\$60,000	\$60,000
1.2.11	Install additional CCTV to improve rear carpark safety	Item	1	\$15,000	\$15,000
1.2.12	Develop a programme of street events	Item	1	\$80,000	\$80,000
1.2.13	Provision for RV, trailer and long vehicle parking to rear carpark	Item	0	\$0	\$0
1.2.14	Commission detail design of rear carpark based on masterplan proposals (provisional sum for detail design & construction budget)	Item	1	\$350,000	\$350,000
1.2.15	Pursue with RMS the investigation and implementation of a 40km/hour speed zone in Coonamble CBD	Item	0	\$0	\$0
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$6,465,000</b>
				<b>Contingency 30%</b>	<b>\$1,939,500</b>
				<b>Main Street estimate</b>	<b>\$8,404,500</b>
<b>1.3.0 COONAMBLE MINERAL SPA</b>					
1.3.1	Update entrance to Coonamble Mineral Spa, Racecourse & Golf Course to create a consistent town approach and entrance structure in accordance with masterplan	Item	1	\$50,000	\$50,000
1.3.2	Commission detail design of Coonamble Mineral Spa/ Conference Facility to promote tourism and a multi-use facility in accordance with the masterplan (provisional sum for detail design & construction budget)	Item	1	\$6,500,000	\$6,500,000
1.3.3	Install 2.5m wide shared concrete path to the main street/ town centre	lm	2000	\$1,250	\$2,500,000
1.3.4	Protect and enhance remnant vegetation to retain natural setting	Item	1	\$50,000	\$50,000
1.3.5	Potential location for caravan/ camping	Item	1	\$100,000	\$100,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$9,200,000</b>
				<b>Contingency 30%</b>	<b>\$2,760,000</b>
				<b>Mineral Spa estimate</b>	<b>\$11,960,000</b>

#### 1.4.0 VISITOR INFORMATION CENTRE (VIC)

Commission detail design of the VIC and surrounds to provide tourism opportunities for visitors and the community which celebrates the Aboriginal and non-Aboriginal cultural heritage of the district (provisional sum for design & construction budget)					
1.4.1		Item	1	\$1,140,000	\$1,140,000
1.4.2	Provide new carpark with accessible parking space and ramp to path to provide accessibility for all and links into the existing Smith Park network, re-align entrance road into VIC to provide safer entry and exit path and provide new bus and RV parallel parking within existing park driveway surface	Item	1	\$100,000	\$100,000
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$1,240,000</b>
				<b>Contingency 30%</b>	<b>\$372,000</b>
				<b>VIC estimate</b>	<b>\$1,612,000</b>

#### 2.0.0 QUAMBONE MASTERPLAN

Plant trees in parks and open green space for shade amenity to the pool, sports ground, playground, caravan park etc (over 20 years including ongoing watering and maintenance)					
2.0.1		Item	1	\$300,000	\$300,000
2.0.2	Provide pedestrian safe crossing points to RMS standards at the school and playground	Item	2	\$60,000	\$120,000
2.0.3	Install 1.2m wide concrete path to perimeter of Sports Ground	lm	800	\$1,250	\$1,000,000
2.0.4	Install concrete paths to central blocks of village to provide accessible paths of travel	lm	800	\$1,250	\$1,000,000
2.0.5	Install outdoor exercise equipment and create fitness trail opportunities	ea	6	\$20,000	\$120,000
2.0.6	Install bubbler/ water filling station (adjacent outdoor exercise equipment)	ea	2	\$5,000	\$10,000

## COONAMBLE SHIRE MASTERPLAN

## SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
2.0.7	Upgrade the playground to include: a tourism kiosk; wi-fi; public amenities; youth zone play equipment and outdoor ping-pong tables for casual hanging out and perching	Item	1	\$250,000	\$250,000
2.0.8	Upgrade amenity building in Sports Ground with new shower and accessible toilet	Item	1	\$80,000	\$80,000
2.0.9	Upgrade tennis court lighting	Item	1	\$100,000	\$100,000
2.0.10	Repair swimming pool leak	Item	1	\$50,000	\$50,000
2.0.11	Upgrade swimming pool amenity facilities	Item	1	\$100,000	\$100,000
2.0.12	Replace fencing to Sports Ground	Item	1	\$150,000	\$150,000
2.0.13	Install fencing to rubbish tip to prevent the spread of rubbish and illegal dumping	Item	1	\$200,000	\$200,000
2.0.14	Tidy up litter and rubbish through out town, especially around the rubbish tip (annual)	Item	1	\$10,000	\$10,000
2.0.15	Commission the design of interpretive artwork in the playground representing Aboriginal daily life in the area i.e totems or other representation to complement the existing totems (Stage 2 Wailwan Story Boards)	Item	1	\$30,000	\$30,000
2.0.16	Install interpretive artwork in the playground	Item	4	\$8,000	\$32,000
2.0.17	Provide picnic area at the playground: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity	ea	2	\$150,000	\$300,000
2.0.18	Provide picnic area in pool grounds and sports ground: install barbeques, bubblers, bins & table seating facilities to improve amenity	ea	2	\$50,000	\$100,000
2.0.19	Install wayfinding/ interpretive signage at main park entrance, path junction and key interpretive locations	ea	10	\$5,000	\$50,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
2.0.20	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)	ea	2	\$10,000	\$20,000
2.0.21	Install bins at the main park entrances	ea	4	\$2,500	\$10,000
2.0.22	Install seating facilities	ea	6	\$2,500	\$15,000
2.0.23	Update entrance to Quambone and Macquarie Marshes turnoff to create a consistent town approach and entrance structure	Item	1	\$30,000	\$30,000
2.0.24	Install Macquarie Marshes signage on Castlereagh Highway which is consistent with masterplan	Item	1	\$5,000	\$5,000
2.0.25	Commission a tourism review of infrastructure requirements to capitalise on the location of the Macquarie Marshes close to Quambone, such as sealed roads, signage etc.	Item	1	\$10,000	\$10,000
2.0.26	Update facilities and signage for the Quambone camp site	Item	1	\$60,000	\$60,000
2.0.27	Provide distribution point for tourism brochures at the Quambone camp site	Item	1	\$5,000	\$5,000
<b>TOTAL</b>		<b>Subtotal</b>			<b>\$4,157,000</b>
		<b>Contingency 30%</b>			<b>\$1,247,100</b>
		<b>Quambone Town Wide estimate</b>			<b>\$5,404,100</b>
<b>3.0.0 GULARGAMBONE MASTERPLAN</b>					
3.0.1	Plant trees in parks and open green space for shade amenity to the pool, sports ground, Lions Park, etc (over 20 years including ongoing watering and maintenance)	Item	1	\$300,000	\$300,000
3.0.2	Upgrade footpath along main street to provide compliant grades and a fully accessible path	lm	1000	\$1,250	\$1,250,000
3.0.3	Upgrade library facilities and upgrade wifi speed for the community and visitors	Item	1	\$50,000	\$50,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
3.0.4	Install 1.2m wide concrete path to perimeter of Sports Ground	lm	800	\$600	\$480,000
3.0.5	Install outdoor exercise equipment to Lions Park and Sports Ground to create fitness trail opportunities	ea	8	\$20,000	\$160,000
3.0.6	Install bubbler/ water filling station (adjacent outdoor exercise equipment)	ea	2	\$5,000	\$10,000
3.0.7	Provide picnic area to Lions Park: install barbeques, shelter, bubblers, bins & table seating facilities to improve amenity	ea	1	\$150,000	\$150,000
3.0.8	Install nature play based playground to Lions Park	Item	1	\$150,000	\$150,000
3.0.9	Install 'Youth Zone' including Parkour style equipment for casual hanging out and perching, with a skate/street art aesthetic to enhance existing facility	Item	1	\$100,000	\$100,000
3.0.10	Install shared pedestrian cycleway along the river to connect with town centre to provide better activation and connection of ancillary spaces	lm	205	\$1,250	\$256,250
3.0.11	Commission the design of interpretive artwork along shared river path representing the Aboriginal story of daily life	Item	1	\$30,000	\$30,000
3.0.12	Install interpretive artwork along the river path interpreting daily Aboriginal life	Item	4	\$8,000	\$32,000
3.0.13	Upgrade amenity building in Sports Ground	Item	1	\$50,000	\$50,000
3.0.14	Council to support upgrade of tennis courts to impact surface with new asphalt base	Item	1	\$100,000	\$100,000
3.0.15	Install white picket oval fence to create a village green	Item	1	\$50,000	\$50,000
3.0.16	Install 1.2m wide concrete path to connect residential areas, playground and parks with town centre to provide better connection and create a path hierarchy	lm	205	\$600	\$123,000

## COONAMBLE SHIRE MASTERPLAN

### SCHEDULE OF WORKS COST ESTIMATE

REF.	ACTION	UNIT	QTY	RATE	SUBTOTAL
3.0.17	Commission detail design of playground and adjacent fencing in Sports Ground to accommodate user needs (provisional sum for detail design & construction budget)	Item	1	\$40,000	\$40,000
3.0.18	Install wayfinding/ interpretive signage at main park entrance, path junction and key interpretive locations	ea	10	\$5,000	\$50,000
3.0.19	Install pedestrian/ cycling node amenity along shared paths (including seat & bubbler)	ea	2	\$10,000	\$20,000
3.0.20	Install bins at the main park entrances	ea	4	\$2,500	\$10,000
3.0.21	Install seating facilities	ea	8	\$2,500	\$20,000
<b>TOTAL</b>				<b>Subtotal</b>	<b>\$3,431,250</b>
				<b>Contingency 30%</b>	<b>\$1,029,375</b>
				<b>Gular Town Wide estimate</b>	<b>\$4,460,625</b>
				<b>MASTERPLAN TOTAL</b>	<b>\$47,321,625</b>