

GILGANDRA TOWNSHIP

Activation Blueprint
& Place Plan

DRAFT
SEPTEMBER 2019



Project: Gilgandra Township Activation Blueprint & Place Plan | Gilgandra Shire Council

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Introduction



On behalf of a dedicated rural community, and in response to current and future local challenges, an Activation Blueprint has been created to consolidate the key directions of Gilgandra Shire Council's future vision, centring on the Gilgandra Township, to promote positive and transformative strategic change.

Key opportunities and challenges have informed this process, from the small scale to region-wide factors.

Opportunities

- The opportunity presented in the Inland Rail project
- The political status of Federal and State Governments, including the availability of funding
- A diversified economy
- Water security through local ground water reserves
- \$3.9 million infrastructure grant for industrial areas
- Newell Highway Upgrades
- Three fuel station Development Applications

Challenges

- Ongoing drought influencing local industry and environment
- Population decline
- Need for sustainable land, agriculture, business and economy

Key Trends

A number of trends are also influencing the way that businesses, communities and local governments operate in the region:

- Change in retail habits and consumer interaction with centres
- Government spending on drought support and relief in regional centres
- The regionalisation of services in the area, including Dubbo
- Demographic change including ageing population
- An increase in the size of farms, while the employment pool becomes smaller
- Specialisation in trades and a lack of generalised trades
- The renewal of skills is retracting
- Succession planning for the future



Gilgandra has a long and successful culture of collaboration. Collaboration is at the heart of successful, well-loved places. In developing this Blueprint Gilgandra Shire Council has a strong aspiration for the ongoing process to be successful insofar as it builds relationships with business, industry, local community and the wider region.

Equally this Blueprint is about building partners for the delivery of opportunities and future engagement, be they business, industry, cultural, event, tourism or community development partners.

This first Activation Blueprint for Gilgandra’s Township seeks to illuminate a clear and compelling future vision for the CBD, and to identify those matters of greatest importance to achieving its potential.

The 8 Point Action Plan sets a framework with ambitious goals. Achieving these involves sustained focus, commitment, change and reform in key areas.

This envisaged change and the mechanisms to achieve it create the transformational power of the Blueprint.

The Blueprint is calling for the local community to use its imagination to go beyond a ‘business as usual’ approach to design and craft innovative solutions that drive change. Though there are many other plans and policies that will deliver within expectations, the Blueprint will support investment that drives the CBD and surrounding township well beyond most current expectations.

Times are changing and the CBD faces a range of challenges. The best way to tackle the challenges is to have a plan, prepared in cooperation with local businesses and the community.

Gilgandra Shire Council is committed to progressing the successful and sustainable economic, environmental and social development of the CBD and surrounding township. As such, Council has made a commitment to the revitalisation of the CBD by the recent purchase of the old Target Country Building to redefine an old space into the stable centrepiece at the heart of Gilgandra Main Street. The introduction of The Gil, a new premier location for community and business activation, strengthens this offering.

This Activation Blueprint is not a plan to sit on a dusty shelf. It is a dynamic plan with achievable short, medium and long term actions. Some actions will be for community members, some actions for businesses, for industry and strategic partners, for Council and others where GSC partners with other levels of governments. Creating a resilient and sustainable CBD is going to be a job for the entire Gilgandra community and this Blueprint is a way to begin this process.

The Blueprint commences the process to chart an aspirational future for Gilgandra CBD by striving to unlock the greatest opportunities, and confront our most difficult challenges.

Blueprint Overview



Activation Blueprint Structure

The structure of the document includes an analysis of background information and assessment data, while proposing opportunities for transformative change:



Background Context

Gilgandra is an established and community-centred township which is strategically located on the junction of three major highways. Based on work undertaken by Council, a broad future vision, and a wealth of opportunities, Gilgandra is well positioned to deliver transformational change in the short to long term.



Place Assessment

A Place Assessment has been undertaken which looks at aspects of Gilgandra Township and Local Government Area (LGA) from a place-based perspective and seeks to understand how the potential of Gilgandra may be leveraged for future activation.

Among the categories included in the assessment are: Natural Assets, Industry, Land Use, Local Context, Attractions, Events, and the CBD. The Assessment has led to the formulation of Place Fundamental themes which include 9 Activation Drivers. These layers guide an 8 Point Action Plan and associated Place Opportunities, as outlined

Spatial Assessment

Key context and spatial elements of the centre have been assessed in order to understand how each is performing and current relationships between aspects of the township. Assessing these aspects of the centre helps to provide a foundational understanding of how people benefit from, use and interact with it. The assessment includes a 'Scorecard' which rates how well each area is performing. A summary of results is provided below:

PERFORMING WELL



Local services and amenities



Variety of local offering



Defined events audience

HAS POTENTIAL



Central spatial focus of town



Attractions aligning to businesses

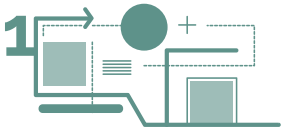


Consistency of events locations

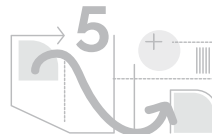


8 Point Action Plan

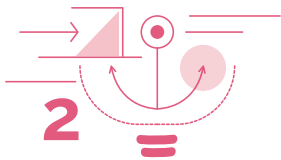
Resulting from the Place Assessment, an 8 Point Action Plan was created which responds to issues, opportunities and identified strategic activities and looks to build on activation in Gilgandra in the short, medium and long term.



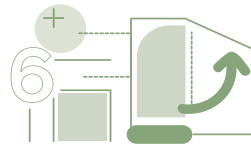
1 Strengthen the structure plan for the Township



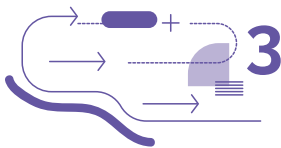
5 Activate key CBD spaces



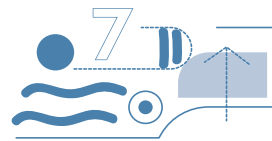
2 Create a CBD Community Hub: The Gil



6 Support local businesses to thrive



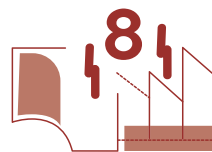
3 Connect the CBD tourist anchor and revitalised river corridor



7 Build on local and community events



4 Create gateway entrances



8 Strengthen industrial and agribusiness precincts

Strategy Background

This document has been informed through an analysis of Gilgandra Shire Council's strategic documentation and 17 key plans detailing asset management, environment, infrastructure, economic development and cultural facilities.

GSC's broad reaching vision outlined in the Community Strategic Plan 2017/18 - 2026/27 reflects a commitment to strengthening the community now and into the future, while increasing its resilience in the face of challenges.

These aspirations have been integrated into the approach to place-based change included within this document.

Success of Past Projects

GSC has undertaken a number of successful projects in the past which have informed the future direction of the LGA and led to confidence in Council's ability to deliver positive change.

Key projects include:

- CBD Masterplan (Complete Urban)
- CBD Revitalisation Project (Complete Urban)
- Library Report (David Jones)
- GCP Strategic Planning (Mantej Singh & Create NSW)
- Target Closure Business Consultation Sessions

Current Strategic Projects

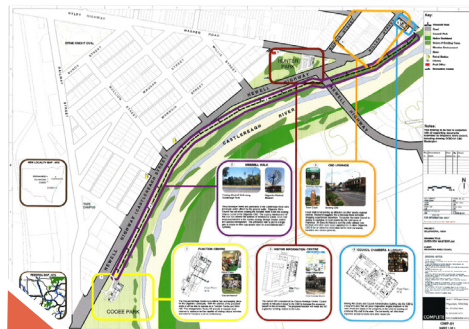
Key strategic projects currently underway within the LGA are working to build on the precincts, connections, amenity and future growth of the Shire.

Key projects include:

- Civic Precinct (Hunter Park Sporting and Recreation Precinct)
- CBD Precinct (River Beautification, Target Purchase)
- Gilgandra Cultural Precinct (Cooee Heritage Centre)



Upgraded IGA



Gilgandra CBD Masterplan



CBD Upgrade Stage 2



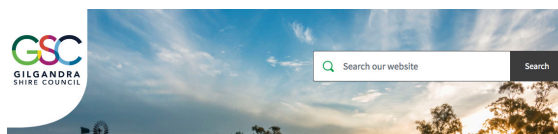
Building on the Gilgandra Shire Community Strategic Plan (CSP)

VISION

Gilgandra Shire is a strong and sustainable rural centre with a caring community that is building a future together.

Values

INTEGRITY LEADERSHIP INCLUSIVITY
 SELFLESSNESS PROACTIVE RESPECT
 OBJECTIVITY ACCOUNTABILITY
 PERFORMANCE PROFESSIONALISM
 CONSULTATIVE STRATEGIC HONESTY
 INNOVATIVE OPENNESS



In response to the creation of the latest CSP, Gilgandra Shire Council has embarked on a rebranding strategy to align the identity of the LGA around three core pillars, to promote the positive lifestyle and future direction of the Shire:

Live

- Vibrant CBD and businesses
- Aero Residential Land
- Lifestyle / affordable housing

Enjoy

- Modern sport and recreation facilities
- Cultural Precinct - outstanding visitor experience
- Function spaces
- Revitalised library & events

Grow

- New industrial areas
- Strong identity
- Inland Rail Legacy Projects
- Worker housing

Strategic Context

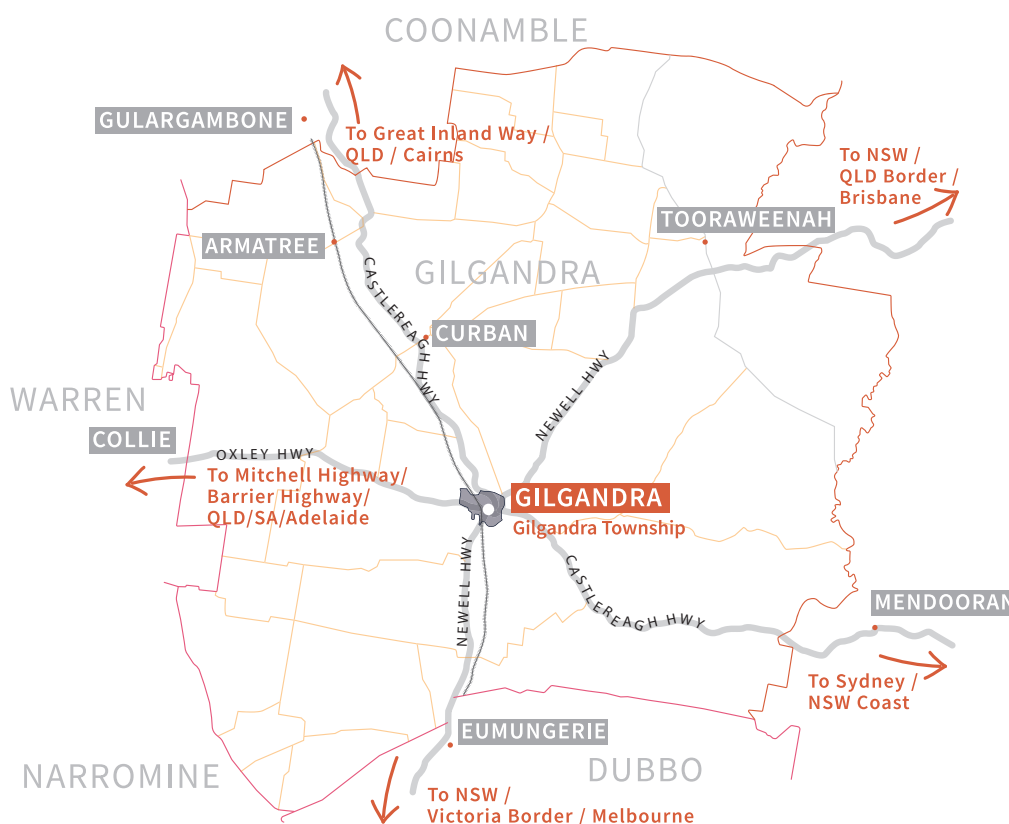


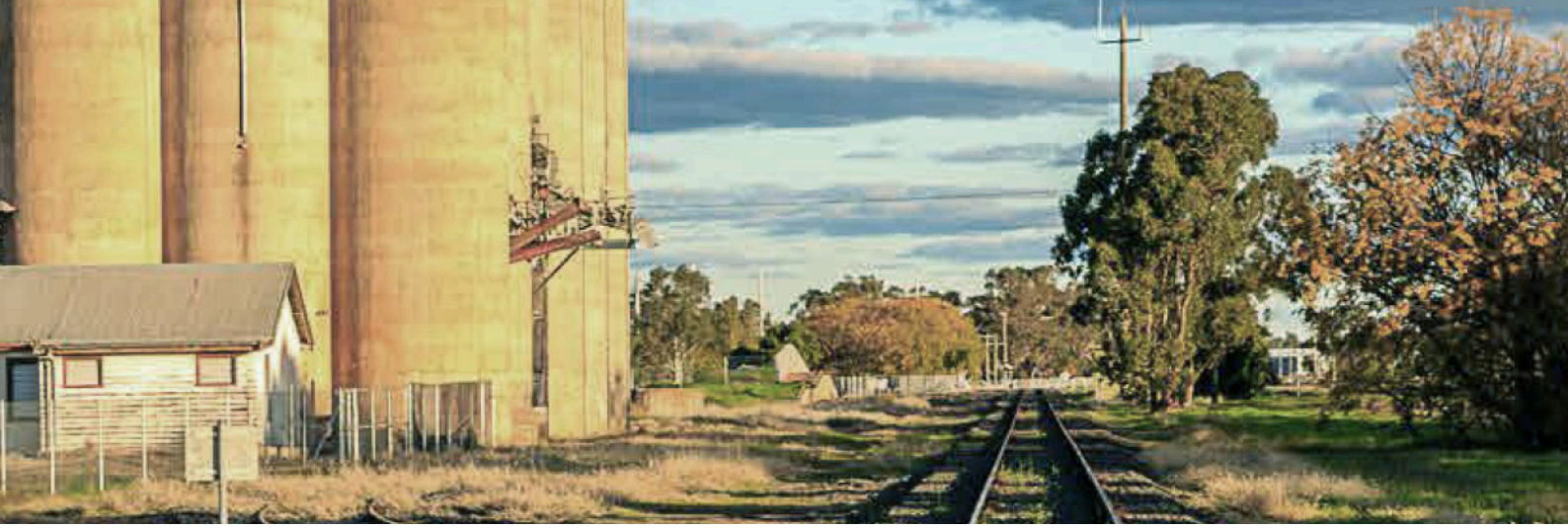
Gilgandra Context

Gilgandra is located at the strategic junction of three major inland highways (Newell, Oxley and Castlereagh Highways), resulting in direct road connections to major destinations in Queensland, Victoria, South Australia and wider New South Wales. The Shire is located halfway between Melbourne and Brisbane.

The main centre of Gilgandra Shire is Gilgandra Township, along with Torrabweenah and Armatree villages.

Gilgandra Region





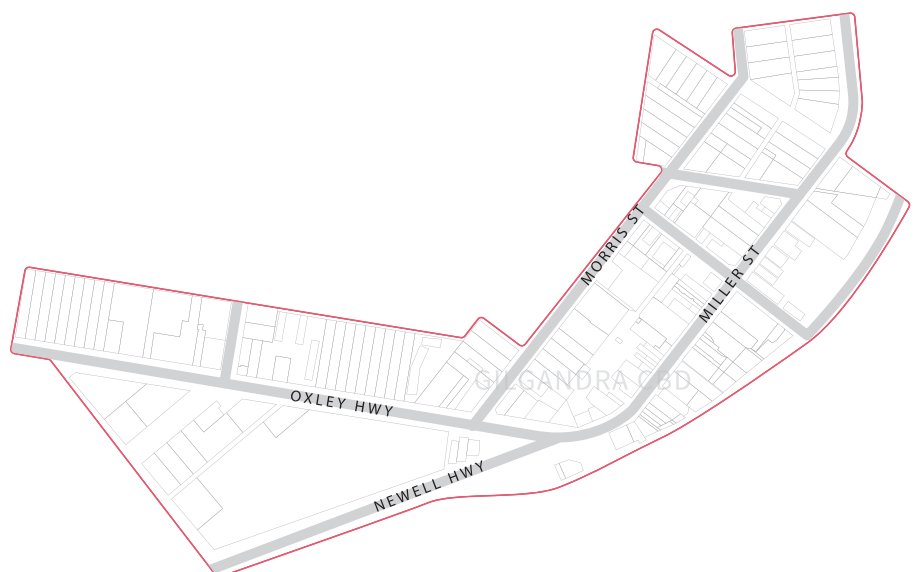
Gilgandra Township

Gilgandra Township is located at the heart of the junction between the major highway network, on the banks of the Castlereagh River. The Township is defined by a range of industrial, commercial and retail features as well as health, education, sporting and recreation facilities.



Gilgandra CBD

Gilgandra CBD is home to the civic precinct including library and swimming pool facilities, as well as main street retail, grocery, personal and professional services.







PLACE FUNDAMENTALS

Informed by the Place Assessment and GSC's strategic background, the Place Fundamentals outline the key place themes and principles defining Gilgandra now, and into the future.



Place Fundamentals

The following tactics are fundamental to the pursuit of great place-based change in Gilgandra.

1

Distinction between 'GROWTH' & 'INVESTMENT'

2

Be tactical and strategic

3

Be focused

4

Stay where there is already momentum

5

Find the right partners for specific goals

6

Communicate and coordinate

1

Meeting both short and long term goals by keeping 'growth' and 'investment' as key priorities for action.

2

Major transformation projects such as The Gil include a tactical response to shorter term needs, as well as a statement about the future vision of the CBD.

3

Staying aligned to the 8 Point Action Plan as it reprioritises the strategic aims of GSC in an effective way to promote implementation.

4

In response to the current funding sources, ensuring that momentum stays within the CBD, and supports its resilience, while aligning the 8 Point Action Plan to these goals.

5

Using the Ativation Blueprint to secure funding partnerships and long term investment from a variety of sources.

6

Working hand in hand with community, businesses and industry to deliver on the 8 Point Action Plan.

Further delivering on the CSP's

PLACE VISION

Gilgandra Shire is a strong and sustainable rural centre with a caring community that is building a future together.

Embracing Gilgandra's Heritage

Key transformation projects will respect, enhance and interweave the unique natural and cultural heritage of Gilgandra by helping it to tell its own story.

- A symbolic heritage (Coo-ee + windmills)
- A tourist destination
- Connected Township

Capturing the essence of Gilgandra

Created a consolidated approach to translating Gilgandra's strengths into one narrative and building on the rich existing offering of the LGA.

- A place for community & everyday activities
- Business vitality & creativity
- Diverse, comfortable & active public spaces

Creating transformative change

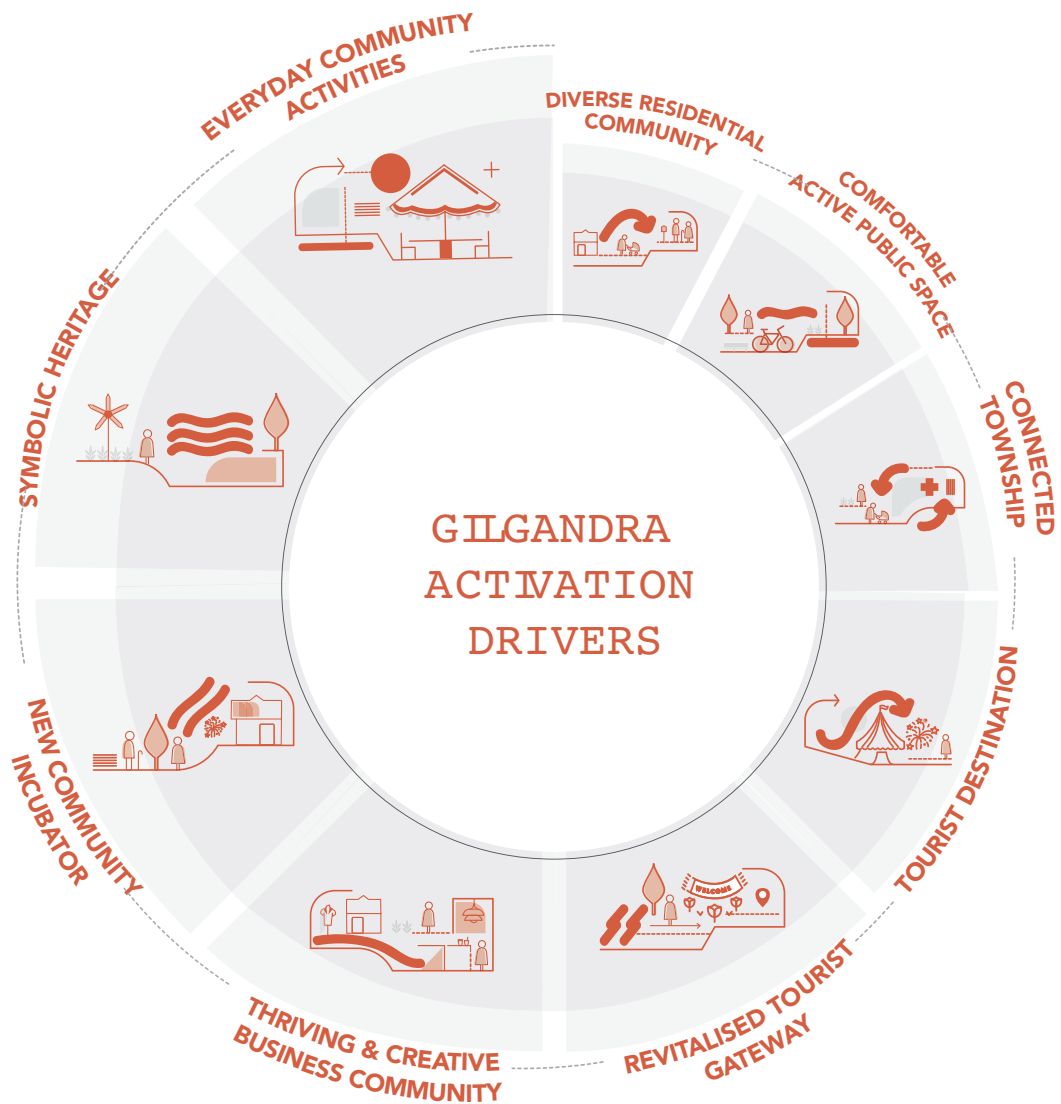
Transforming Gilgandra into a much-loved location and visitor destination requires an approach that unites physical planning and design with longer term destination development drivers.

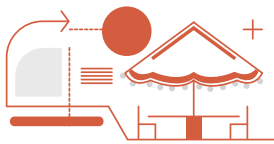
- A new community incubator
- Thriving business community
- A revitalised tourist gateway
- Diverse residential community



Activation Drivers

Activation Drivers build on the Place Fundamentals and ensure people who live locally, as well as those outside the area, are prompted to engage and connect with Gilgandra. Acting as more than facilities or attractions, these drivers make up the fabric of the Township and integrate the uses that people need and want into activation solutions that will elevate and broaden the appeal of the township.





**EVERYDAY
COMMUNITY
ACTIVITIES**

- Providing everyday community activities and activation to ensure that Gilgandra is known as a place where people can see and do things



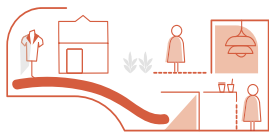
**SYMBOLIC
HERITAGE**

- Drawing on the natural and historical heritage of the township for motifs and symbolism



**NEW COMMUNITY
INCUBATOR**

- Creating a new community space which acts as a driver for change and a treasured local fixture



**THRIVING & CREATIVE
BUSINESS
COMMUNITY**

- Boosting the existing business community to ensure that it is strengthened and thriving



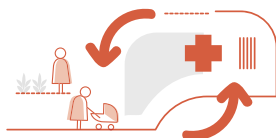
**REVITALISED
TOURIST
GATEWAY**

- Creating a regional gateway which capitalises on through traffic and builds on local attractions



**TOURIST
DESTINATION**

- Introducing unique attractions and experiences which are associated with Gilgandra



**CONNECTED
TOWNSHIP**

- A cohesive, connected township which provides services and amenities for everyone



**COMFORTABLE
ACTIVE PUBLIC
SPACE**

- Providing comfortable public spaces which offer amenity and interest



**DIVERSE
RESIDENTIAL
COMMUNITY**

- Supporting a diverse residential community now and into the future

Turning to Action

Addressing Projects Holistically

Actions proposed within this document seek to build on the analysis of strategic projects in the LGA, as aligned by GSC, as well as the findings of the Place Assessment and key identified gaps and opportunities. Turning ideas into action involves looking at projects holistically and understanding how they intersect and complement a future committed vision for Gilgandra Shire.

Timeframe for delivery of projects

Ability to vary projects

How are the projects interconnected?

Working towards Community Collaboration

Activation initiatives outlined consider the amount of community collaboration needed to ensure a sustainable and successful outcome. The role of Council is to facilitate these relationships and establish strong community foundations.

Each place activation initiative outlined in this document is guided by an insight into the cost required to achieve it, and the time needed to plan and deliver it.



TIME



RESOURCES



COLLABORATION

What do we want to achieve?

In further building on Council's core directions, current strategic projects have been aligned to the fundamental principles below:

Live

Vibrant CBD and businesses

AeroPark Residential Land

Lifestyle / affordable housing

Enjoy

Modern sport and recreation facilities

Cultural Precinct - outstanding visitor experience

Function spaces

Revitalised library and events

Grow

New industrial areas

Strong identity

Inland Rail Legacy Projects

Worker housing



Key

- Priorities**
- 1** Library Upgrade Project + Hunter Park Sporting & Recreational Precinct
- 2** CBD Activation
- 3** Gilgandra Cultural Precinct (GCP) Project – Stage 1 & 2
- 4** GrainCorp Industrial Land
- 5** River Revitalisation and beautification
- 6** Aero Residential Land
- 7** CBD Revitalisation
- 8** Administration Building
- 9** Council Depot



Gilgandra Shire Library



Gilgandra Shire Hall



Hunter Sports Precinct



Castlereagh Riverbank



Target Building



Cooee Heritage & Visitors Information Centre



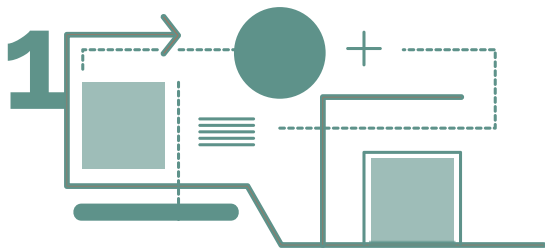


PLACE OPPORTUNITIES

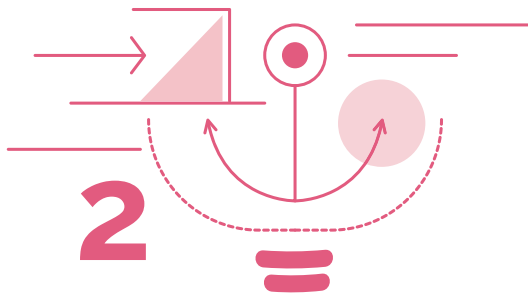
Place Opportunities build on the assessment findings and thematic focus of Gilgandra to identify eight fundamental action areas for change in the LGA, Township and CBD.

8 Point Action Plan

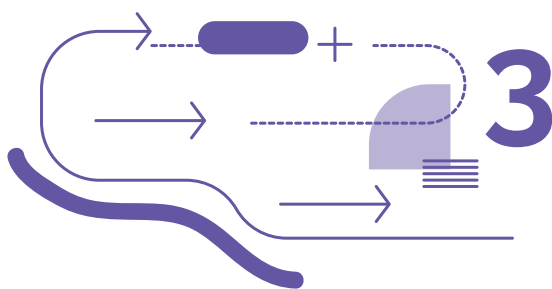
The following key opportunities for change in Gilgandra draw on the strategic direction of GSC and the outcomes of the Place Assessment, to build on existing strengths and increase activation and vitality:



Strengthen the structure plan for the Township



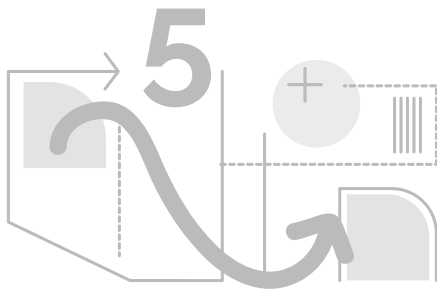
Create a CBD Community Hub The Gil



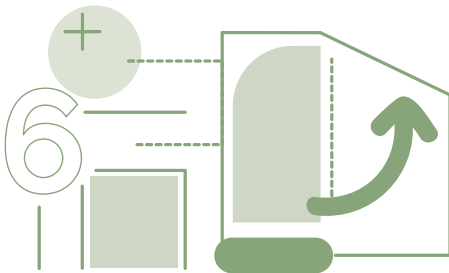
Connect the CBD tourist anchor and revitalised river corridor



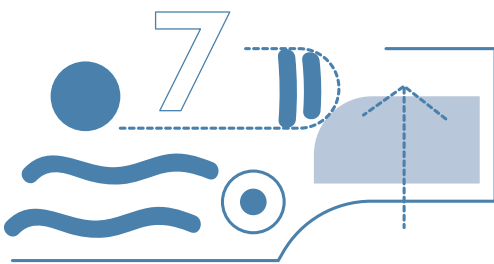
Create gateway entrances



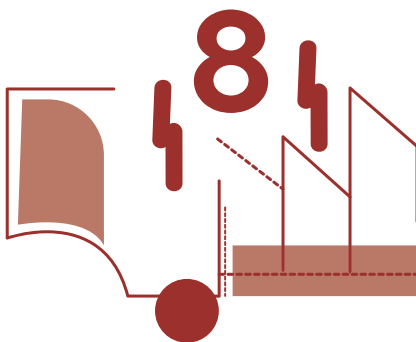
Activate key
CBD spaces



Support local
businesses to thrive



Build on local and
community events



Strengthen industrial
and agribusiness
precincts

1 Strengthen the structure plan for the Township

RESPONDS TO:



Confirming a structure plan framework for the township of Gilgandra and immediate surrounds that provides strategic direction for the larger ongoing projects that GSC will continue to deliver.

The framework takes into consideration the existing environment, the community's aspirations and physical limitations (such as infrastructure limits or significant natural areas to be protected). The overall framework has been developed to provide guidance to the area's growth and rejuvenation, indicating where such growth should occur.

Why?

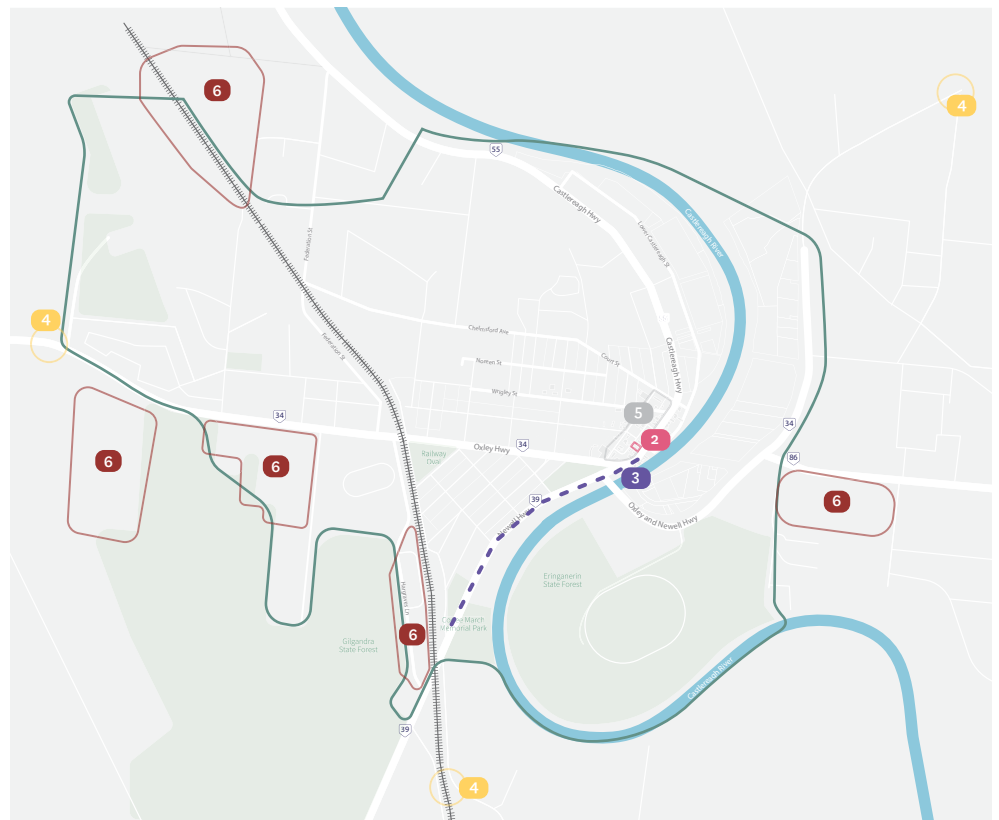
Creating a structure plan framework will continue to encourage investment in the strategic areas within Gilgandra.

What is the purpose?

A strong focus on investment and future infrastructure needs in the right places.

What is this solving?

Ad-hoc development that can potentially detract from clustering of land uses, as benefits provision of services and infrastructure.



1

TASK	DELIVERY BY	COST	TIME	COLLABORATION
Spatially define precincts around established uses	GSC	\$\$	⌚⌚⌚	🤝🤝
Enact 6 key actions to implement ongoing change	GSC	\$\$\$	⌚⌚⌚	🤝🤝🤝

Strengthening the structure plan for the Township

Create a CBD Community Hub The Gil

Connect the CBD tourist anchor and revitalised river corridor

Creating gateway entrances

Activating key CBD spaces

Strengthen industrial and agribusiness precincts

2 Create a CBD Community Hub The Gil

Creating a new community asset - The Gil will create a strong and stable centrepiece at the heart of Gilgandra Main Street.

Whilst long term planning is undertaken to create a once in a generation opportunity of a new community asset - a library, co-working, learning, play space, community rooms and a cafe/bar opening onto a deck to the river's edge - a temporary innovation will be underway already working to transform the CBD. The Gil "Pop-Up" will start this process with strong community, business and organisation partnerships.

Why?

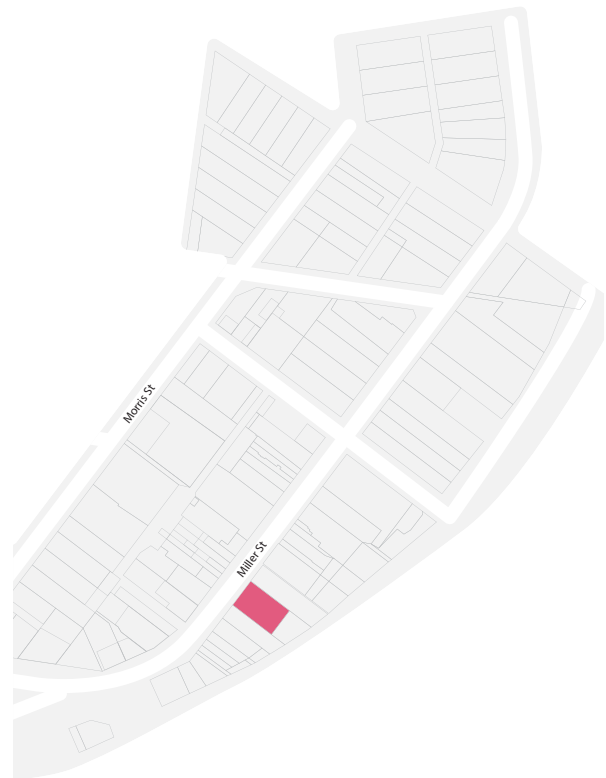
Ensuring that Gilgandra's CBD remains resilient in the face of global, regional and local trends in retail by creating 'The Gil'.

What is the purpose?

Creating a community hub in Gilgandra's CBD that will be a public space bringing together a range of activities, programs and services, while encouraging visitation to the CBD and participation in retail and social gatherings.

What is this solving?

Providing a long term solution to the departure of Target Country and creating a new iconic feature in the heart of the CBD.

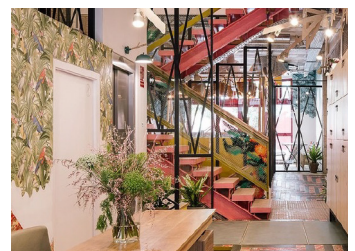


Community Activations

Activation spaces which are flexible and contemporary help to empower communities, groups and businesses to share, connect and work together.



The Granville, London, United Kingdom



Utopicus Clementina Cowork, Barcelona, Spain

2

RESPONDS TO:



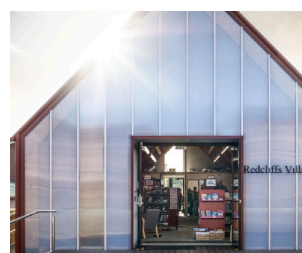
TASK	DELIVERY BY	COST	TIME	COLLABORATION
Create a centralised point of focus for the CBD in The Gil pop-up	GSC & COMMUNITY	\$\$	🕒	👤👤👤
Direct the preparation of a long term framework for training, community and business programs to use and interact with a key transitional space in the CBD	GSC	\$\$	🕒🕒	👤👤

Multi Use Library

A community library space can provide a range of uses for locals and form a key hub for activity, knowledge and connection within a centre.



Woolston Community Library, Christchurch, New Zealand



Redcliffs Village Library, Victoria, Australia



Cobram Library, Cobram, Victoria, Australia



East Street Library, London, United Kingdom



3 Connect the CBD tourist anchor and revitalised river corridor

Connecting and articulating the key local attractions of Gilgandra are essential to elevating the visitor experience.

GSC has been working for some time to upgrade and improve key local assets; The Gilgandra Shire Library, Hunter Park Sports and Recreation Precinct, Castlereagh Riverbank, Cooee Heritage Centre linking to the Gilgandra Rural Museum. Strengthening these key assets and ensuring that they are interconnected through a strong brand and on-ground experience is critical to improving on the visitor experience.

Why?

To attract more visitation, visitors staying longer, more wallets past windows and increasing the connectedness of local attractions.

What is the purpose?

To ensure that a strong local visitor brand is established to further strengthen the visitor experience and dwelling time within the Gilgandra CBD and surrounding areas.



What is this solving?

Lack of clarity on the visitor experience, connection to local attractions and enhancing the links from the CBD and Cooee Heritage Centre.

Natural Play Spaces

Providing active and imaginative play spaces which complement the natural context may engage families and add to the appeal of the river bank.



NEST Interactive Playspace Brooklyn, United States

River Activation

Opportunities to access and interact with riverside environments and vistas may enhance the destination appeal of the CBD and provide amenable spaces for locals and visitors.



3

RESPONDS TO:



EVERYDAY
COMMUNITY
ACTIVITIES



SYMBOLIC
HERITAGE



REVITALISED
TOURIST
GATEWAY



THRIVING &
CREATIVE
BUSINESS
COMMUNITY



NEW
COMMUNITY
INCUBATOR



TOURIST
DESTINATION



CONNECTED
TOWNSHIP



COMFORTABLE
ACTIVE PUBLIC
SPACE

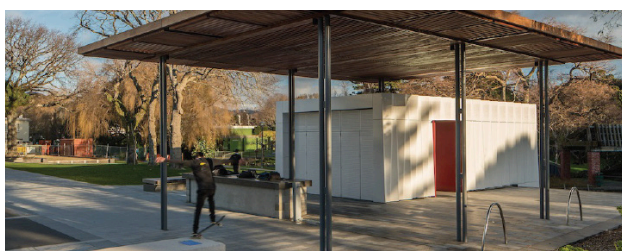
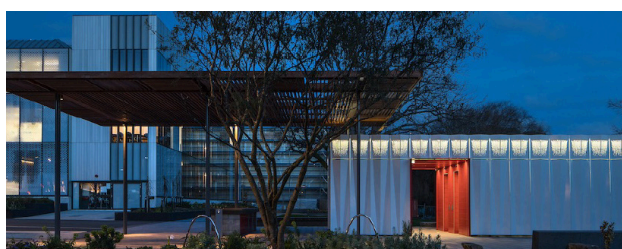


DIVERSE
RESIDENTIAL
COMMUNITY

TASK	DELIVERY BY	COST	TIME	COLLABORATION
Link place branding of the township through a cohesive approach to visual identity and links to visitor's centre	GSC	\$ \$	🕒 🕒	👏 👏
Create cohesive wayfinding and a central map for local attractions	GSC	\$ \$	🕒 🕒	👏 👏
Build on historical walk as a message and story about Gilgandra	GSC & COMMUNITY	\$	🕒	👏 👏 👏
Connect local historical groups through interactive public art tours, and workshops	GSC & COMMUNITY	\$	🕒	👏 👏 👏
Provide amenities and facilities along the river precinct	GSC	\$ \$	🕒 🕒 🕒	👏 👏 👏
Review Gilgandra Cultural Centre's Strategic Plan	GSC	\$	🕒	👏

Community Activations

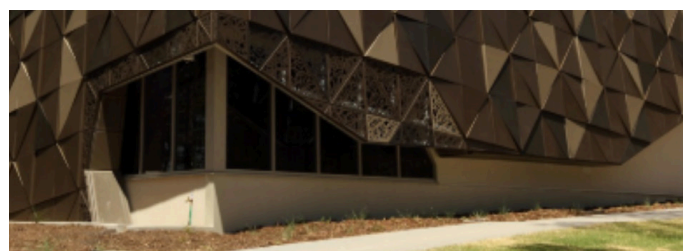
Flexible community spaces which are situated within the natural local context provide avenues for gathering spaces, events and regular activation.



Riddiford Pavilion Lower Hutt, New Zealand

Visitor Experience

Building on the role of the existing visitor information centre and creating a thematic, interactive experience for tourists may further leverage tourism opportunities.



Karawatha Forest Discovery Centre Queensland, Australia

4 Create gateway entrances

The Shire and Town entrances are important gateways for drawing in visitors, creating identity and fostering local pride.

GSC has secured funding to upgrade a series of entrances throughout the Shire, as indicated on the map below. The revitalised entrances should; draw in visitors passing through from the key regional area, establish a Shire-wide style and theme that continues into the CBD, and be completed as a priority for 2020.

Why?

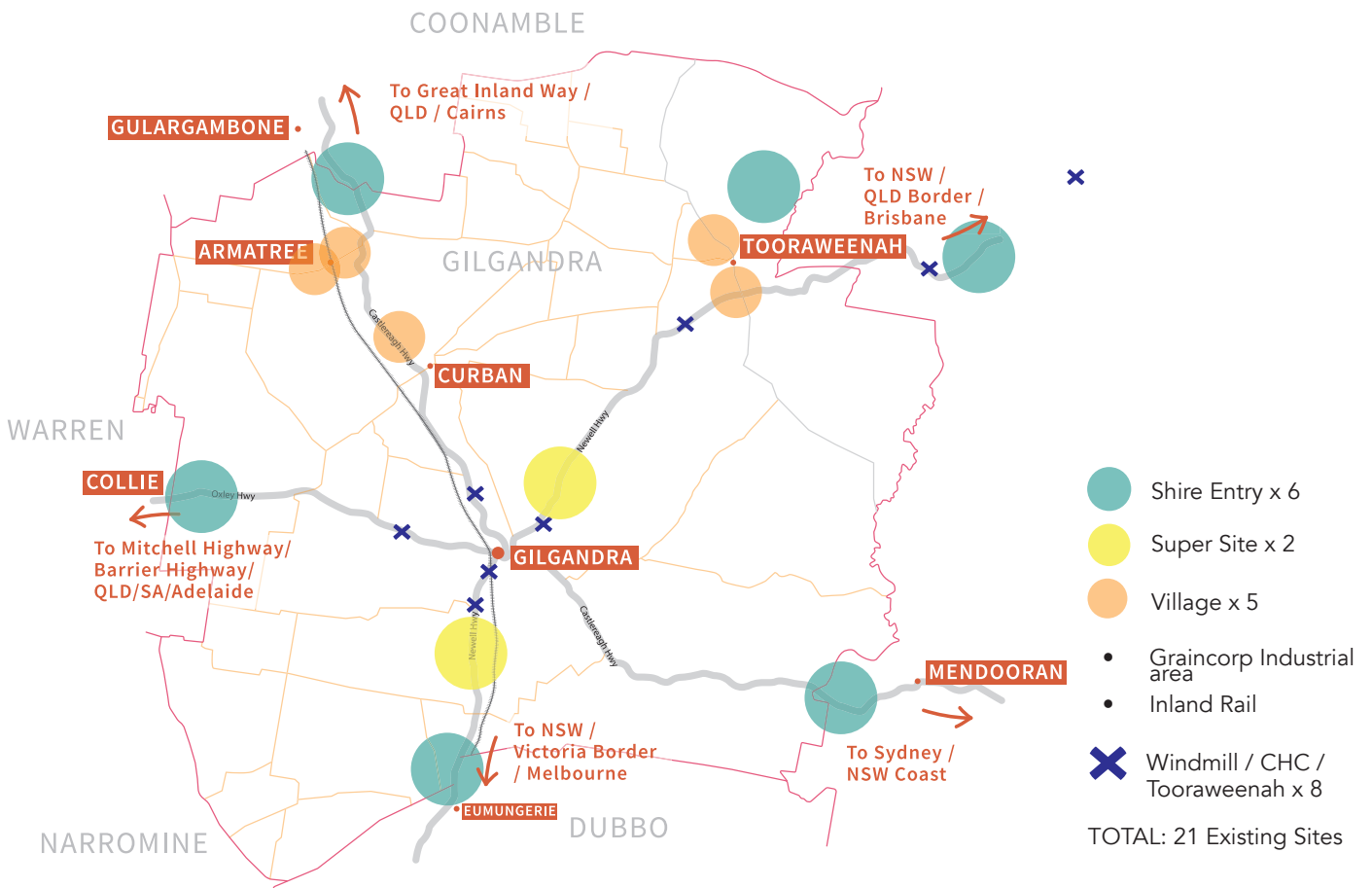
Making a statement about Gilgandra’s identity, as an attractive, bold and distinctive feature.

What is the purpose?

Make Gilgandra welcoming at the arrival on all highway approaches into the Shire, a way to promote Gilgandra and what’s on.

What is this solving?

Enhance the entrances to the Shire and CBD by creating a holistic approach to entry statements, while leveraging under-used connections with through traffic.



4

RESPONDS TO:



EVERYDAY
COMMUNITY
ACTIVITIES



SYMBOLIC
HERITAGE



REVITALISED
TOURIST
GATEWAY



THRIVING &
CREATIVE
BUSINESS
COMMUNITY



NEW
COMMUNITY
INCUBATOR



TOURIST
DESTINATION



CONNECTED
TOWNSHIP



COMFORTABLE
ACTIVE PUBLIC
SPACE



DIVERSE
RESIDENTIAL
COMMUNITY

TASK	DELIVERY BY	COST	TIME	COLLABORATION
Synthesise and formalise entrances and entrance hierarchy	GSC	\$\$	🕒🕒	👤👤👤
Introduce visual markers and entrance statements	GSC	\$\$\$	🕒🕒	👤👤
Use and promote entrance imagery as part of LGA marketing and branding	GSC & COMMUNITY	\$	🕒	👤👤
Build on strategic theming of entrance statements throughout Township	GSC & COMMUNITY	\$\$	🕒🕒🕒	👤👤
Ensure local industry, character and creatives are profile through entrance statements	GSC & COMMUNITY	\$	🕒🕒	👤👤👤

Town Signs

Engaging town entrance signs which reflect the local character of places can be memorable and powerful aspects of regional tourism for people passing through.



5 Activating key CBD spaces

RESPONDS TO:



A place of vibrancy and creativity: The CBD plays an important social and participatory role for both locals and visitors.

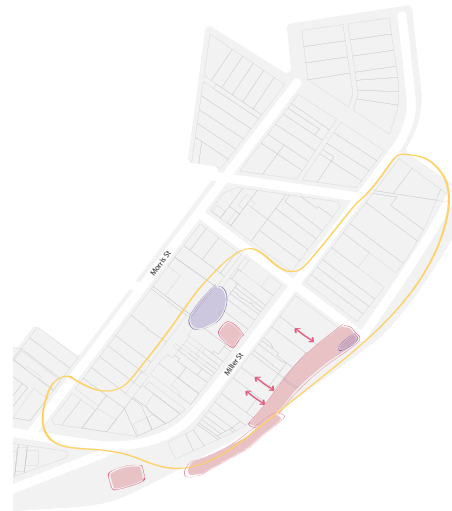
Creating points of interest and vibrant programming, that links local businesses and community to the activation of places, will provoke continued connection, interest and pride in the CBD. Key is the linking of the river to the mainstreet, creating opportunities for activation in and around available spaces to enhance experiences for locals and visitors alike.

Why?

To build on the role of the CBD for locals and visitors as a place for dynamic experiences and activity.

What is the purpose?

Attracting more people for longer periods is the key to creating a more vibrant, interesting and economically successful CBD.



What is this solving?

Responding to a need to revitalise the main street environment and bring locals to the CBD more often.

Alleways and Walkways

Introducing public art and activity transforms unused areas of vibrancy and atmosphere. Adding murals, plants and colour ensures visual appeal for these spaces.



Alleways By Night

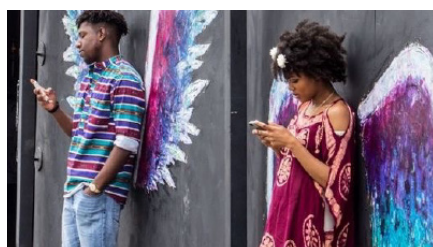
Enlivening passageways by night can challenge perceptions of safety or quietness, help to boost night time trade and create magical experiences.



TASK	DELIVERY BY	COST	TIME	COLLABORATION
Provide a freely available youth space and kids play spaces within CBD	GSC	\$\$	🕒	👤👤
Beautify shops and CBD with greenery	GSC & BUSINESSES	\$\$	🕒	👤👤
Improve amenity and creatively provide informal lingering spaces within the CBD through Target Building and library	GSC	\$\$	🕒🕒	👤
Provide an up-to-date community noticeboard about what is happening locally	GSC & COMMUNITY	\$	🕒	👤👤👤
Introduce public wi-fi	GSC	\$\$	🕒🕒	👤
Add colour and design onto roads to slow traffic movement	GSC & COMMUNITY	\$\$	🕒🕒	👤👤
Activate the rear of shops, walkways and wire fences	GSC & COMMUNITY	\$	🕒	👤👤👤
Build on local Indigenous heritage and narratives	GSC & COMMUNITY	\$\$	🕒🕒🕒	👤👤
Review outcomes of completed CBD masterplan for future opportunities for public space upgrades	GSC	\$	🕒🕒	👤👤
Review and refresh CBD murals and public art to provide shareable identity attractions	GSC & COMMUNITY	\$	🕒	👤👤👤

Shareable Content

Visual attractions reflecting a centre's identity can be easily translatable to social media and leverage tourism through the sharing of content.



Community Activations

Interactive and community focused activations foster strong networks and shared local knowledge.

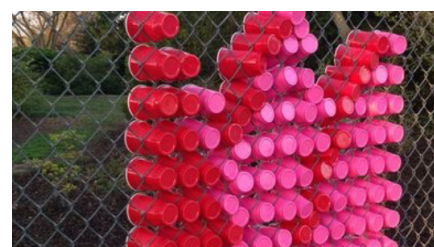
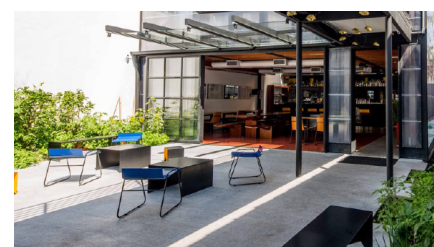


Wire Fences

Activating wire fences can bring vibrancy to functional spaces and encourage community collaboration and participation.

Rear Business Frontages

Activating the rear of business premises can help to transform the underused, visible areas of a centre.



6 Support local businesses to thrive

RESPONDS TO:



Engaged businesses are a core component of a thriving retail environment.

In providing opportunities for businesses to actively participate in the continuing prosperity of their centre, businesses can be involved in events, participate in local programs and benefit from promotional campaigns. Regardless of the goal, local businesses need to be empowered and enthusiastic members of the CBD's community.

Why?

A coordinated response is needed, that considers the bigger picture and involvement of all businesses within the CBD, to ensure that everyone is involved in creating an enhanced and resilient centre.

What is the purpose?

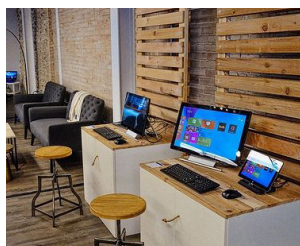
To gain support for businesses to be involved as a local network, participate in available training opportunities and coordinate events.

What is this solving?

Courage to try something different and be involved in capitalising on the Gilgandra's assets: local loyalty, promotion and tourism.

Co-working Spaces

Co-working and maker spaces can act as community accelerators, promoting small business growth and innovation for professionals and young people.



Business Training & Networks

Regular small business training and networks help to strengthen local economies.



TASK	DELIVERY BY	COST	TIME	COLLABORATION
Build on partnerships with organisations in and around the region	GSC & BUSINESSES	\$	🕒🕒🕒	👤👤👤
Conduct regular business training	GSC & BUSINESSES	\$	🕒	👤👤
Build on past 'Cooee Cash' shop local campaigns with a new program	GSC & BUSINESSES	\$	🕒🕒	👤👤👤
Help to reclaim the heritage appearance of shops	GSC & BUSINESSES	\$\$	🕒🕒	👤👤👤
Promote co-working spaces and shared spaces for artists, tradespeople, makers and professionals	GSC	\$\$	🕒🕒	👤👤👤
Activate vacant properties when and as they happen proactively	GSC & COMMUNITY	\$	🕒	👤👤👤
Review trading hours, weekend hours, especially during local events	GSC	\$	🕒	👤👤
Encourage and assist start up businesses	GSC & BUSINESSES	\$\$	🕒🕒	👤👤👤

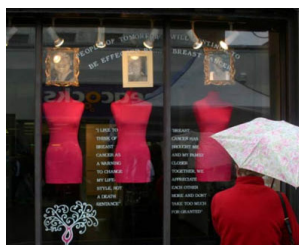
Shop Local Campaigns

Building on past 'Shop Local' campaigns can successfully incentivise locals to support independent business on the main street.



Activating Vacant Businesses

Vacant business premises can be transformed into attractions, talking points and engaging experiences if proactively responded to when they appear.



7 Build on local and community events

Community events are a pillar of activated places, creating opportunities for community togetherness, fun and creativity for locals and visitors alike.

In responding to the existing local events program and building on key calendar highlights, avenues for collaboration are presented which strengthen the appeal of the township. Community events such as 'Gil Green' provide place-wide potential for businesses, residents and groups to participate in memorable experiences, while boosting CBD trade and local identity.

Why?

Programmed events are an effective way to build on existing networks and improve spending and activation locally.

What is the purpose?

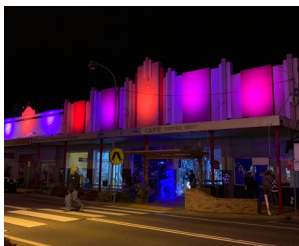
To create a framework for how events, groups and networks may be leveraged to support the township and its profile.

What is this solving?

Providing activation opportunities for locals to encourage engagement in Gilgandra and giving opportunities for businesses to benefit from events.

Winter Wonderland

The 2019 Winter Wonderland event brought together the community and businesses through inclusive and creative activities such as a light display, business decoration competition and family dress-ups.



Gilgandra Show

The annual Gilgandra Show is home to major ring events along with sideshows, competitions and food stalls, in a collaborative community atmosphere.



RESPONDS TO:



TASK	DELIVERY BY	COST	TIME	COLLABORATION
Establish a consolidated annual events program with regular locations and timing	GSC & BUSINESSES	\$	🕒	👤👤👤
GSC provide small seed funding for businesses to create their own events	GSC	\$\$	🕒	👤👤
Photo trail of historic images along main street alongside collection of stories from early settlers about Township history	GSC & COMMUNITY	\$\$	🕒🕒	👤👤👤
Simplify events approvals process and remove red tape	GSC	\$	🕒	👤👤
CBD events strategy in collaboration with all local attractions that connects to CBD branding, Gilgandra region marketing, annual/one off events and physical improvements	GSC & BUSINESSES	\$\$\$	🕒🕒🕒	👤👤👤
Upgrade events infrastructure and facilities (e.g. Gilgandra Speedway)	GSC	\$\$	🕒🕒🕒	👤👤👤

Gilgandra Photographers Exhibitions

Annual photography exhibitions held by the Coo-ee Centre promote the work of Gilgandra photographers, with a thematic show that has become a calendar attraction for locals and visitors.



Hidden Tiger, Crouching Dragon

PHOTOGRAPHIC EXHIBITION
5 JUNE - 21 JULY 2019

A photographic journey of far lands and amazing wildlife by Narelle Rodway.

GILGANDRA ART GALLERY
COO-EE HERITAGE & VISITOR INFORMATION CENTRE

Coo-ee Memorial Park, Newell
Highway Gilgandra NSW 2827
www.gilgandra.nsw.gov.au
T: (02) 6877 8700

Australia Day

Australia Day is celebrated by the community annually in Hunter Park, followed by an awards ceremony and performance events.



8 Strengthen industrial and agribusiness precincts

Strengthening the network of industrial, agricultural and specialised business precincts, in light of major regional opportunities, is key to fortifying Gilgandra’s local economy.

Current industrial and agricultural sectors made up of the established industrial corridor near Gilgandra Showground, newer industrial businesses along the disused rail station, as well as the newly announced GrainCorp precinct are primed for growth and collaboration.

Why?

A wide range of opportunities are presented by the local context of Gilgandra’s geographic location at the conjunction of three major highways, as well as the beneficial impact of inland rail.

What is the purpose?

To create a strong network of coordinated opportunities among new and established industries and businesses, while supporting ongoing local and regional growth.

What is this solving?

Economic uncertainty in local industries and responding proactively to future growth and the potential of major regional projects.

Established Agricultural Precincts

Agricultural precincts form part of the core of Gilgandra’s economic past and present, with future avenues for strengthening the industry.



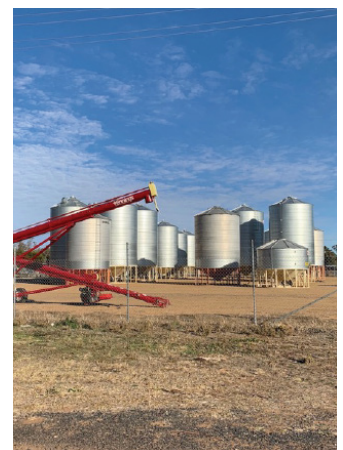
RESPONDS TO:



TASK	DELIVERY BY	COST	TIME	COLLABORATION
Encourage a deliberate and proactive approach to developing key industrial areas	GSC	\$	🕒🕒	👤👤👤
Provide processes and mechanisms to link to Inland Rail opportunities	GSC	\$\$	🕒🕒	👤👤
Secure public investment and influencing the development of that encourages, enables and supports private investment	GSC	\$	🕒🕒🕒	👤👤👤
Promote opportunities for new organisations to locate to Gilgandra Shire to benefit from lifestyle facilities, education, health and security of water supply	GSC & INDUSTRY	\$\$	🕒🕒🕒	👤👤

Established Industrial Precincts

Industrial precincts within and around Gilgandra are well suited to a collaborative, network approach to capitalising on opportunity.







PLACE INTERVENTIONS

In order to catalyse change and growth in Gilgandra, Place Interventions outline major Transformation Projects to create bold place-wide wins.

TRANSFORMATION PROJECT #1

GIL GREEN

'Gil goes green for spring'

TIME | 🕒 SPRING 2019

RESOURCES | 💰 \$10K

COLLABORATION | 🤝 🤝 🤝

What is Gil Green?

A green event that takes over Main Street Gilgandra, an event that activates Main Street businesses, invites community to participate in fun green events and provides a much needed outlet to get the town through a potentially dry and depressing Spring

"Gil Green" will be the event the locals come together, harness their spirit of collaboration, something they can look forward too for Spring, while working to boost the overall confidence in the Main Street.



What is the purpose of Gil Green?

- On the back of Winter Wonderland there is another conversation we need to change: **This Spring Gil is going GREEN**
- Boost the Main Street businesses and provide opportunities to protect them from the effects of the ongoing drought
- Maintain and increase the morale of both local business and the local community
- Continue to provide momentum to the main street, interest and opportunities for activation to counteract the closure of Target
- Further foster Main Street business activity, motivation and belief that despite the drought things will be ok
- Teaching alongside mentoring businesses on how to help themselves, how to work with one another, how to run Main Street events for themselves, how to leverage much needed \$\$ into their businesses from locals and surrounding neighbours
- We must stop the conversation of drought, no rain & tough times from taking over the Main Street psych



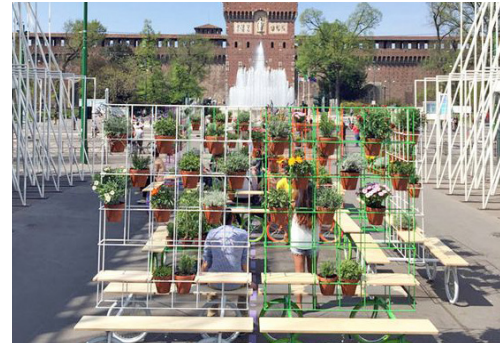
- Main Street must become the place where the community comes to see a small ray of light, a reprieve from the conditions the average farmer in Gil & surrounding areas is currently enduring
- Business will be supported by Gilgandra Shire Council and consultant teams People, Place and Partnership and Retail Revamp who will continue to demonstrate the tips, tricks and tools on how to be a successful business on the Main Street

What does Gil Green look like, feel like?

- Driving down the Main Street of Gilgandra and greenery will be everywhere, **every single shopfront** is green, its vibrant, its fresh

- In-store experiences will include working with local café to create a green menu, things never seen before in Gil, Gil Green milkshakes, thick shakes & juices, the kids will love it! There are Gil Green cookies, cakes etc.

- Whilst retailers will take a whole new way to look at sustainable ideas, build on supporting locally produced, handmade, sustainable products



TO ADD SPARKLE TO THE BUSINESSES ...

- Gil Green Mini Golf Course in the IGA Carpark - with locally represented challenges for each hole
- Upcycle / recycled green markets
- Farmers markets with produce from neighbouring communities to further assist them tackle the drought
- Kids activities / education around being environmentally conscious etc



TRANSFORMATION PROJECT #2

THE GIL

Transformative change is coming to the Main Street of Gilgandra

TIME |  AUGUST 2019 ONWARDS

RESOURCES | \$50K SEED FUND
SEEKING ADDITIONAL SPONSORSHIP

COLLABORATION | 

What is The Gil?

The Gil will create a strong and stable centrepiece at the heart of Gilgandra Main Street. Whilst long term planning is undertaken to create a once in a generation opportunity of a new community asset - a library, co-working, learning, play space, community rooms and a cafe/bar opening onto a deck to the river's edge a temporary innovation will be underway already working to transform the CBD.



The Gil Shopfront

The Gil is an actual real life 'shop' located on the Main Street of Gilgandra. The Gil demonstrates best practice retail in every possible way, when we think of best practice retail it covers best practice display & presentation, design & layout, social media, marketing, advertising, branding, budgeting, customer service etc.

In The Gil you will find local designers, makers, growers, artists who have all come together in a business environment to learn how to commercialise their art, their work, their goods & themselves. In The Gil we work as one and we learn as one.

The Gil supports home grown local artists and talent. The Gil takes the talent that currently sits at home unsure on how to sell their work and shows them the way.

Not only does The Gil activate the broader community but also it becomes the training ground for Main Street businesses. Every business is welcome in The Gil to learn, grow & participate.

The Gil breathes fresh life into the Main Street & addresses future opportunities to encourage new business into Gilgandra.

The Gil Community Space

- Focused on providing affordable and flexible facilities, The Gil will support exhibition and event spaces, and co-working and maker spaces as well as public social areas.

- For the community The Gil will be a place to pop into, explore, learn and engage with others.

- The Gil will work with the local community to further establish what local activities could occur within the space; expanding already established local programs, introduction of local movie nights, exhibitions and showcases.

At The Gil we will cultivate spaces for emerging businesses and creative locals to thrive.



TRANSFORMATION PROJECT #3

THE GIL LIBRARY

Gilgandra is making the Library a must-visit Destination

TIME  MID 2020

RESOURCES \$3M

COLLABORATION 

With a new cafe overlooking the river , an expansive deck, children’s interactive playspace, co-working spaces, dazzling art installations, and rooms equipped for meeting, Council is future-proofing a much loved local asset and reshaping it right in the heart of Main Street Gilgandra.

In an era of widespread internet access, cheap digital books and changing investment in local centres, communities across Australia are attempting to reinvent their aging library systems. Gilgandra is at the forefront of this movement.

It is Council’s ambition that Gilgandra Library will lead the township’s cultural transformation, investing into radically changing the form and function of its library space.

It is customising the services that are currently being provided, implementing new architecture that can adapt to future technologies, and designing programming that integrates the library into the daily routines of local life right in the centre of the action in Gilgandra CBD.

Council’s Vision

Gilgandra Shire Council has a bold vision to reshape the heart of the CBD by relocating the library and local services to the recently vacated building that housed Target and previously Fosseys.

In short, Council is reshaping the place of the public library, making an important “third place” where local community can go when they are not at work or at home.

While libraries across the country risk losing their relevance, Gilgandra’s will become a place for everything, from family reunions to local events; performance to coworking; cafe to local bar and of course, reading, writing, and research.

The new-look library will be the centrepiece to assist the CBD to encourage transformative sustainable change, attracting people into the CBD on a daily, weekly and regular basis. The facility will provide unique youth technology opportunities including STEM based programs and systems for hire.

Further creating opportunities for visitation and subsidiary business benefits associated with more “wallets past windows”, the library will assist the town to revitalise and stay relevant in the changing face of main street retail dynamics.

Council seeks to transform this large central building on the Main Street of Gilgandra





BENDIGO LIBRARY, VICTORIA

Project to Date

Gilgandra's reimagined library plans began some time ago with meticulous research, discussion, and analysis. The library committee were ready to unveil plans for a revamped building on the existing location that has recently received a \$1million NSW Government Grant.

Fast forward to July 2019 and in the advent of the national retailer Target making a decision to retract critical businesses within over 20 locations nationally, an urgent rethink of the opportunity has arisen for Council to consider an alternative location for a new Library.



THE GARDEN LIBRARY, TEL AVIV



REDCLIFFS VILLAGE LIBRARY, VICTORIA

On the back of community concerns raised and the requests of Council to “do something” they have embraced an expansive vision:

To take ownership of the large central building in the Main Street of Gilgandra and further explore a bold new vision for the library.



THE GIL LIBRARY

What are the principles of the new library?

- Create a local icon for the heart of Gilgandra
- Increase daily visitation to the CBD
- To link the CBD to the river
- To link the library to the tourist information centre
- To create an incubator and key attractor for the centre
- To encourage further investment within the centre
- Create a strong civic identity with a landmark building
- Create a public living room through the introduction of new amenities



What will be explored as the activation uses for the new space?

- library services
- meeting rooms
- coworking spaces
- community spaces (flexible)
- youth and technology spaces
- cafe, outdoor eating areas
- play space
- large external deck towards the rivers edge



What help does Council need?

Additional budget to realise the bold ambition, whilst Council has received a \$1million State Government Grant it will not be enough to realise this transformative idea. Council and the local community are seeking further support to create this much needed local incubator to help revitalise the CBD.



Over the coming months, Council will seek to review and explore best practice main street libraries within Australia and internationally to assist to align this bold vision



CASE STUDY

WOOLSTON COMMUNITY LIBRARY, CHRISTCHURCH NZ

CASE STUDY

EAST STREET LIBRARY, LONDON UK



TRANSFORMATION PROJECT #4

CULTURAL CENTRE

Gilgandra

TIME  MID 2020

RESOURCES \$2M

COLLABORATION 

Building on the rich heritage offering of Gilgandra’s existing cultural precinct, a proposed Cultural Centre would realign and combine the Cooee, Indigenous and Rural history of Gilgandra, into an unprecedented regional attraction, drawing on unique local storytelling.

The existing Cultural Precinct and associated buildings, gardens and parking facilities feature some connection to its location on the banks of the Castlereagh River and its surrounds.

A future upgrade to facilities in the precinct is expected to continue to relate to the existing ‘natural element’ and a blending of ‘natural with built form’. The preservation and elevation of the current and historical significance of the Cooee Heritage & Visitors Information Centre and the Gilgandra Rural Museum are of a high priority.

The collective experience will link contemporary and traditional tourism opportunities and encourage visitors to interact, linger longer, patronising restaurants, accommodation, retail, events and facilities locally.

Council’s Vision

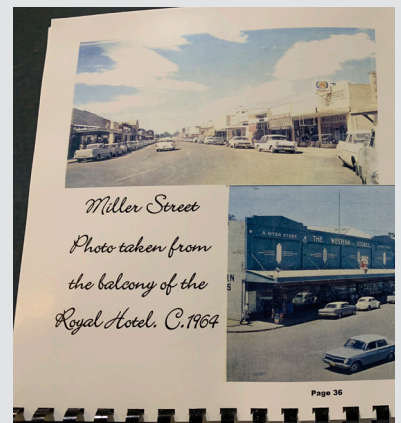
Council’s identified vision for the precinct is to create: ‘A multi-purpose community and cultural precinct that enables a sense of place and identity about Gilgandra and regional NSW for our communities and visitors.’

In its upgrade of the current cultural precinct, three key objectives emerge for the future site:

- Enhancing local ownership of the precinct and all it has to offer to the community
- Offering visitors of the precinct a regional and local experience unique to our area
- The provision of a modern facility to educate, display and appreciate local heritage in both creative and artistic forms

A revitalised Cultural Centre would provide a substantial visitor experience by linking existing assets, including both cultural facilities, the river foreshore, Windmill Walk and Gilgandra CBD. By enhancing and leveraging all layers of local heritage including European, Indigenous, Rural and Military history, the Cultural Centre will ensure the economic sustainability of the Rural Museum and the creation of a cohesive visitor experience.

Coo-ee Heritage and Visitors Information Centre





WALTZING MATILDA CENTRE, QUEENSLAND

Project to Date

Gilgandra Shire Council has released the Gilgandra Cultural Precinct Strategic Plan in 2018/2019 outlining a ten year vision to capitalise on the assets of the existing precinct, while increasing visitation among both locals and visitors.

The mission of the Plan is to 'provide programs and services to empower our community, to express and engage with Gilgandra's local identity, history, culture and diversity and to offer a unique visitor and learning experience in regional NSW focussing on our military history, Aboriginal heritage, farming and natural landscape.'



PINNACLES DESERT VISITOR INFORMATION CENTRE, WESTERN AUSTRALIA



A Cultural Centre will upgrade individual facilities while connecting them, interweaving the historical and contemporary through unique experiences that only Gilgandra can offer.

Gilgandra Rural Museum



Next Steps




1 Gil Green

TIME	RESOURCES	COLLABORATION
 SPRING 2019	 \$10K	

A green event that takes over Main Street Gilgandra, an event that activates Main Street businesses, invites community to participate in fun green events and provides a much needed outlet to get the town through a potentially dry and depressing Spring.



2 The Gil

TIME	RESOURCES	COLLABORATION
 AUGUST 2019 ONWARDS	 \$50-80K	

The Gil will create a strong and stable centrepiece at the heart of Gilgandra Main Street. Whilst long term planning is undertaken to create a once in a generation opportunity of a new community asset - a library, co-working, learning, play space, community rooms and a cafe/bar opening onto a deck to the river's edge a temporary innovation will be underway already working to transform the CBD.





3 The Gil Library

TIME	RESOURCES	COLLABORATION
MID 2020	\$3M	Three hand icons representing collaboration

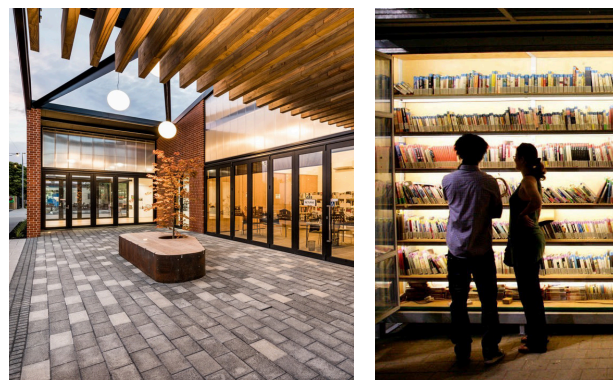
Council is proposing to future-proof a much loved local asset and reshape it right in the heart of Main Street Gilgandra, with a new cafe overlooking the river, an expansive deck, children’s interactive playspace, co-working spaces, dazzling art installations, and rooms equipped for meetings.



4 Cultural Centre

TIME	RESOURCES	COLLABORATION
MID 2020	\$2M	Three hand icons representing collaboration

Building on the rich heritage offering of Gilgandra’s existing cultural precinct, a proposed new Cultural Centre would realign and combine the Cooe, Indigenous and Rural history of Gilgandra, into an unprecedented regional attraction, drawing on unique local storytelling.



Next Steps

8 Point Action Plan

The successful implementation of the 8 Point Action Plan starts with the pursuit of the Transformation Projects, while short term activation may be tested in line with this framework and evolve into longer term programs, guidelines and infrastructure changes as needed.

- 1 Strengthen the structure plan for the Township
- 2 Create a CBD Community Hub: The Gil
- 3 Connect the CBD tourist anchor and revitalised river corridor
- 4 Create gateway entrances
- 5 Activate key CBD spaces
- 6 Support local businesses to thrive
- 7 Build on local and community events
- 8 Strengthen industrial and agribusiness precincts

Short Term

Short term measures are design to test opportunities and evaluate the suitability of new initiatives at a smaller scale using limited resources, for a big payoff.

Create a centralised point of focus for the CBD in The Gil pop-up





Medium Term

Actions in the medium term are focused on refining and formalising outcomes of activation testing, creating a clearer direction, and building on successes.

Enact 6 key actions to implement ongoing change

Long term framework for training, community and business programs in a key transitional space

Link place branding of the township through a cohesive approach to visual identity

Introduce visual markers and entrance statements

Activate rear of shops and wire fences

Build on 'Cooee Cash' shop local campaigns with a new program

Photo trail of historic images along main street alongside collection of stories from early settlers

Deliberate and proactive development of industrial areas

Create cohesive wayfinding for local attractions

Ensure local industry, character and creatives are profile through entrance statements

Improve amenity in lingering spaces within the CBD

Helping to reclaim the heritage appearance of shops

CBD events strategy in collaboration with all local attractions that connects to CBD branding, LGA marketing, annual/one off events and physical improvements

Processes and mechanisms to link to Inland Rail

Long Term

Long term outcomes include changes to programming, infrastructure and processes that are at a larger scale and more resource intensive, in line with the principles established for activation.

Spatially define precincts around established uses

Provide amenities and facilities along the river precinct

Build on strategic theming of entrance statements throughout Township

Introduce public wi-fi

Encouraging and assisting start up businesses

Securing public investment and supporting private investment

Add colour and design onto roads to slow traffic movement

Promote co-working spaces and shared spaces

Promote relocation of new organisations to Gilgandra

Build on local Indigenous heritage and narratives

Establish partnerships with organisations in and around the region

Upgrade events infrastructure and facilities



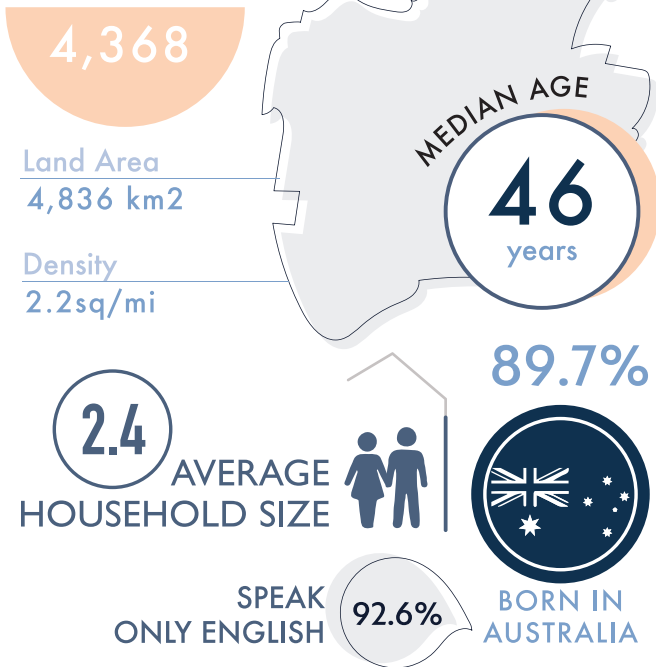


PLACE ASSESSMENT

The purpose of this Place Assessment is to understand the local context of Gllgandra from a place-based perspective, and understand how it is performing, and where opportunities may lie.

Demographic Context

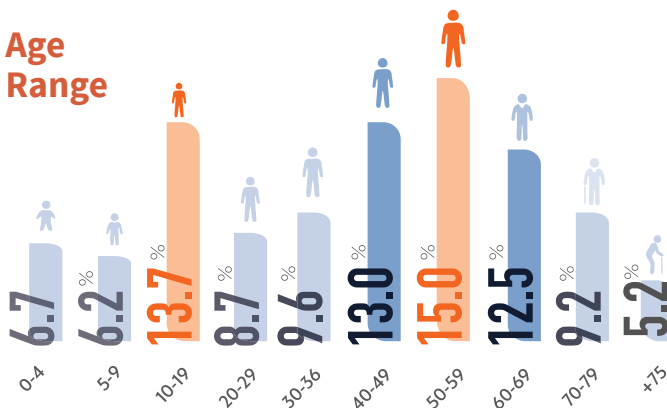
Population



Gilgandra LGA scores

928.1 on the SEIFA index of disadvantage

Age Range



Demographic Context

With a population of over four thousand residents and an average household size of 2.4 persons, the residential density of the LGA is low.

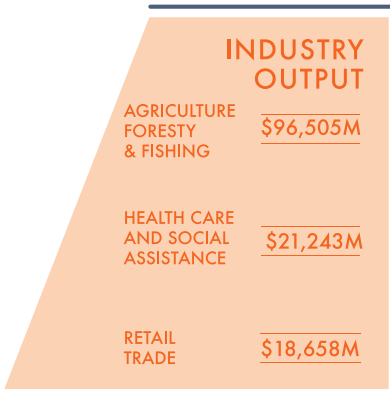
The median age of residents is 46 years, while there are a high number of persons aged 50-59. Young people aged 10-19 also make up a sizeable proportion of the population.

Economic Context

Gilgandra's key industry is agriculture, with over a third of residents employed in the industry and an annual output of over \$96 million.

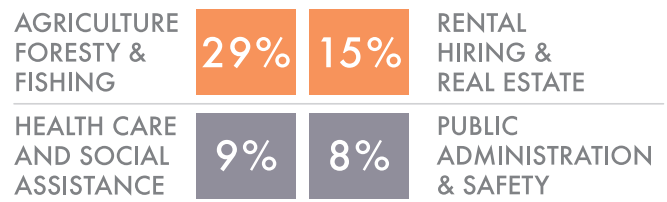
Other key industries include people-based support such as health care and education, with 9% of residents employed in both retail and public administration respectively.

The majority of local businesses are small, with fewer than 5 employees, and nearly half of the population are educated up to a certificate level qualification.



GRP \$ **235 M** \$\$\$\$\$\$

VALUE ADD

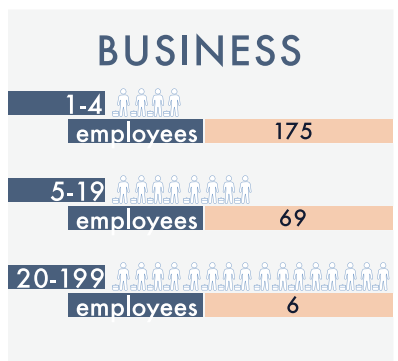
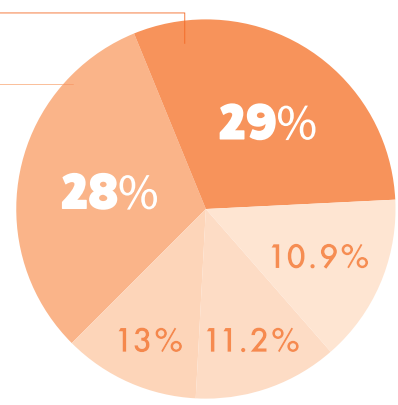


EMPLOYMENT

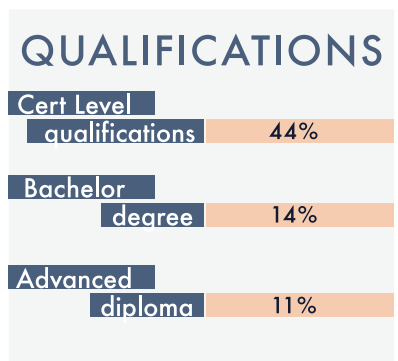
- 1 AGRICULTURE FORESTRY & FISHING (546) 35%
- 2 HEALTH CARE & SOCIAL ASSISTANCE (205) 13%
- 3 EDUCATION & TRAINING (150) 10%
- 4 RETAIL TRADE (148) 9%
- 5 PUBLIC ADMINISTRATION & SAFETY (135) 9%

OCCUPATIONS

- Managers
- Labourers
- Community & Personal Service Workers
- Professionals
- Technicians & Trade Workers



2.8%
UNEMPLOYED



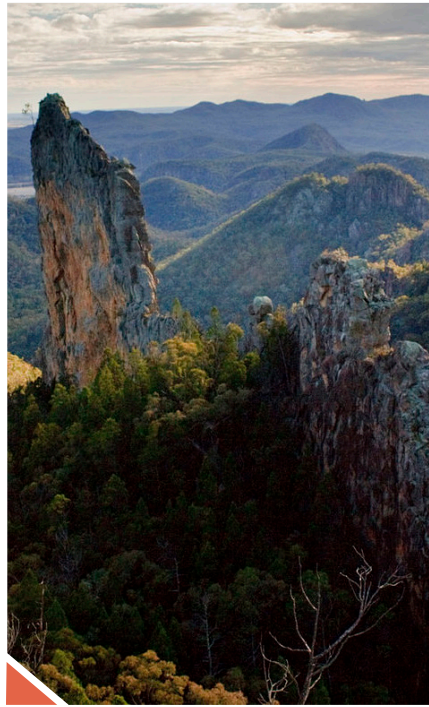
Natural Assets

Gilgandra is home to a range of local natural assets, within and around the LGA.

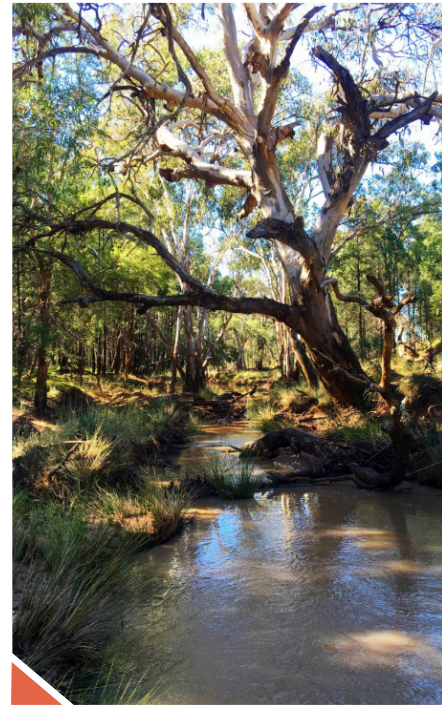
The nearby Warrumbungle National Park with its unique Dark Sky Park is a key regional attraction with potential to be further leveraged for tourism and local activation.

The Castlereagh River runs through Gilgandra Township and is a significant feature of the natural environment, due to its relationship with the CBD, with potential to further influence Gilgandra's identity and profile as a destination.

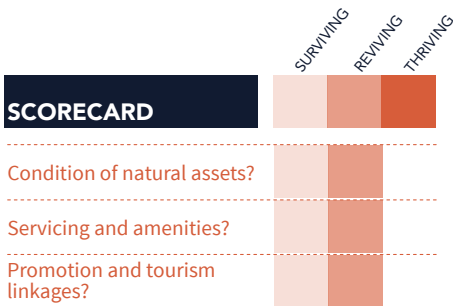
Natural assets form part of the basis to Gilgandra's unique appeal, due to the location of the CBD along the Castlereagh River and surrounding biodiversity.



Warrumbungles Mountain Range



State Forest



Castlereagh River



Gilgandra Flora Reserve





Gilgandra Flora Reserve



Castlereagh River



- Key**
-  Castlereagh River
 -  State Forests & Green Spaces

Industry

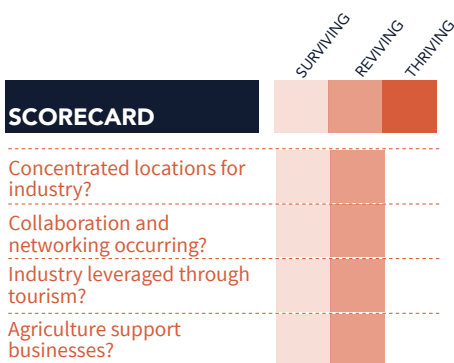
Gilgandra Township has comprehensive existing industries that encompass future opportunities for growth. Established and growth industries contribute largely to the town economy, which is based primarily on agriculture.

The agriculture industry includes a variety of specialist and farming sub-industries, while primary production includes wool, beef and cropping of cereals.

Major emerging and growth industries include aged and disability services to support local populations, transport and logistics, as well as and tourism.

As a member of the Orana Regional Development Australia and Orana Joint Organisation of Councils (OROC), Gilgandra is involved in proactive partnerships.

With a strong foundational agricultural industry, growth in tourism and community support services represent reasonable economic opportunities for Gilgandra.



Agriculture

Agricultural production in the region includes wool, beef, legumes, wheat and barley. Farming is divided between 71% dry land production and 29% dry land farming.

Despite the fundamental role of agriculture in the local economy, changes in farming operations and trends have led to impacts on the industry, including an increase in specialised beef and sheep production, as well as a greater requirement for transport networks to support export requirements.

Tourism

The tourism industry in Gilgandra has a flow-on impact on other local industries including Accommodation and Food Services, Retail Trade and Arts and Recreation, as a major source of employment and expenditure.

Opportunities exist to bolster supporting industries to strengthen the tourism offering in Gilgandra and build on geotourism and natural tourism, as well as supporting business decline for main street retailers and youth-led cafes to attract young people. Avenues also exist to promote youth visitation through cheaper accommodation options, as well as day tripping and overnight stays through coordinated offers and itineraries.

Existing Industrial Businesses

While presenting substantial opportunities to bolster local industries through a heavy rail connection between Brisbane and Melbourne, the Inland Rail will also see the creation of approximately 2200 new construction jobs locally, and the chance for Gilgandra to act as a construction hub for the Narromine to Narrabri alignment.

Local industrial precincts will benefit in the long term from transportation networks and a multi-million dollar NSW State Governmnet grant to support major infrastructure upgrades in these areas.

Skills Base & Workforce

Gilgandra is home to a low rate of unemployment: 3% (2017), with 88% of high school graduates in Gilgandra enrolled in further education or employed (2016).

Over 40% of the LGA's population are qualified at Certificate level or higher. Managers make up the highest percentage of occupations which includes the large number of residents managing agricultural properties across the LGA.

Opportunities exist for the formation of local business clusters to support further tourism and local professional industry.



Geographical Features



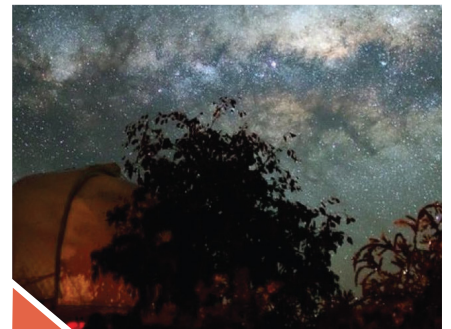
Vision



Physical Infrastructure



Specialisations



Industrial Features



Implementation

Township Land Uses

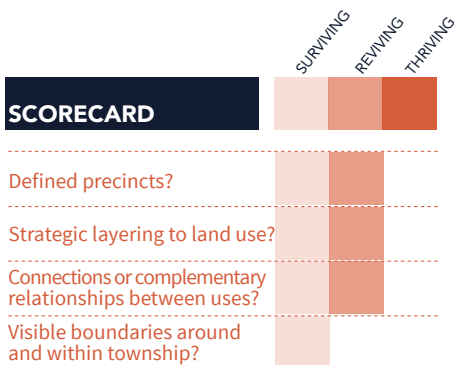
Gilgandra Township is home to range of established land uses driven by concentrations of local businesses and attractions.

While attractions, tourism and civic facilities are concentrated around the Castlereagh River corridor, industrial, service and agribusiness uses are appropriately based around the west of the township and rail line.

Residential growth is proposed in large lots to the west of the township.

Precinct development is ad-hoc and organic, reflecting opportunities for stronger connections between the heritage and civic hubs, and the CBD.

Gilgandra Township is home to a range of well-established precincts and uses, with opportunities to build on connections and networks between uses.



Aerodrome



Services



Agribusiness



Recreation



Industry



Civic



Health



CBD



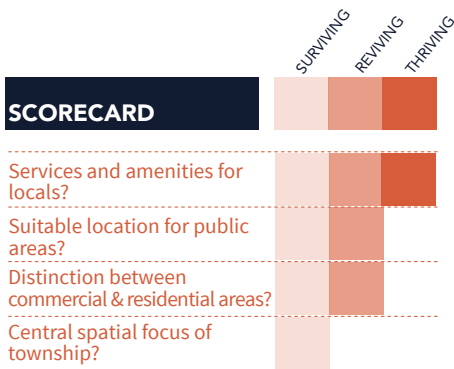
Key Local Context

Gilgandra Township provides a range of amenities to local residents, with a strong concentration of community facilities around the CBD.

Education facilities are primarily located to the north of the CBD, and when related with health and open space facilities, create a natural wellbeing precinct to complement future residential growth in the west of the township.

Accommodation facilities are well placed to leverage connections to the river corridor and build on Gilgandra's natural and historical attractions.

Gilgandra serves its local community well with ample provision of facilities and amenities.



Facility: Gilgandra Library



Schools: Gilgandra High School



Hotels and Motels: Railway Hotel



Caravan Parks: Caravan Park Gilgandra

Key

Facilities

- 1 Gilgandra Hospital
- 2 Gilgandra Court House
- 3 Gilgandra Library
- 4 Gilgandra Swimming Pool
- 5 Gilgandra Shire Council
- 6 Gilgandra Sporties
- 7 Gilgandra Heritage Centre
- 8 Gilgandra Museum and Historical Society
- 9 Gilgandra Rural Museum
- 10 Aerodrome
- 11 Youth Club
- 12 Gilgandra Local Aboriginal Land Council
- 13 Police Station
- 14 The Hitchen House

Key Business Locations

- 1 Miller Street
- 2 Warren Road
- 3 Wamboin Street
- 4 Newell Highway

Schools

- 1 Gilgandra High School
- 2 Gilgandra Public School
- 3 St. Josephs School
- 4 TAFE College
- 5 Gilgandra Preschool
- 6 Aussie Kindies Early Learning

Hotels & Motels

- 1 Orana Windmill Motel
- 2 Gilgandra Hotel
- 3 The Royal Hotel
- 4 Three Ways Motel
- 5 The Bungalow Motel
- 6 Railway Hotel Gilgandra
- 7 Gilgandra Lodge
- 8 Silver Oaks
- 9 Cooee Motel Gilgandra
- 10 Village Motor Inn
- 11 Alfa Motel
- 12 Tattersalls Hotel
- 13 Chinnock B&B
- 14 Castlereagh Motor Inn

Caravan Parks

- 1 Gilgandra Caravan Park
- 2 Rest A While Cabin & Caravan Park
- 3 Acropolis Motel & Barneys Caravan Park



Attractions

Gilgandra's heritage connections are vital to its identity and culture. With key facilities throughout the township dedicated to preserving and promoting local heritage, opportunities to link these attractions are plentiful. In particular, the spatial relationships between the cultural precinct, historic walkways and CBD feature potential to form an activated river frontage and attraction point which are addressed in the Gilgandra Cultural Plan.

A number of key facilities provide attractions for local and regional residents, including the Gilgandra Speedway, Gilgandra Showground, Coeee Heritage Centre, Gilgandra Golf Club and Racecourse.

Attractions in Gilgandra are reflective of its place identity as a rural centre, building on natural and heritage facilities.



Gilgandra Golf Club



Gilgandra Speedway



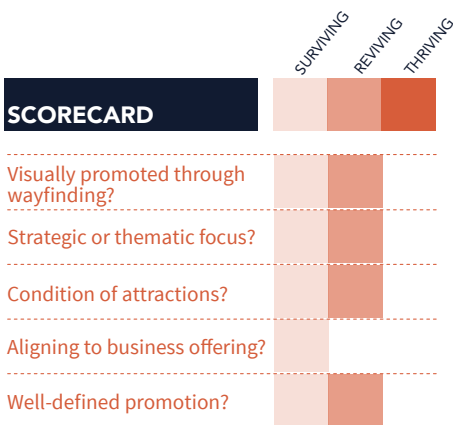
Windmill Walk



The Hitchen House



Orana Cactus World





Key

- **Gilgandra CBD**
- **Riverside**
- **Windmill Walk**
- **Key Attractions**
 - 1 Gilgandra Rural Museum
 - 2 Gilgandra Museum & Historical Society
 - 3 Cooee Heritage Centre
 - 4 Gilgandra Sporties
 - 5 Orana Cactus World
 - 6 Gilgandra Swimming Pool
 - 7 Gilgandra Library
 - 8 Shelly Mae Antiques
 - 9 The Hitchen House
 - 10 Youth Club
 - 11 Aerodrome
- **Key Green Spaces**
 - 1 Gilgandra Showground
 - 2 Anthony McGrane Oval
 - 3 Ernie Knight Oval
 - 4 Hunter Park
- **Gilgandra Speedway**
- **Gilgandra Golf Club & Racecourse**

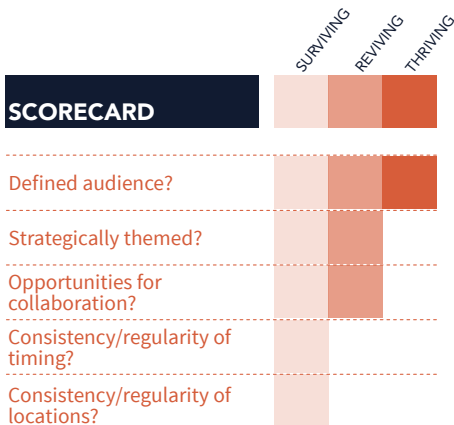
Events

Major annual events taking place in Gilgandra include established events such as The Gilgandra Show, Carols in the Park and the Gilgandra Presbyterian Flower Show, as well as the addition of the CBD based Winter Wonderland event in 2019.

The majority of events occur over a full day, with fewer regular evening events. Locations for events are spread across the township, while a number of cultural events and gallery exhibitions are primarily located within the existing cultural precinct.

Events are often family focused in theme - such as Grandparents Day, events run by Youth Services. Key recreational activities include the Tractor Pull, local basketball and rugby competition, as well as events at the Gilgandra Speedway and Racecourse.

Gilgandra's major and established local events are primarily family-based and community centric, with opportunities for collaboration among businesses and local groups.



MAJOR EVENTS																			
CIVIC <ul style="list-style-type: none"> ANZAC Day Australia Day Remembrance Day 	TIMING <table border="1"> <tr> <td>JAN</td> <td>FEB</td> </tr> <tr> <td>JUL</td> <td>AUG</td> </tr> <tr> <td>SEP</td> <td>OCT</td> </tr> <tr> <td>MAR</td> <td>APR</td> </tr> <tr> <td>MAY</td> <td>JUN</td> </tr> <tr> <td>NOV</td> <td>DEC</td> </tr> <tr> <td>AM</td> <td>MIDDAY</td> </tr> <tr> <td>PM</td> <td>NIGHT</td> </tr> <tr> <td colspan="2">ALL DAY</td> </tr> </table>	JAN	FEB	JUL	AUG	SEP	OCT	MAR	APR	MAY	JUN	NOV	DEC	AM	MIDDAY	PM	NIGHT	ALL DAY	
JAN		FEB																	
JUL		AUG																	
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MAY	JUN																		
NOV	DEC																		
AM	MIDDAY																		
PM	NIGHT																		
ALL DAY																			
CULTURAL <ul style="list-style-type: none"> Art Exhibitions Gilgandra Show Gilgandra Photographers Biennale Tooraweenah Endurance Ride Tooraweenah Cup 																			
THEMATIC/SEASONAL <ul style="list-style-type: none"> Carols in the Park Winter Wonderland Gilgandra Presbyterian Flower Show Youth Services events (Community Outdoor Cinema, Youth Disco) 																			



Gilgandra Australia Day



Photographic Exhibition



On-farm accidents are a major problem for farming in Australia. Incidents can involve workers, bystanders to work and others (including children) and occur in a range of circumstances on farms of different agricultural enterprises. Develop skills and improve the safety of your farm or rural workplace by enrolling in this First Aid training course, delivered by an accredited Red Cross Trainer. This "free" event is supported by NALAG NSW's Our Shout Program and Australian Red Cross. *This training is free for primary producers, farm workers and farm contractors. Participation is limited to two people from each family business.



Farm First Aid



Gilgandra Show



Key

Annual Event

- 1 Winter Wonderland
- 2 Gilgandra Show
- 3 ANZAC Day
- 4 Australia Day
- 5 Remembrance Day
- 6 Grandparents Day
- 7 Gilgandra Presbyterian Flower Show
- 8 Carols in the Park
- 9 Gilgandra Youth Disco

Once Off

- 1 Totem Skateboarding Workshop

Art Exhibitions

- 1 Hidden Tiger, Crouching Tiger, Chris Kunko
- 2 Gilgandra Photographers
- 3 Biennial Exhibition
- 4 Colours of Australia

Regular

- 1 Community BBQ

CBD

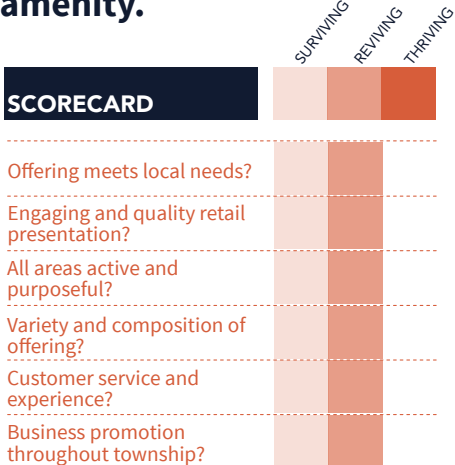
Located directly at the junction of the Newell, Oxley and Castlereagh highways, the CBD is in a significant position to attract locals and other passengers passing through and this strategic location is a priority to be capitalised upon.

The recently redeveloped IGA and large Mitre 10 are key pillars to the CBD in supplying local provisions. Main street retail and tourism have potential to encourage longer stays within the township for visitors. Retail opportunities are limited with a small handful of unique experiences. Most commercial opportunities are utilised, with very limited vacant premises.

There is a lack of clear identity and gateways along the main street, with opportunities to leverage the historic streetscape and building presentation. Potential also exists to improve the quality of 'back house' presentation which detracts from the vibrancy of the CBD and impacts views from the river.

Public art pieces and murals depicting local identity and historical Coeee connections may be leveraged and refreshed as key visual attractions in the CBD.

The CBD is well-provisioned for locals, with potential for improvement in its overall offering and amenity.



Retail



Professional Services



Food & Beverages



Personal Services



Civic



Fresh Food and Groceries



Accommodation

Key

- Retail
- Food & Beverage
- Professional Services
- Personal Services
- Civic
- Fresh Food & Groceries
- Accomodation



Place Assessment Summary



Natural Assets

Strengths
Strong local biodiversity and established natural attractions

Weaknesses
Further ability to build on connection between CBD, tourist links and river

Condition of natural assets?	REWINDING	THRIVING
Servicing and amenities?	REWINDING	THRIVING
Promotion and tourism linkages?	REWINDING	THRIVING



Industry

Strengths
Established local agriculture and future growth industries

Weaknesses
External pressures to agriculture, local business decline, skills for Inland Rail and succession planning

Concentrated locations for industry?	REWINDING	THRIVING
Collaboration and networking occurring?	REWINDING	THRIVING
Industry leveraged through tourism?	REWINDING	THRIVING
Agriculture support businesses?	REWINDING	THRIVING



Land Use

Strengths
Established land uses and organically formed precincts

Weaknesses
Lack of boundaries and definition of township and CBD

Defined precincts?	REWINDING	THRIVING
Strategic layering to land use?	REWINDING	THRIVING
Connections or complementary relationships between uses?	REWINDING	THRIVING
Visible boundaries around and within township?	SURVIVING	



Key Local Context

Strengths
Amenities and services for locals well provided

Weaknesses
Lack of defined central focus point for township

Services and amenities for locals?	REWINDING	THRIVING
Suitable location for public areas?	REWINDING	THRIVING
Distinction between commercial and residential areas?	REWINDING	THRIVING
Central spatial focus of township?	SURVIVING	



Attractions

Strengths

Strong heritage and natural theming for local attractions

Weaknesses

Opportunities to further include collaboration with businesses and networks, consistency of promotion

	SURVIVING	REVIVING	THRIVING
Visually promoted through wayfinding?	Light	Medium	Dark
Strategic of thematic focus?	Light	Medium	Dark
Condition of attractions?	Light	Medium	Dark
Aligning to business offering?	Light	Medium	Dark
Well-defined promotion?	Light	Medium	Dark



CBD

Strengths

Well-provisioned main street retail and service businesses

Weaknesses

Business decline, lack of central hub for activity, competition from online retail, aesthetics and competition over cafe culture

	SURVIVING	REVIVING	THRIVING
Offering meets local needs?	Light	Medium	Dark
Engaging and quality retail presentation?	Light	Medium	Dark
All areas active and purposeful?	Light	Medium	Dark
Variety and composition of offering?	Light	Medium	Dark
Customer service and experience?	Light	Medium	Dark
Business promotion throughout township?	Light	Medium	Dark



Events

Strengths

Family and community focused events aligned to local identity

Weaknesses

Inconsistency in locations, opportunities to build on collaborations and flagship events processes and support

	SURVIVING	REVIVING	THRIVING
Defined audience?	Light	Medium	Dark
Strategically themed?	Light	Medium	Dark
Opportunities for collaboration?	Light	Medium	Dark
Consistency/regularity of timing?	Light	Medium	Dark
Consistency/regularity of locations?	Light	Medium	Dark



GILGANDRA TOWNSHIP

