



Top Secret Precinct Master Plan 2021- A vision for a major tourism and gateway hub in outback Queensland

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TOP SECRET PRECINCT MASTER PLAN 2021



A vision for a major tourism and gateway hub in outback Queensland

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MASTER PLAN 2021 IN BRIEF

1

VISION

4

**DESIGN
OBJECTIVES**

10

**TRANSFORMATIVE
PROJECTS**

**WWII
SECRET BASE**



MAYOR'S FOREWORD

The vision of Murweh Shire Council is to continue to develop and enhance our healthy, vibrant, sustainable and resilient outback community. We consider tourism, in combination with other economic sectors, as critical for the sustainable development of our region, providing meaningful employment opportunities for the local community. The Stage 2 Master Plan (2021) for the Top Secret Precinct, developed in collaboration with Griffith University, has been endorsed by council and demonstrates the continued commitment of council to the pursuit of sustainable tourism as a vehicle for economic growth. The Stage 1 Master Plan (2017) resulted in significant state government investment into the Top-Secret Precinct, including the development of a Planetarium and WWII Interpretative Centre commemorating life on the Top Secret US Airbase. We seek feedback, engagement and endorsement from the federal government on this ambitious vision articulated in the Master Plan 2021. To unlock further potential would not only benefit Murweh Shire but the entire region, strengthening its existing assets with some new national-level attractions.

Mayor Shaun (Zoro) Radnedge
Shire of Murweh



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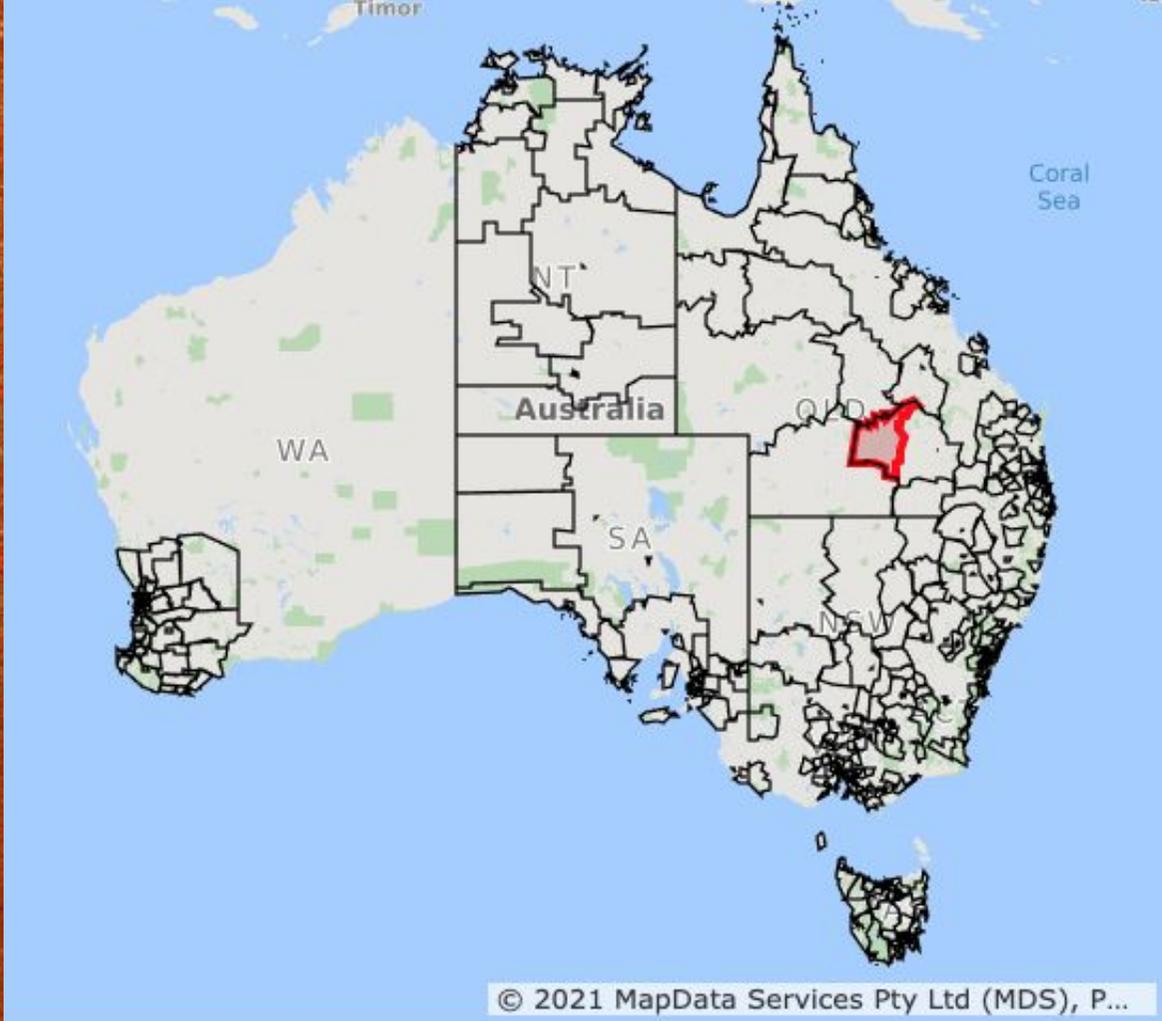
1. CONTEXT



Regional towns in Australia often face a variety of challenges that leave little room for creative thinking and even less to rethink anew their existing assets. Yet, the opportunity to significantly shape the future development of the Murweh Shire and boost its economy was provided with the (re)discovery of World War II heritage (a secret army base!) at the Charleville airport site.

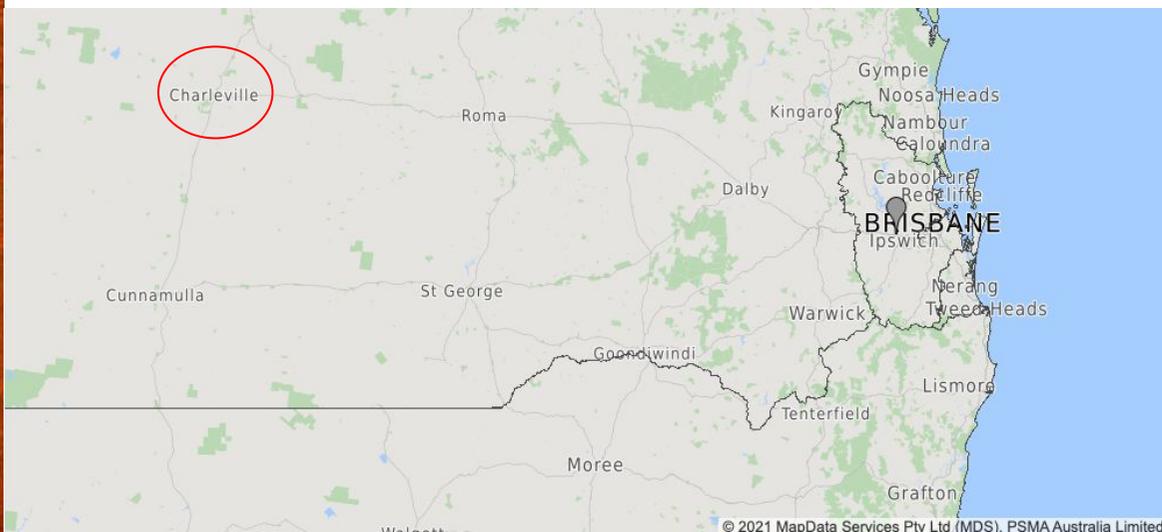
Embracing the opportunity, Murweh Shire Council, in close collaboration with Griffith University, has embarked in the journey to become a major tourism and gateway hub in outback Queensland. This ambitious master plan has been prepared to strategize the development of the 100 hectares of the tourism precinct.

1.1 Murweh Shire



Murweh Shire is a predominantly rural area, with a small township at Charleville and smaller townships at Augathella and Morven. The Shire encompasses a total land area of about 40,770 square kilometres. Rural land is used largely for agriculture, particularly sheep and cattle grazing and grain growing.

The 2019 Estimated Resident Population for Murweh Shire is 4,295, with a population density of 0.00 persons per hectare (.idcommunity, 2021).



Charleville is the largest town of the Murweh Shire, 747 km west of Brisbane, Queensland.

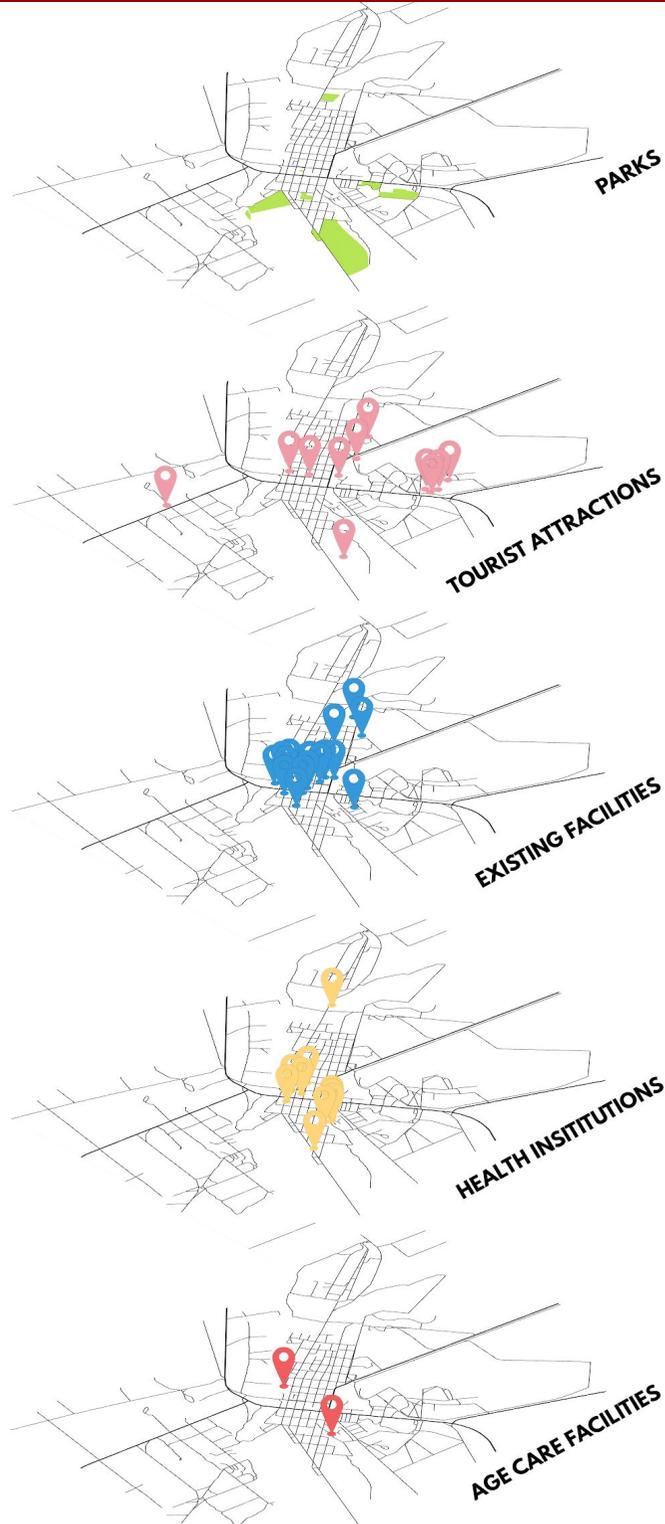


Figure 1: Mapping Charleville assets

Major features of Murweh Shire include Chesterton Range National Park, Tregole National Park, Morven Conservation Park, the Warrego River and several state forests, the Morven Historical Museum, as well as the assets found in Charleville.

Specifically, Charleville tourism assets include the Historic House Museum and the heritage trail, the Coronas Tour, the Bilby Experience, the Cosmos Centre and Observatory, the World War II Tour and the Royal Flying Doctor Service Base, Golf Club, Charleville Botanical Reserve, Graham Andrews Parklands & Recreation Complex.

The downtown is very well serviced and within a perimeter of roughly 7km x 0.8km, it offers a good diversity of sport and recreational facilities. These include a gymnasium, swimming pool, stadium, showground, and several parks. Charleville is also home to an operating railway station, as well as several health providers (dentist, healthcare office, hospital, aged care housing). Assets surrounding Charleville include agriculture, Lake Eyre (with air tours), and historical places, both manmade and natural, reflecting the outback history.



Figure 2: Boundaries of the Top Secret Precinct site in red

The perimeter used for the Top Secret Precinct includes the airport boundaries on the north, east and south sides, while the western boundary follows the railway tracks.

The total area of the Precinct is approximately 600 hectares located between the downtown to the west and the bush to the east. For the most part there are two areas that group the main activities: the housing, depot and local government services to the west; and the core tourism activities in the center (~100 hectares).

The natural landscape is characteristic of the bush: red dirt soil and dry types of vegetation (shrubs and mulga trees). The original terrain was flattened by the different phases of the airport development.



Figure 3: Google view of the site @Google

1.3 Proclinet Analysis

Historical overview

QANTAS First Qantas Air Mail Service from Charleville to Cloncurry	1922
MacRobertson Air Race	1934
Enlarging the civil aerodrome	1941
Secret US air base	1942
Establishment of the Flying Doctor Base	1943
Cosmos Centre	2003
Opening of the Royal Flying Doctor Hangar Visitor Centre	2014
Opening of the new terminal	2016

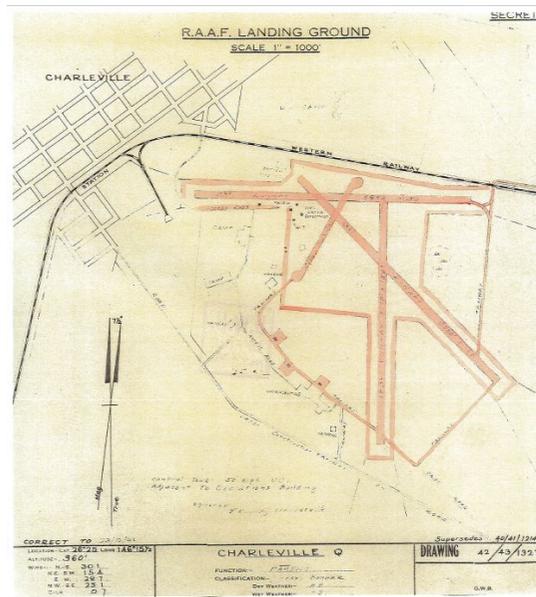


Figure 4: Maps of the aerodrome in 1942 and 1945; aerial picture 1943. Source: Cosmos Centre website, accessed 2017

Qantas built the first landing grounds in 1922 and the aerodrome grew steadily with the development of the Air Mail Service. In 1934, Charleville went under the spotlight with the MacRobertson Air Race.

The major historical event occurred in 1942 when the aerodrome became both a secret US air base and the terminal for the bomber aircrafts from the US to the South-West Pacific Area.

Despite the large investment (new runways, 3 camps, 5 new hangars), the story is a short one as dismantling started in 1943 and was completed in 1944.

Today, few buildings are remaining, the most important being the bombsight concrete vault and Hangar 104. Many concrete traces are spread throughout the site.

2. VISION



Based on a structured analysis to identify environmental, program and development constraints and opportunities in the precinct, the Master Plan is a non-statutory document that outlines a vision to guide growth and development of the site over the next 5-20 years. The document provide strategic direction on the following:

- How the top secret precinct can (as opposed to will) develop and redevelop into the future to provide maximum benefits to the local community and local tourism industry.
- A high level plan intended to set out objectives and strategies to manage development and change over time accordingly.
- A process that defines what is important about a place and how its character and quality can be conserved, improved and enhanced.
- Identification of key historical sites for preservation and to assist council to identify potential sustainable future development options.

The Master Plan delivers a project vision and design principles based on identified opportunities that are *interesting*, *accessible*, and *unique*, and a planning approach that integrates them into a coherent and successful tourism product. It includes an action agenda that outlines the necessary short-term and medium-term actions to implement the plan.

DESIGN OBJECTIVES

Objective 1

Create a **strong and unique identity** for the Top Secret Precinct by building up on the WWII tour, existing strengths and developing new ideas.

Objective 2

Enhance the qualities of the precinct by creating **better visible hierarchy and spatial quality**.

Objective 3

Improve the quality of the open space by developing **active transport and new places for everyone**.

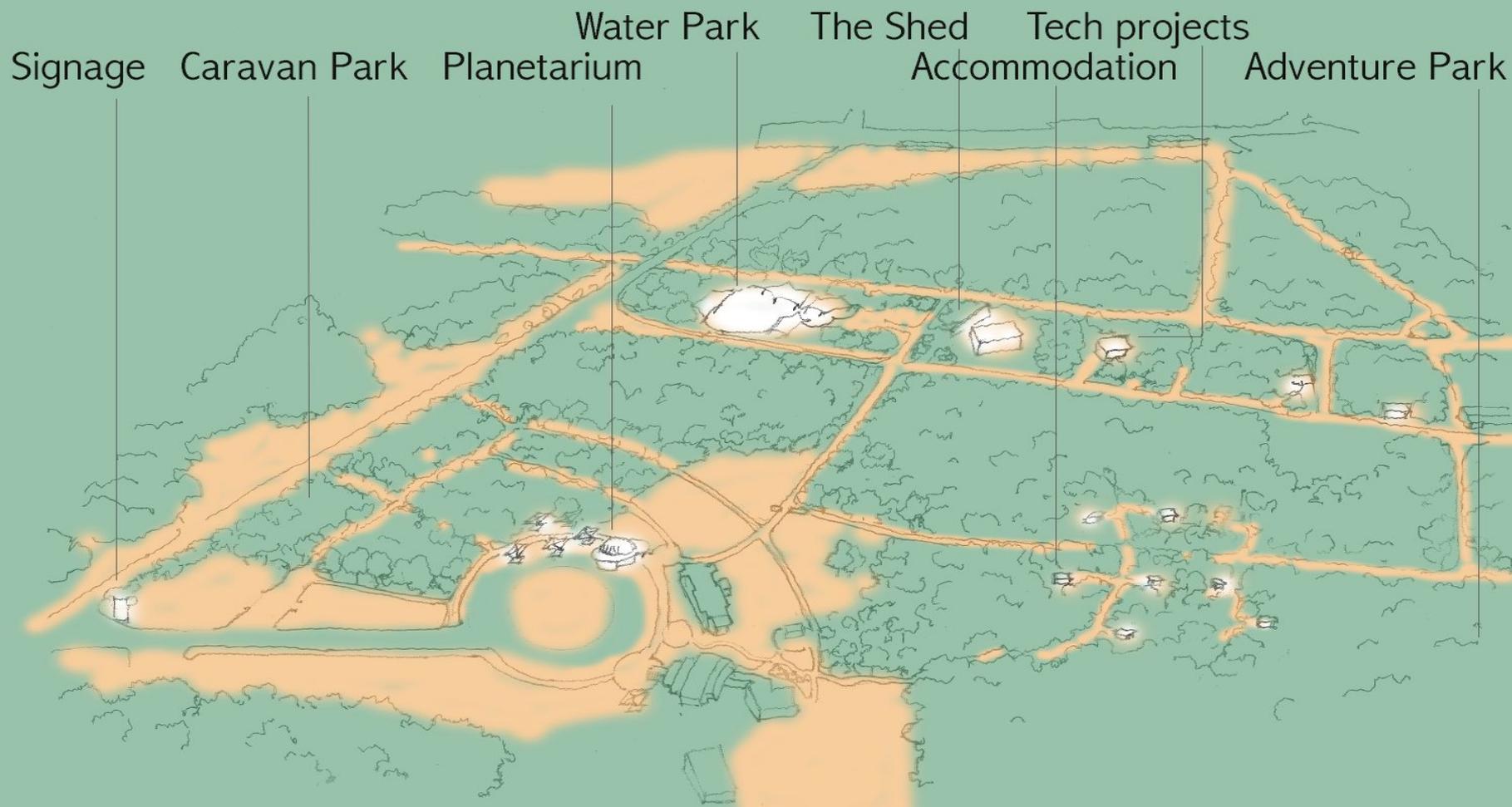
Objective 4

Improve the number of tourists to help **stimulate economic growth and private investment**.

This Master Plan aims to reinforce the character of the site as a Top Secret Precinct and as a premier destination for visitors and locals. Focus is given to the World War II tour to transform it into a greater attraction. By reconsidering the overall tourism journey and adding some new attractions, the master plan will provide distinctiveness and uniqueness to the attraction.

Overall, new buildings, signage and public open spaces will be developed to provide new amenities, clearly hierarchised landmarks and support recreational, cultural and social activities. New activities may include extended outdoor opportunities, business, creative or cultural activities. This transformation is a great opportunity for the town to maximise such a large site, add vibrancy to the area and support the local economy.

3. MASTER PLAN 2017



In 2017, a first Master Plan was elaborated to guide the growth and development of the tourism precinct, based on the unique and charismatic WWII heritage (Top Secret US Air Base) and the Cosmos Centre (astronomical tourism / celestial ecotourism).

The assumption was (and still is) that a strategic combination of charismatic attractions within a single tourism-focused precinct will generate the scale economies and synergy among stakeholders required to stimulate long term development.

The full detailed Master Plan 2017 is available at

<https://research-repository.griffith.edu.au/handle/10072/394837>



1: the new Planetarium



2: the new telescope shed



3: the new WWII experience center

Master Plan 2017 has already yielded major outcomes. Below is a list of the key outcomes delivered from state government funded projects.

- **Building Our Regions Grant** (\$612,000) from the Department of State Development to construct a Planetarium (picture 1), the largest in the southern hemisphere. The Planetarium was opened by the Governor on 10/06/2020.
- **Growing Tourism Infrastructure Grant** (\$1.51 million) from the Department of Innovation, Tourism and Industry Development to revitalise the Cosmos Centre and surrounding precinct. The revitalisation of the Cosmos Centre has included, a virtual space shuttle, an immersive theatre, ten new interpretative experiences, the creation of a cosmic time warp facility, a telescope workshop, a facility which houses the largest telescope in Australia for non-research purposes (picture 2), and associated capital works
- **Advance Queensland Fellowship** (\$706,000) from the Department of Innovation, Tourism and Industry Development to research the history of the Top-Secret WWII base in Charleville, develop three prototype visitor experiences, and form the basis for translation of research into a purpose-built visitor centre.
- **Outback Tourism Infrastructure Grant** (\$1.23 million) from the Department of Innovation, Tourism and Industry Development for a project titled 'On the Brisbane Line: Development of an Experiential Tourism Hub.' The facility, a replica WWII hangar (picture 3), has been constructed and includes the exhibit internal fit-out.



The permanent exhibition at the Cosmos Center



Welcome aboard, you're sharing 1 room with 14 men

6 triple berths, 2 small portholes and 1 small bathroom with salt water—this is your new home. Don't think of spreading out in the extra beds, they're for barrack bags, helmets and backpacks. If the weather is fine and you're not busy with duties or drills, try to grab a slice of space on the deck.

Big ship, little cabin

 **30,000 meals a day**

With so many men aboard, the Queen Mary is a floating feeding frenzy. Up to 30,000 meals are dished up every day—an army marches on its stomach.

If you want to eat, don't forget your mess card. This slip tells you when you'll be seated. Two main meals are served each day in six staggered sittings. Breakfast lasts from 6:30 am to 7:30 pm. You can eat as much as you want, but only have 45 minutes to complete the meal. As you're leaving, feel free to grab a sandwich to snack on later but be quick, another hungry group is queued to enter.



Roll the dice



Looking for a special refreshment? Don't get your hopes up soldier. Queen Mary is officially a dry ship—no alcoholic beverages allowed. Some rules aren't quite so firm though. Swearing and gambling are 'no dice' but keep a low profile and you'll find a game of poker, blackjack, or craps.



The new exhibition at the WWII base,

TOTAL NUMBER OF VISITORS TO THE COSMOS CENTER
(all attractions included, source: Cosmos Center Data)

12,654
(2018)

14,928
(2019)

26,983
(2020)
Despite
COVID!

4. MASTER PLAN 2021

Master Plan 2021 provides the opportunity to evaluate the progress to date and reassess the set objectives, strategies and design principles. The assessment relied on site visits, spatial analysis, interviews conducted with the main stakeholders (council members and staff at the Cosmos Center) and a street survey. The 1st master plan had identified 4 main design objectives. If the last 3 years have contributed to building new attractions and thus bringing in tourists (Objectives 1 & 4), **the precinct still needs a better visibility and spatial quality (Objective 2) to enhance its identity, as well as attracting residents to use it (Objective 3).** Elements to consider are,

- **Coherent signage**
 - To increase wayfinding within the precinct and raise the awareness of the large offering
 - To connect with the town center
- **Public space**
 - To enhance the visitor experience (e.g. transition between each facility) and promote the precinct as a whole
 - To provide community engagement opportunities
- **Strategic landscaping**
 - To provide safe pedestrians and congregation areas with more shaded areas
 - To enhance the outback experience
 - Fencing strategy to reconsider to avoid cutting off the landscape
- **Upgrade of some of the existing facilities/ experience**
 - To maintain overall architectural quality (e.g. entry and outside of Cosmos)
 - To enhance comfort during tour (e.g. with creative information display and shade structures)
- **Add new facilities**
 - To enhance the identity of the precinct with an Outback museum, Bilby Centre, Information hub
- **Strategic Marketing plan**

Objective 1



Create a strong and unique identity for the Top Secret Precinct by building up on the WWII tour, existing strengths and developing new ideas.

Objective 2

Enhance the qualities of the precinct by creating better visible hierarchy and spatial quality.

Objective 3

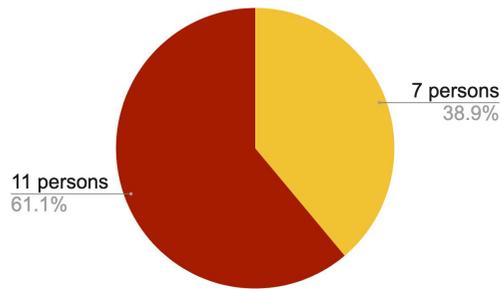
Improve the quality of the open space by developing active transport and new places for everyone.

Objective 4

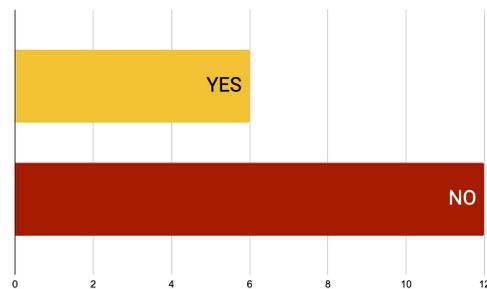


Improve the number of tourists to help stimulate economic growth and private investment.

4.1 Street survey



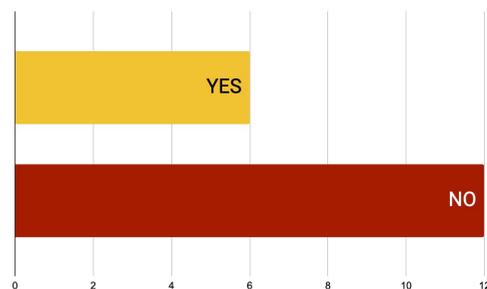
Q1: Are you local?



Q2: Do you know about the Top Secret Precinct



Q3: Do you know there are a Cosmos Center and WWII base?



Q4: Have you been there before?

A street survey was conducted December 1st-2nd, 2020 to identify the general feeling about the tourism precinct. The set of questions included

1. Are you local?
2. Do you know about the Top Secret Precinct in Charleville?
3. Do you know there are a Cosmos Centre and WWII museum in Charleville?
4. Have you been there before?
5. Any suggestion to improve the area?

We had 18 participants with almost equity in gender (10 women and 8 men), among which 11 were residents and frequent visitors for work (6) or shopping (1). Although the small number of participants limits the generalisation of the results, these results indicate a certain trend:

- **only 33% of the participants knew about the Top Secret Precinct** (the good news is that among them 1/3rd were non local)
- **All participants without exception knew about the Cosmos Centre and the WWII museum**
- **only 33% of the participants had been to visit the Top Secret Precinct** (the good news is that among them 1/3rd were non local) and half visited the Cosmos Centre only

The comments received from 7 of the participants regarding question 5 identify mostly two main concerns: **develop more activities and develop the marketing for the local community**. Concerning the activities, one participant specified 'more activity areas for children. Preserve the tranquility of the centre of town and develop the tourism precinct apart from it', while others suggested 'art and events', 'activities that involve the community' and 'exciting activities'.

Although the current attractions are known and propose incentives for revisitation ('pay once, free for 12 months'), it seems that the engagement with the community to use the precinct is underdeveloped.

4.2 GOALS 2021

Based on the assessment of the existing assets and following consultation and a co-creative process with the Murweh Shire Council, Council has decided to focus on Objectives 2 & 3 (spatial quality and engaging residents) for this 2nd phase of the Master Plan, with the additional design of new attractions as shown in the diagram below. **10 transformative projects have been identified.**

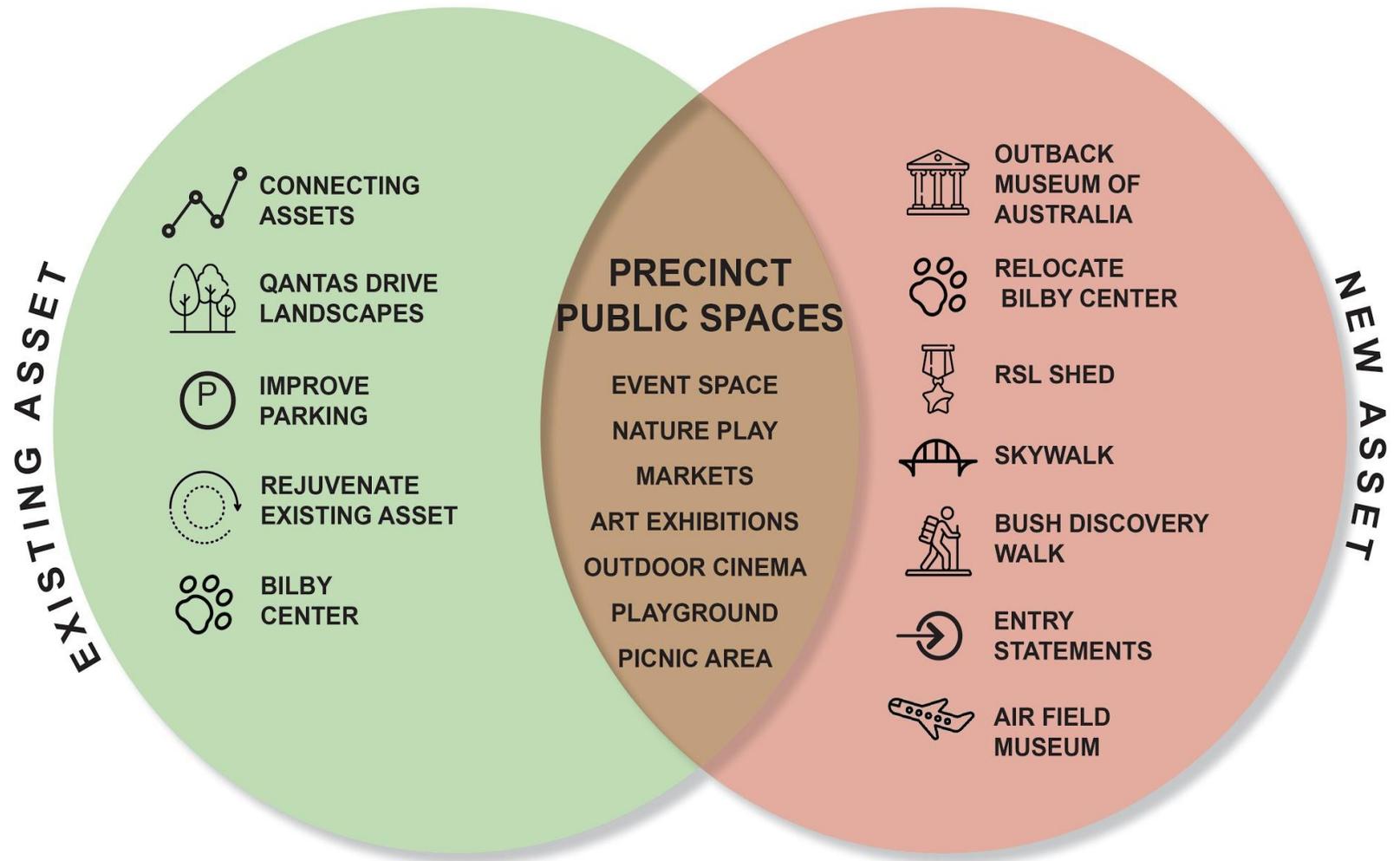


Figure 4: Program for Master Plan 2021

10 TRANSFORMATIVE PROJECTS

1. **OUTBACK MUSEUM OF AUSTRALIA (OMOA)**
2. **PRECINCT PUBLIC SPACES**
3. **SIGNAGE, INCLUDING THE ENTRY STATEMENT TO THE PRECINCT**
4. **AIRFIELD MUSEUM**
5. **RELOCATE THE BILBY CENTER**
6. **CANOPY WALK**
7. **LANDSCAPING & PARKING**
8. **RSL MEMORIAL SHED**
9. **BUSH DISCOVERY WALK**
10. **REJUVENATE EXISTING ASSETS**

① **New high-impact tourism attraction.** National level museum, that will unveil the contemporary features of the outback environment and its people. Strong identity.

② To create a new vibrant community hub with event space, picnic area, playground, etc., that will also provide tourists with authentic experience of outback town life.

③ Develop consistent signage across the precinct and town to enhance visitation and information.

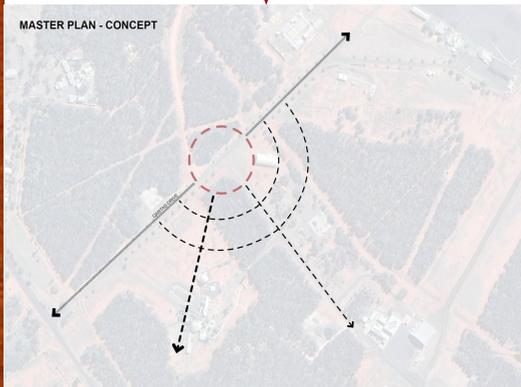
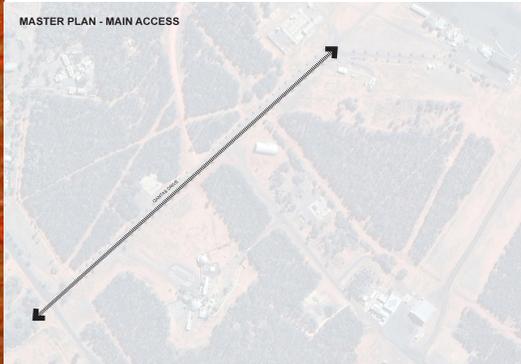
④ New tourism attraction exploiting the rich aviation history of Charleville.

⑤ Better natural environment and exposure to tourists will increase visitation numbers.

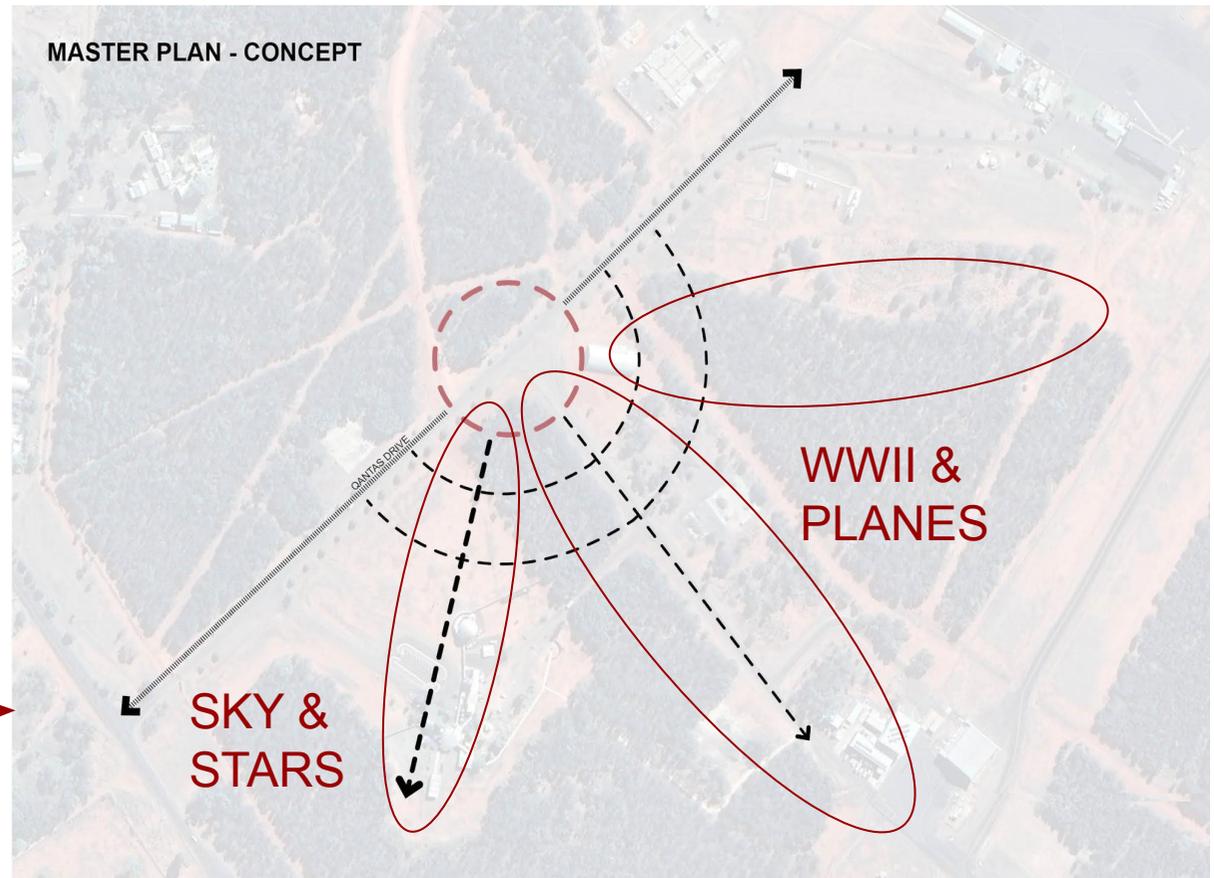
⑥ Creation of a pedestrian structure over the canopy of the precinct to enjoy views and wildlife.

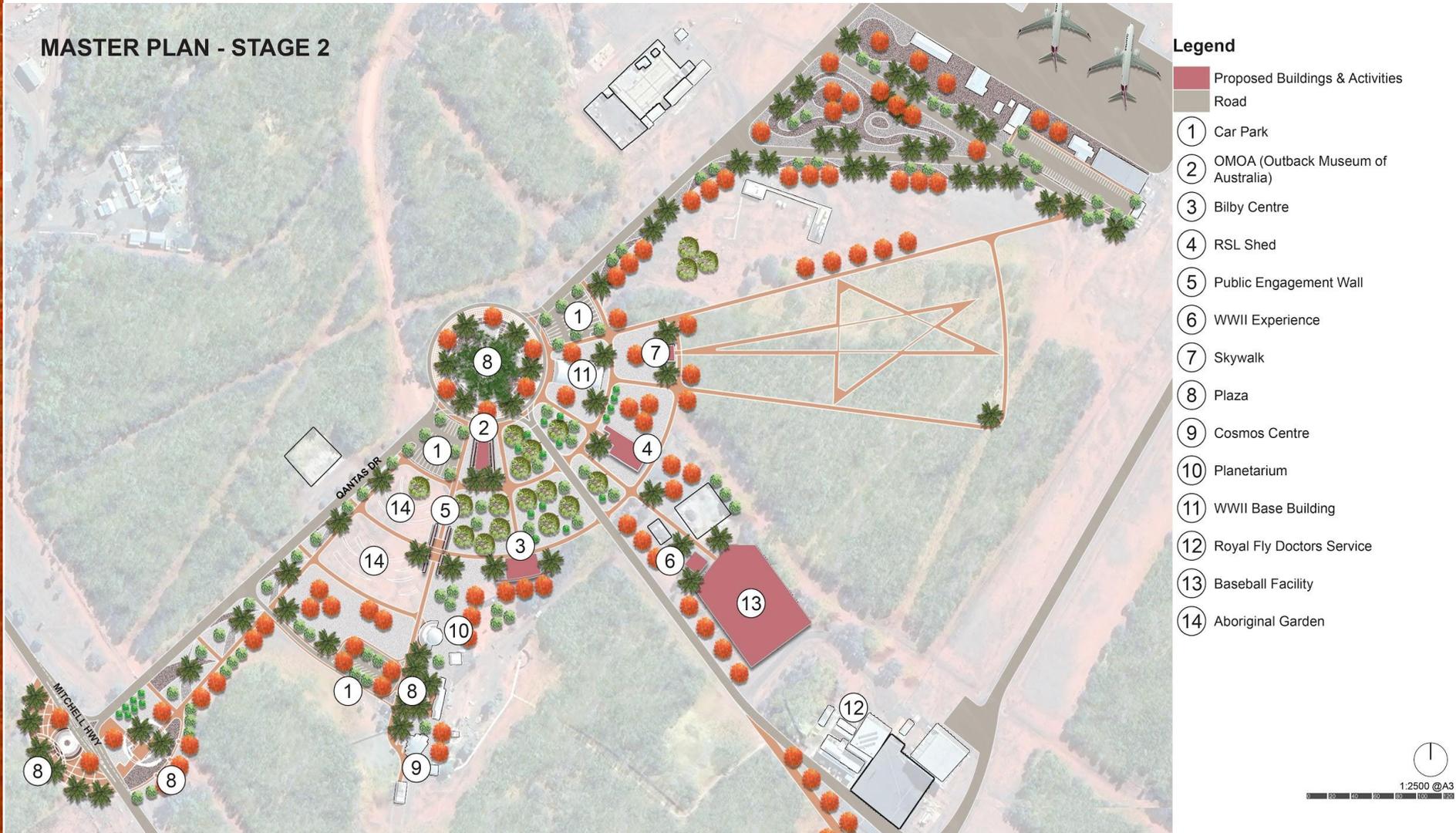
4.3 Principles

RADIAL DEVELOPMENT



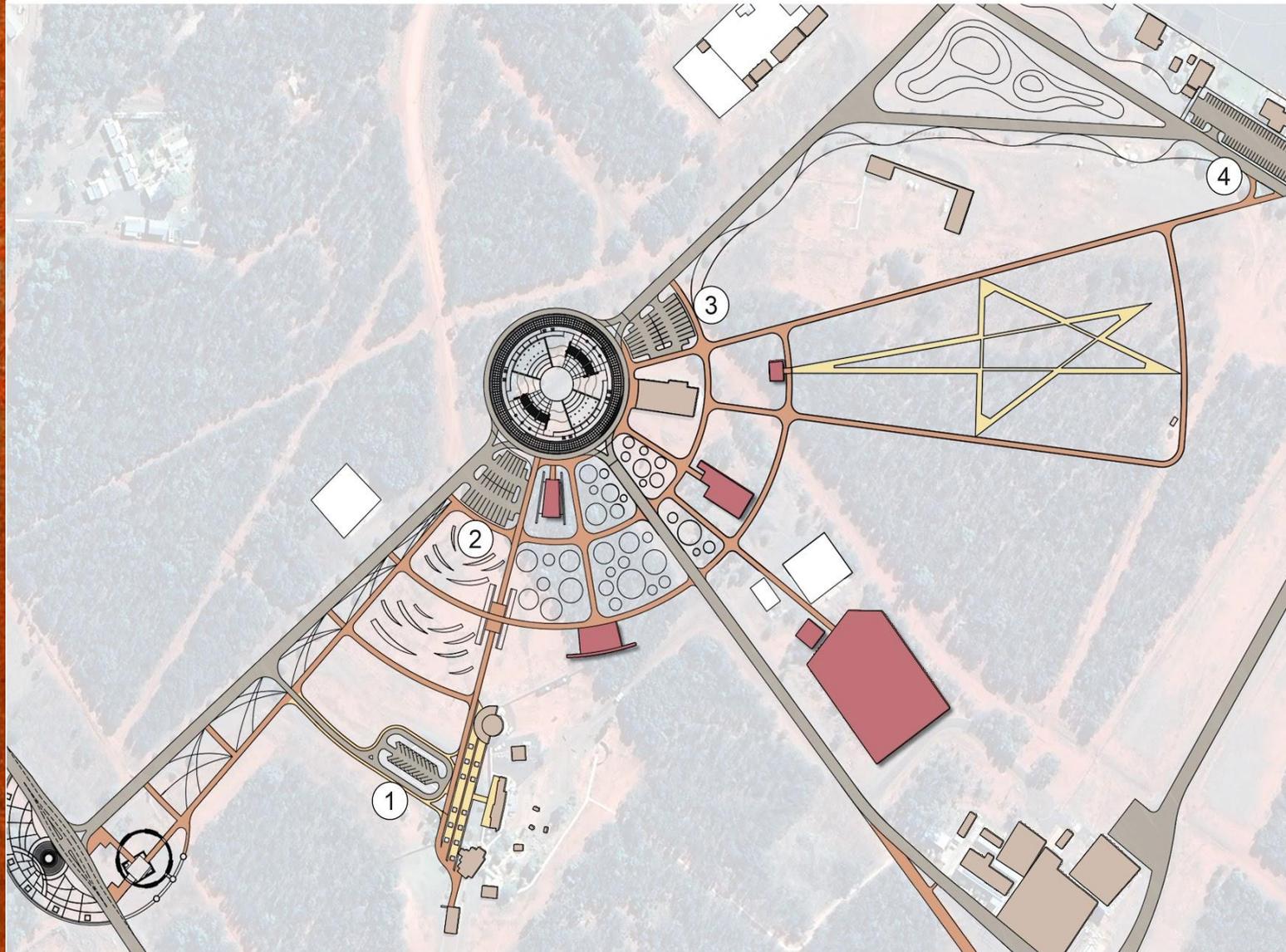
The radial development is driven by emphasizing the main site axis (Qantas drive), providing a flexible project construction and expansion, while adding a **focal point** for the users' journey on the site. The bottom diagram shows how the new focal point could provide a good centrality for the existing roads and buildings, and how the Qantas drive divides the master plan into two areas, one with existing assets and the other half for future expansion. For this proposal, the suggestion is to concentrate the development on the east side of Qantas drive, with 3 areas of development being identified and as shown below.





The heart of the radial development is the focal point (#8), a main plaza that serves as a converging public space from the existing roads and new pathways. Car parks also align with the plaza, while a radial grid of circulation links all the attractions together. The radial grid provides a smooth journey for tourists and locals alike, allowing visiting the attractions one after the other without missing any of them and within a short distance between each of them.

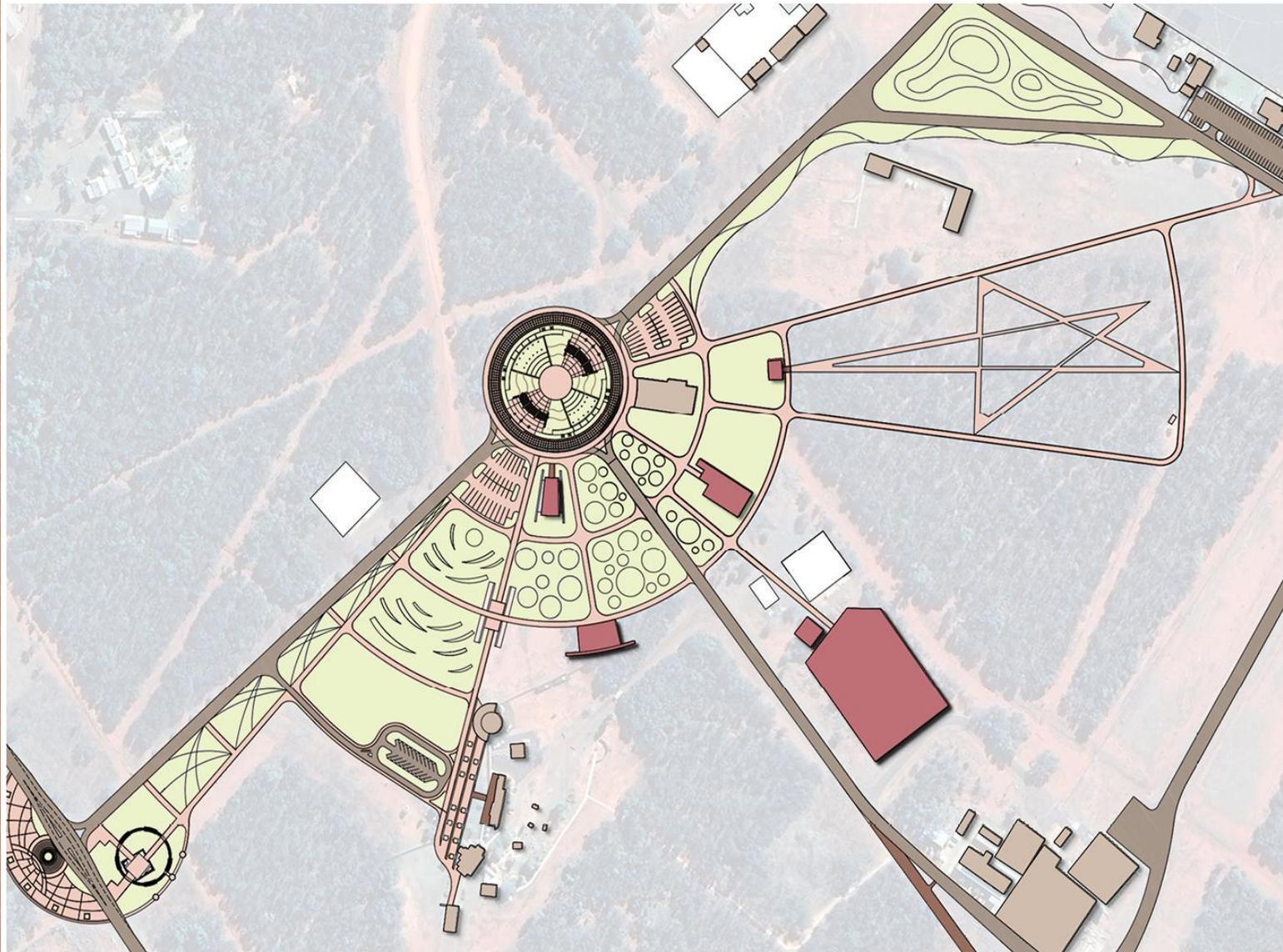
4.4 Circulation



- Legend**
- Road
 - Shared road
 - Pedestrian
 - Proposed Buildings
 - Existing Buildings
 - Walking Distance
 - ① Car Park 1: 20 spaces
 - ② Car Park 2: 32 spaces
 - ③ Car Park 3: 32 spaces
 - ④ Car Park 4: 75 spaces
 - Total Car Park: 107 spaces

The new axes are designed to be shared roads, four meters wide to ensure easy, fixable and safe usage of the development. Regular shaded and sitting areas will provide a nice walkable experience.

4.5 Hardscape & softscape

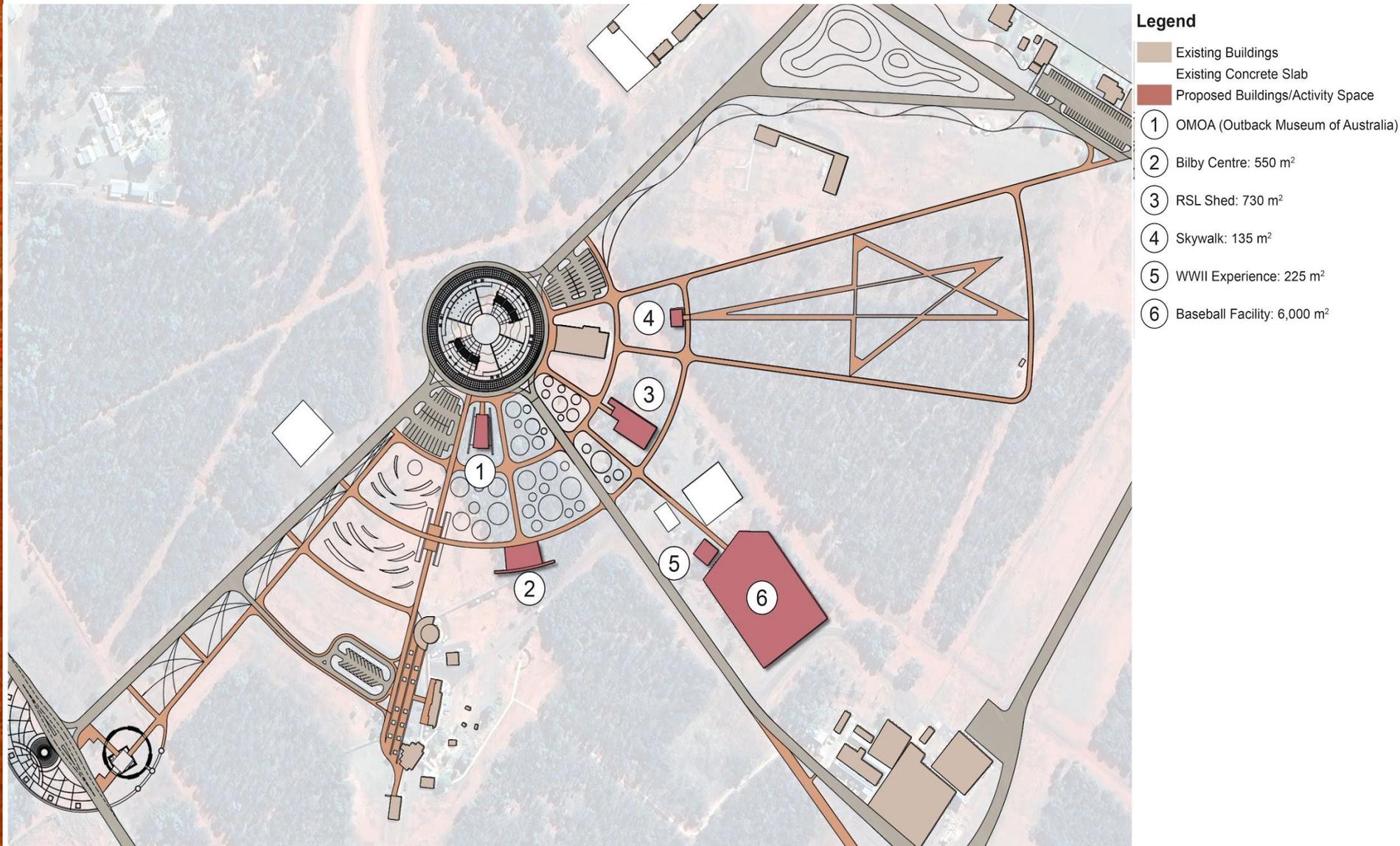


Legend	
Dark Red	Proposed Buildings
Brown	Existing Buildings
Light Green	Softscape: 68,000 m ²
Light Orange	Hardscape: 24,500 m ²
	Existing Asphalt: 4,500 m ²

Hardscape includes all non-living and non-penetrating surfaces in the design such as paving, concrete, etc. Softscape represents all living and penetrating elements, such as lawns, garden beds, trees, etc.

Most of the development concerns soft landscape. Hardscape will be constituted with interlocked tiles when possible, to increase the penetrated surfaces, decrease the negative impacts on the environment and improve the project sustainability.

4.6 Buildings



Master Plan 2021 proposes the creation of 6 new buildings either to relocate existing attractions (e.g. Bilby Center) or to host new attractions (outback museum, skywalk, baseball facility, RSL heritage shed, WWII experience). The above plan illustrates the location of the new buildings and the hierarchy movement between them. It also includes the proposed building usage and areas.

4.7 Activities



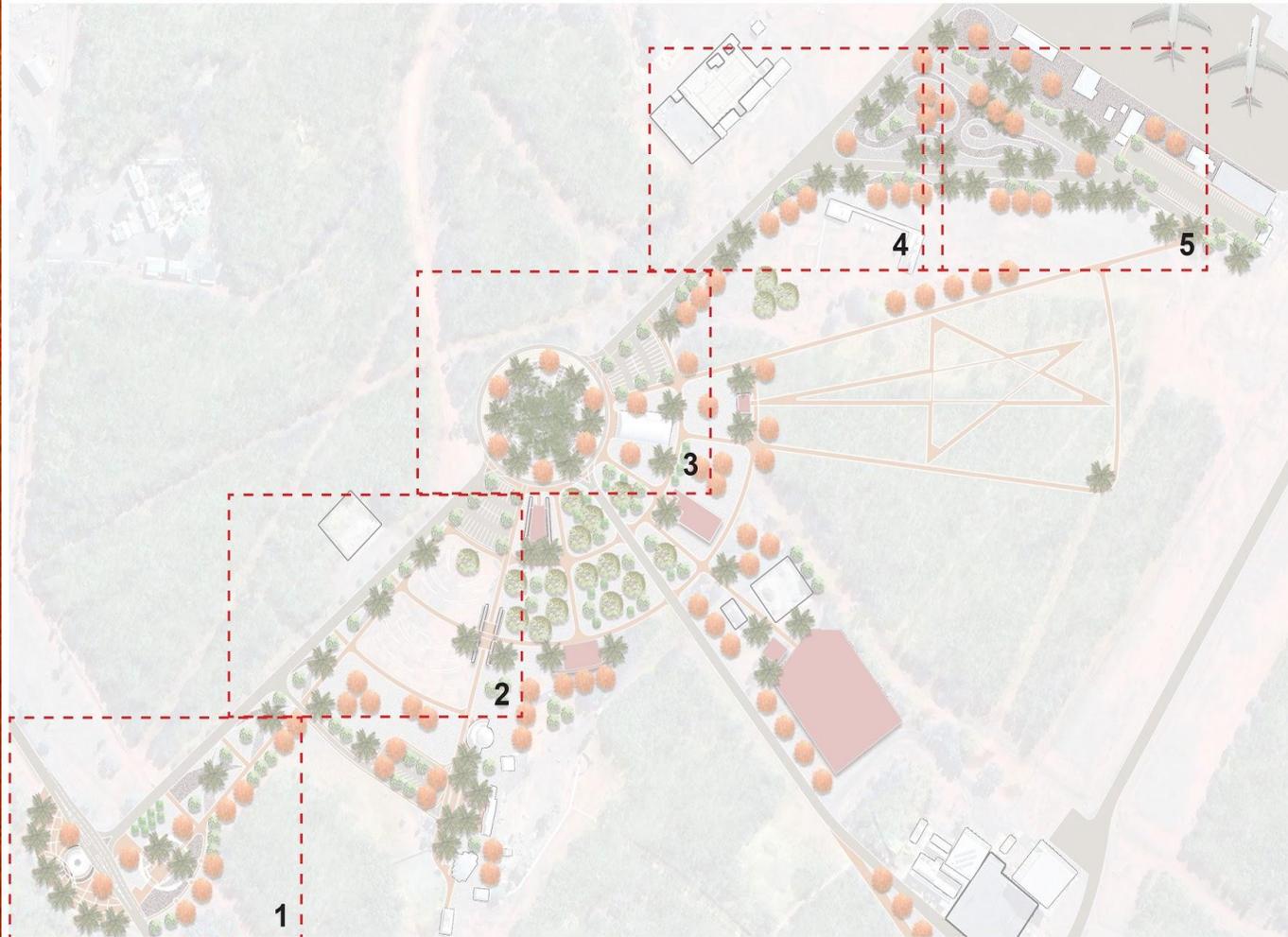
A series of activities to be held in the precinct for both visitors and locals during day and night have been devised to increase the precinct usage to the maximum. The above plan identifies the location of these activities.

4.8 Placemaking



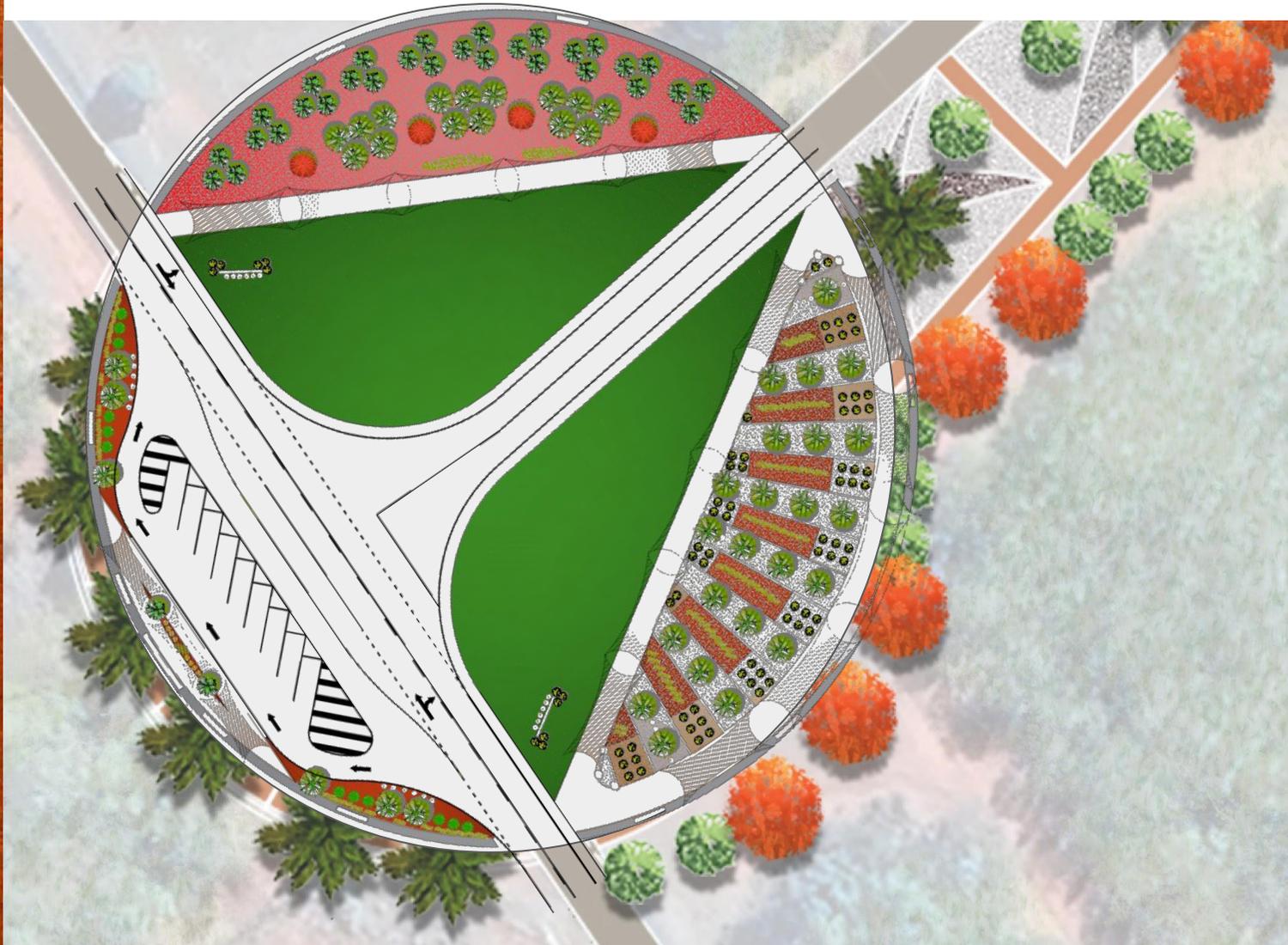
To anchor the precinct in the memory of visitors, it is important to embed the attractions in a comprehensive 'packaging' that extends the public realm. By offering free gathering and open areas, pedestrian traffic and sharing moments can be enhanced. It will also encourage local life, healthy lifestyle and economic opportunities.

4.9 Zoom on Qantas Drive

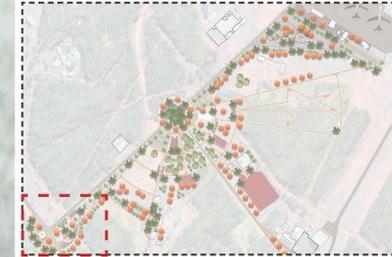


Symbol		Botanic Name	Common Name	Quantity
		Phoenix dactylifera	Date Palm	69
		Cupressus sempervirens	Italian cypress	22
		Acer x freemanii 'scarsen'	Autumn Blaze Maple	86
		Ficus benjamina	Weeping Fig	18
		Delonix regia	Royal Poinciana	92

As the main distributing axis of the project, Qantas Drive requires an enhanced landscaped treatment. The choice was made to concentrate only on one side of the Qantas Drive for this proposal, thus visually contrasting areas with and without attractions. The journey along Qantas Drive has been divided into five main identified zones.



QANTAS DRIVE LANDSCAPE- 1



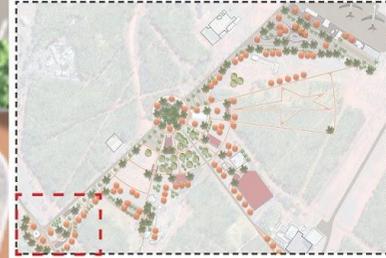
Key Plan



Key plan 1 located at Mitchell Highway includes an entry statement at both sides of the road, with a welcoming plaza that contains information boards and directs the visitors. The landscape design includes a gravel ground and a variety of trees that underline the borders of the area.



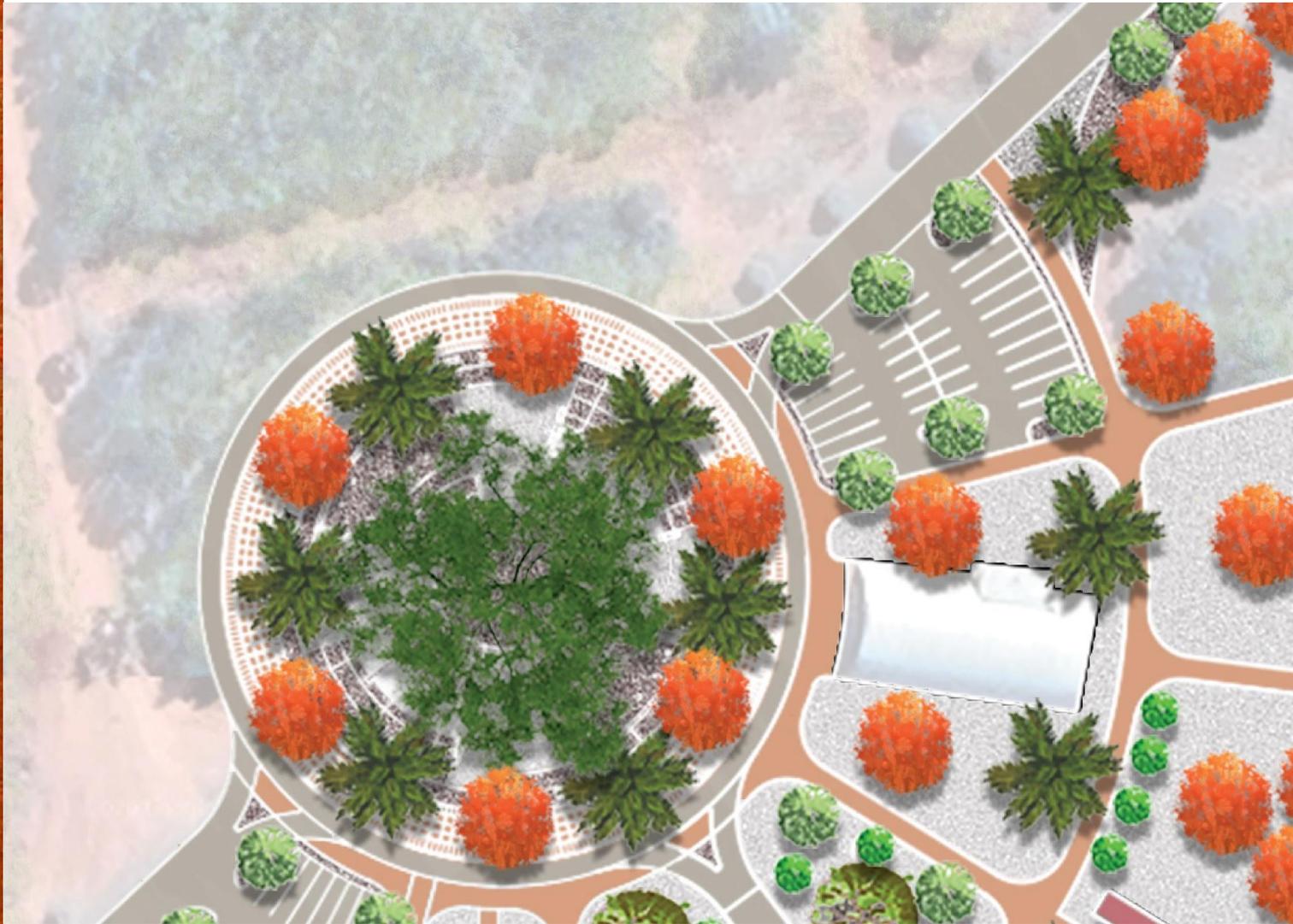
QANTAS DRIVE LANDSCAPE- 2



Key Plan



Along Qantas drive and before reaching out the plaza when traveling towards the airport, a new garden is proposed to introduce an insight into the landscaping knowledge of the Traditional Custodians of the land.



QANTAS DRIVE LANDSCAPE- 3



Key Plan



This plan shows the central part of the Qantas drive, that is the main plaza. This plaza has a radial design theme and contains the lookout.



New landscaping proposed at the WWII base



**QANTAS DRIVE
LANDSCAPE- 4**



Key Plan



Arriving to the airport, a new landscaping welcomes the visitors, alternating hard and softscape and introducing native plants.



QANTAS DRIVE LANDSCAPE- 5



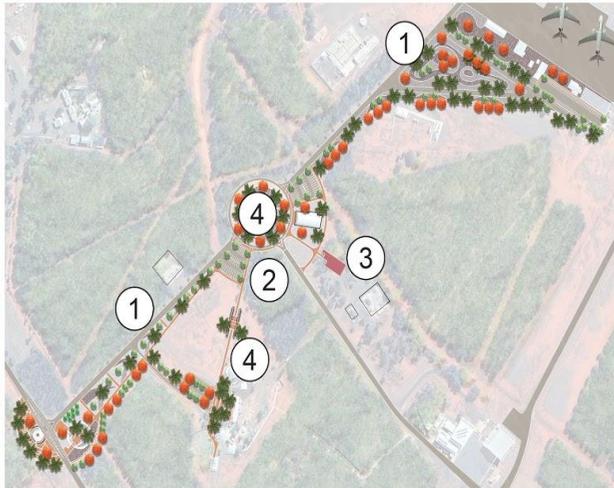
Key Plan



In this airport section, the main design element is a soft landscape including gravels and aligned trees with a distinguished rhythm along the Qantas drive. This part of Qantas drive focuses on deriving the visitors' attention toward the airport (if they are coming from the city) or guiding their attention toward the central plaza (if they are approaching from the airport).

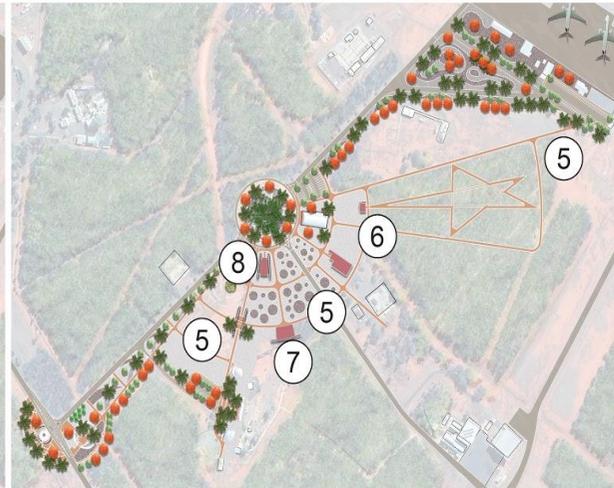
4.10 Timeline

PHASE 1: 2021-2022



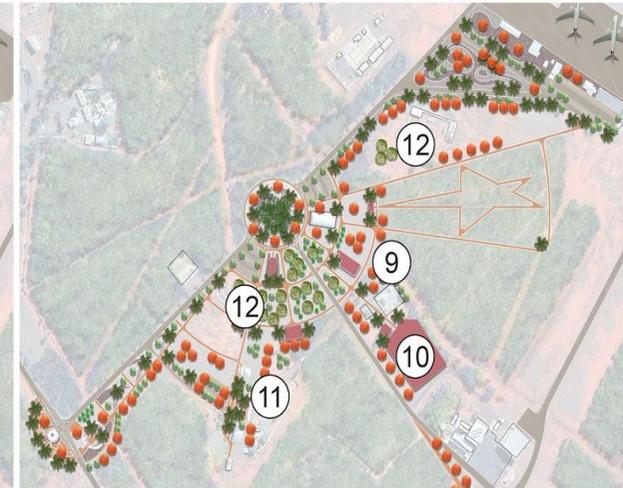
- ① Complete Qantas Drive landscaping
- ② Complete OMOA design competition
- ③ Building RSL shed
- ④ Building Central Plaza including landscaping , surrounding car parks & pathways

PHASE 2: 2023-2028



- ⑤ Complete the infrastructure on site
- ⑥ Building Skywalk
- ⑦ Building Bilby Centre
- ⑧ Complete tender and construction of OMOA

PHASE 3: 2029-2034



- ⑨ Building WWII experience park
- ⑩ Building Baseball facility
- ⑪ Rejuvenate overall site including Cosmos Centre upgrade
- ⑫ Complete infrastructure work and site details

Three main phases have been identified for the completion of the Master Plan 2021.

The 1st phase (short-term) includes the beautification of Qantas drive, the construction of pedestrian infrastructures to link the existing assets, the construction of the RSL shed and the competition call for OMOA.

The 2nd phase (median-term) concerns the construction of the main new infrastructures, as well as the relocation of the Bilby Center.

At last, the 3rd phase (long-term) includes the construction of the smaller attractions and the rejuvenation of the existing assets.

4.11 Estimated cost

Estimated Total Cost for the entire completion: \$12 -15 millions

The cost estimation is based on the reference unit price in Brisbane, adjusted using a regional index, 1.25. The partial cost breakdown can give an idea of the major costing, mostly for OMOA, while the Capital investment plan informs how to distribute the cost according to the timeline phases.

Capital Investment Plan	
Phase	Capital Investment
1 (2021-2022)	\$2-3,000,000
2 (2023-2028)	\$9-11,000,000
3 (2029-2034)	\$1,000,000

Partial Cost Breakdown Structure		
Category	Item	Estimated Cost
Building	Outback Museum of Australia (OMOA)	6,000,000
	Bilby Centre	2,000,000
	RSL Shed	300,000
	Air field Museum	450,000
Parking	Carpark 1, 2, 3	370,000

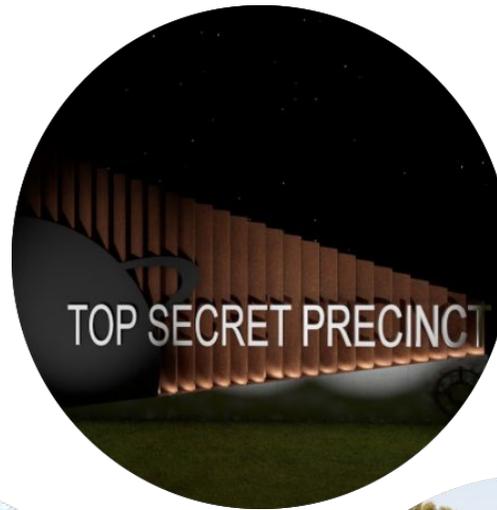
Important note: these numbers are only indicative and the authors won't accept any liability.

New Buildings	1	Outback Museum of Australia (OMOA)	790	sqm	8063	6,369,770
	2	Bilby Centre	542	sqm	6537	3,543,054
	3	RSL Shed	200	sqm	1980	396,000
	4	Artfield museum (internal fit-out)				450,000
					Sub Total	10,758,824
Carpak	1	Carpak	87	Spaces	3737.5	325,163
					Sub Total	325,163
Central Plaza	1	Hardscape	5000	sqm	12	60,000
	2	Softscape	1000	sqm	13.1	13,100
					Sub Total	73,100
Public Spaces and Facilities	1	WWII Experience	225	sqm	80	18,000
	2	Canopy walk	135	sqm	176.25	26,494
	3	Baseball Facility	6,000	sqm	52.83	316,980
	4	Hardscape	20,000	sqm	12	240,000
	5	Softscape	68,000	sqm	13.1	890,800
					Sub Total	1,492,274

5. KEY PROJECTS

This Master Plan identifies five key projects within the Top Secret Precinct that contribute to the realisation of the design objectives, besides the overarching development of a new public realm. These projects are the Outback Museum of Australia (OMOA), the new signage campaign, the Airfield museum, the new Bilby Centre and the Canopy walk. The following pages present some design ideas at the conceptual level.

As per the requirements under the Building Act 1975, building approval is required when a structure is proposed to be built or altered to ensure it will be structurally safe and located appropriately. As such, at this stage, there cannot be any liability for the information provided in this report.



5.1 OMOA



The Outback Museum Of Australia (OMOA) aims to celebrate the diversity of the Australian outback regions, unveiling some of their mysteries. Moving beyond stereotypes and cliches, OMOA will reveal the contemporary true spirit of the outback natural environments and of the people who inhabit them. It is expected to become a major tourism drawcard in Queensland, complementing the Longreach Hall of Fame and Qantas Museum, thus contributing to the attraction to the region. **It is strongly suggested to organise a design competition**, as it will attract the best architects and media attention. In turn, that might increase the number of visitors and investors.

5.2 Signage



The analysis showed that there was a disconnection between the downtown and the precinct, whilst signage was ageing on the site. An opportunity to renew signage will improve the general information and connection.

Based on 2 materials, concrete and corten steel, the new signage campaign proposes 4 types of design, depending on their location:

- Type 1 Signage:
-Entrance to precinct
- Type 2 Signage:
-Entrance to Cosmos Hub
-Entrance to Tech Hub
- Type 3 Signage:
-Hospital
-Showgrounds
-Historic House
-Railway Station
-Airport
-Cosmos Centre
- Type 4 Signage:
-WW2 Heritage tour sites



CHARLEVILLE

TOP SECRET PRECINCT

Entry signage to the precinct



Example 1 of downtown signage



Example 2 of downtown signage

5.3 Airfield museum



Located in the first airport building and adjacent to the current airport building, the Airfield museum will provide the opportunity to get an insight of the unique history of aviation in Charleville. It will also cater for visitors before or after their flights and community members (e.g. schools).

The design for the actual refurbishment is currently undertaken by Xzibit, a Queensland-based exhibition-expert firm.

5.4 Bilby Center



The relocation of the Bilby Center to the tourism precinct represents a formidable opportunity to discover the secret life of these unique mammals within their natural environment. Night tours will contribute to maximising the length of proposed activities in the precinct and will compliment the current star watching attraction. Green roof and solar panels will improve the energy efficiency of the building and reduce maintenance costs.

5.5 Canopy walk

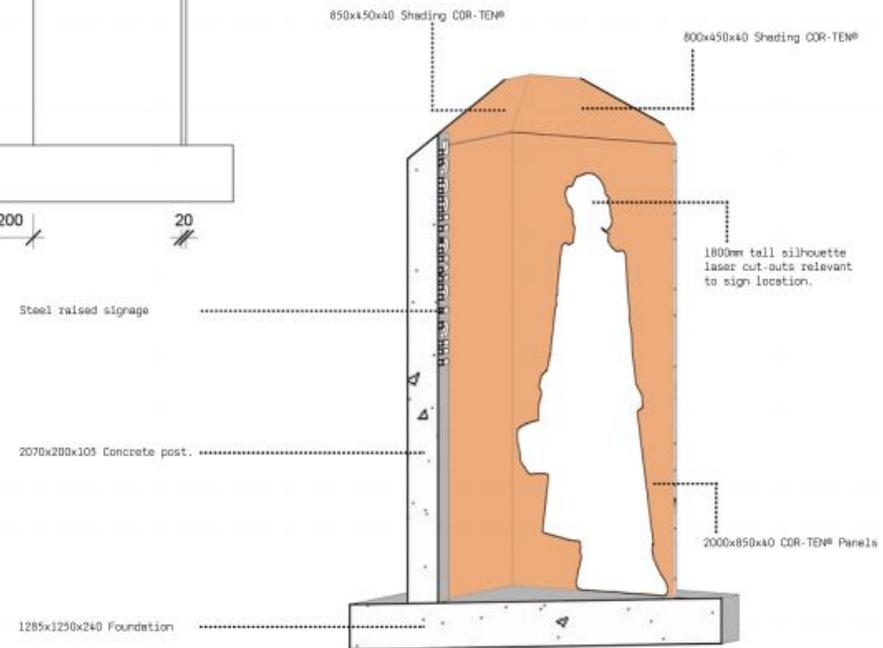
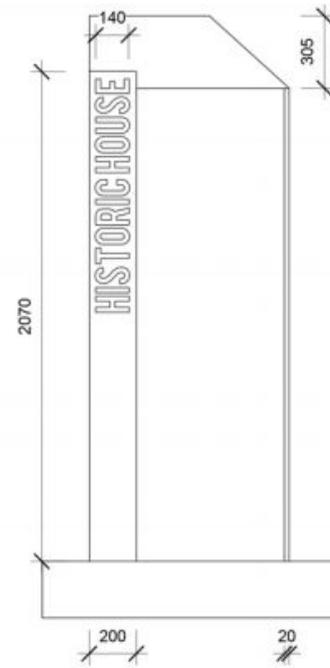
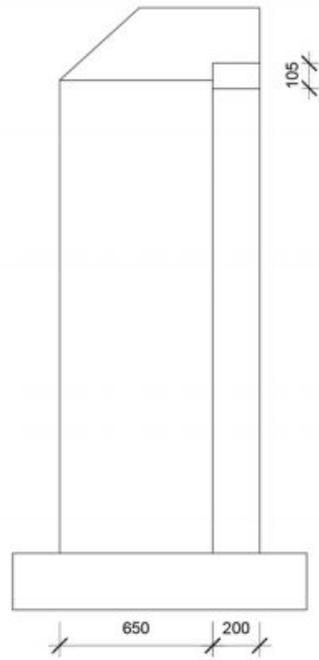
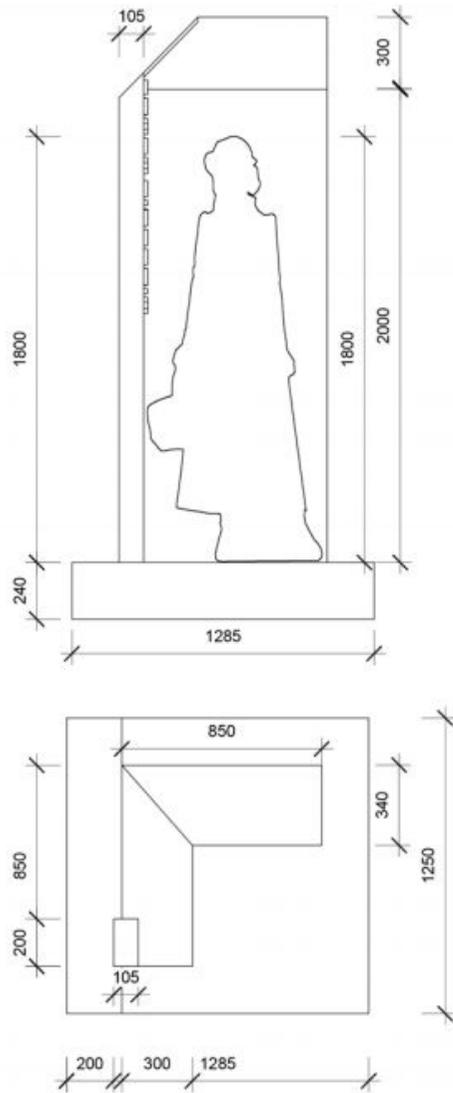


Contributing to the discovery of the natural environment of the tourism precinct and its fauna, the canopy walk is also designed to offer unique visual experiences on the surrounding buildings. It has the potential to become a new great community asset by enhancing walking and running, thus enhancing healthy lifestyles.

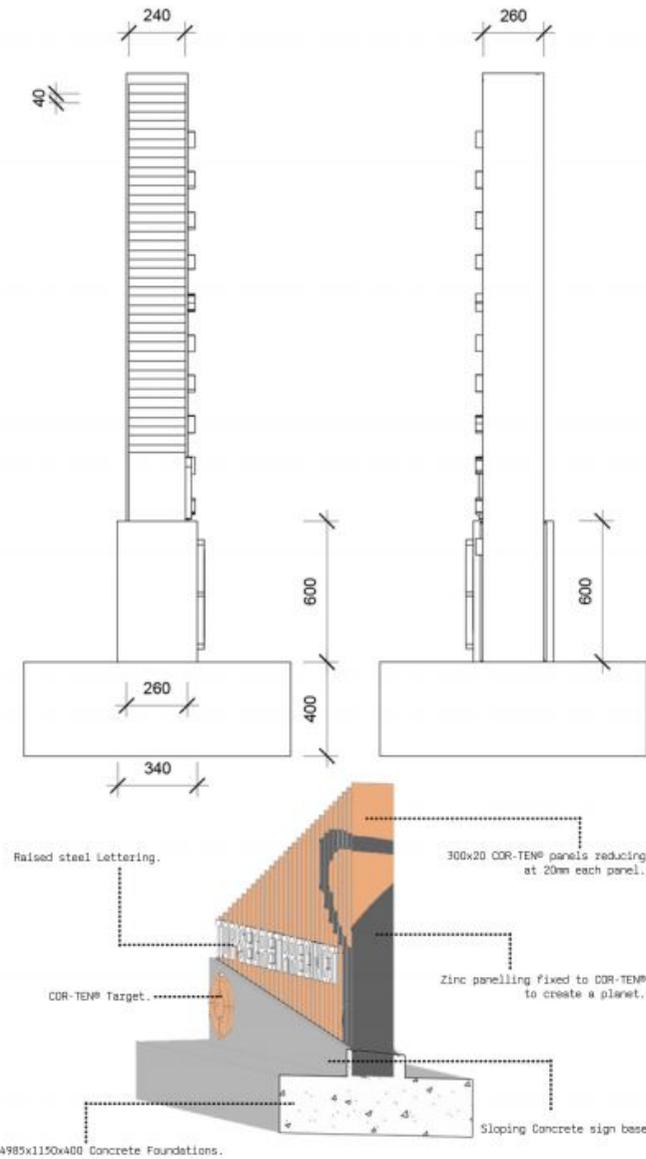
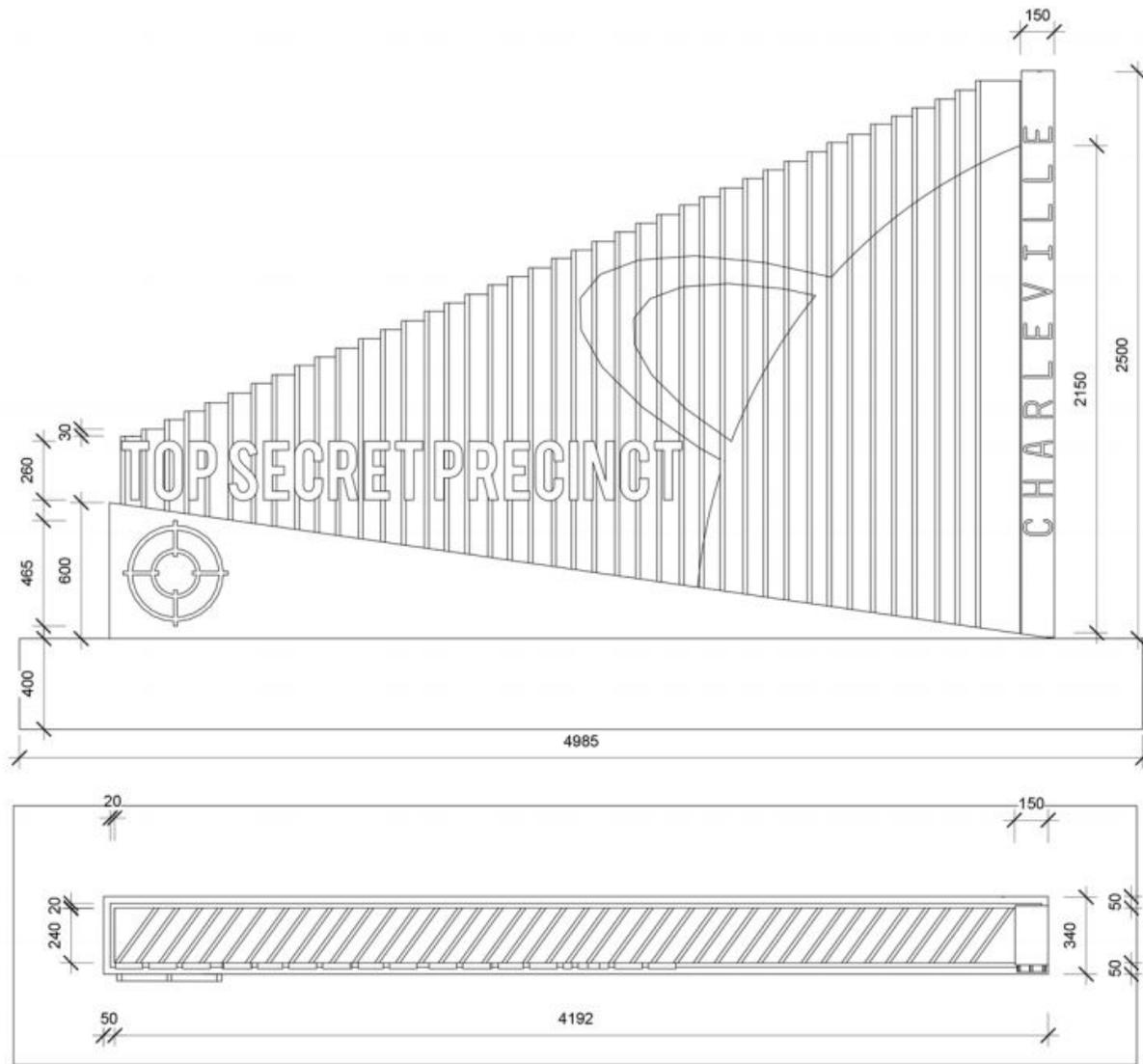
6. Appendices



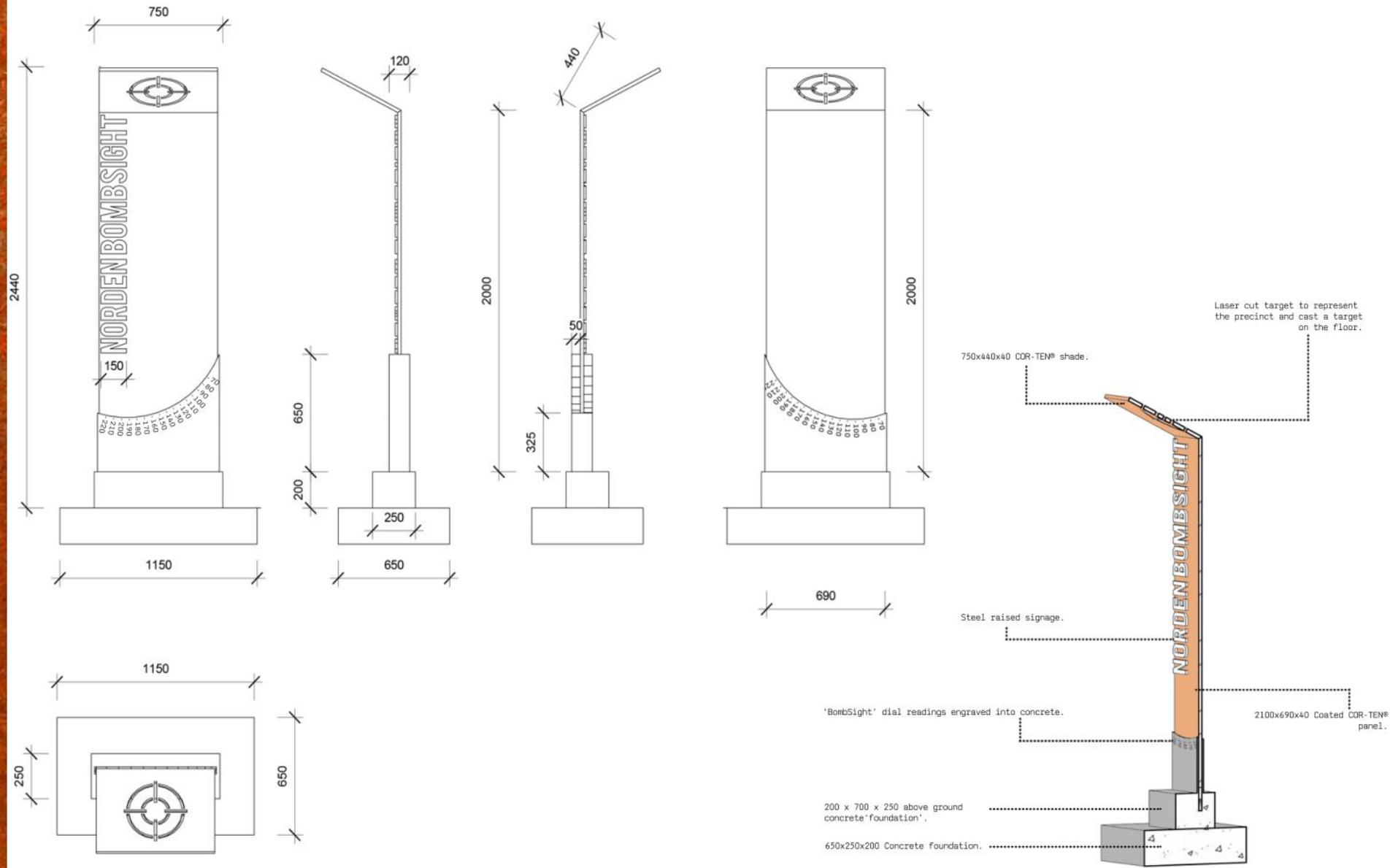
6.1 Design development



Downtown signage, design development



Entry signage, design development



WWII signage, design development

WRITTEN SOURCES

About Charleville

[-https://profile.id.com.au/rda-dd-sw/about?WebID=140](https://profile.id.com.au/rda-dd-sw/about?WebID=140)

About Charleville airport

[-http://www.ww2places.qld.gov.au/places/?id=480](http://www.ww2places.qld.gov.au/places/?id=480)

[-https://qfom.com.au/2015/11/09/media-release-western-queensland-towns-celebrate-their-qantas-heritage-for-the-95th-anniversary-of-qantas/](https://qfom.com.au/2015/11/09/media-release-western-queensland-towns-celebrate-their-qantas-heritage-for-the-95th-anniversary-of-qantas/)

-Vera Bradley. *I Didn't Know That: Cairns and district Tully to Cape York, 1939–1946, Service personnel and civilians*, Boolarong Press, Brisbane, 1995.

-Peter Nielsen. *Diary of WWII North Queensland*, Nielsen Publishing, Gordonvale, 1993.

-Howard Pearce. *WWII: NQ: A cultural heritage overview of significant places in the defence of north Queensland during World War II*. Environmental Protection Agency, Brisbane, 2009.

-Roger Marks, *Queensland Airfields WW2: 50 years on*, Brisbane, 1994.

About Charleville general History

<https://espace.library.uq.edu.au/data/UQ>

PICTURES

Unless otherwise specified, all the images and drawings have been produced and developed by the design team.

p.9, 10, 15: Google

p.10: Cosmos Centre website www.cosmoscentre.com

p.16: Exhibit

THANK YOU

The involvement of key stakeholders is crucial during the development of the Master Plan to ensure its relevance and to make sure that the expected outcomes are achieved.

We would like to thank warmly all the persons who welcomed us very openly in Charleville, locals and visitors who answered our questions, and the Murweh Shire Council for its appetite for new ideas.



Acknowledgement of Country

We acknowledge the people who are the Traditional Custodians of the Land on which this project stands. We pay respect to the Elders, past, present and emerging, and extends that respect to other Aboriginal and Torres Strait Islander Peoples.

Prepared and written by
A/Prof Karine Dupre
1st of February 2021