



**Fraser Coast**  
REGIONAL COUNCIL



# Maryborough Old Admin Site Master Plan

Engagement & Evaluation Report

May 2024



## EXECUTIVE SUMMARY

### BACKGROUND

At its Ordinary Meeting on 24 January 2024, Fraser Coast Regional Council resolved to make the draft Maryborough Old Admin Site Masterplan available for public feedback and to invite community input regarding the design of the concept plan and gain feedback on the potential use of the building which former Maryborough Baby Clinic.

A separate Expression of Interest process to lease the former Maryborough Baby Clinic building was undertaken concurrently to the community consultation. Apart from seeking feedback on the design and functionality of the green space, the engagement campaign also focused on the community's view on how they would like the building to be used.

The community was invited to "have your say" on the Maryborough Old Admin Site Masterplan and potential use of the former Maryborough Baby Clinic through a range of communication and engagement activities outlined in this report. The draft Masterplan was developed for the green space (on the corner of Kent and Lennox Streets, Maryborough) and included landscaping, seating, a pergola covered walkway, garden upgrades, and projections on the School of Arts wall.

### OVERVIEW – ENGAGEMENT

The formal exhibition and community engagement campaign was undertaken from 4 March to 1 April 2024. Although, preliminary discussions had occurred with various community groups and agencies, This report only considers feedback provided through formal channels.

Discussions and feedback that occurred prior to this period were incorporated into the draft masterplan design. The formal engagement timeline is outlined in the diagram below.



The community engagement utilised several methodologies:

1. Community survey to gain both quantitative and qualitative insights into expectations of the masterplan, and what stakeholders would like to see in the policy. The sample of 115 respondents provides a confidence level of 95% and a 9% margin of error\*, so that Council can feel confident this accurately represents the view of residents and property owners, with a variation (deviation) of up to 9%.
2. Displays, kiosks and presentations to a range of community groups, including the Schools Captains Network, the Maryborough markets and Meet the Neighbours at Tinana.

\*Confidence level indicates the level of confidence or certainty that the data collected for this project is representative of the entire population. Most researchers strive for a 95% confidence level, meaning that there is a 95% certainty that the results reflect the opinions of the entire population. The margin of error is a statistic expressing the amount of random sampling error in the results of a survey. The lower the margin of error, the more confidence one should have that a poll result would reflect the result of a survey of the entire population.

### KEY MESSAGES:

1. Council has developed a draft Masterplan for the Old Maryborough Administration Site to guide its future design and development.
2. The overarching vision for the Old Maryborough Administration building site is to create an integrated civic precinct that respects the historical significance of the site whilst providing a connected, functional and flexible community space. The masterplan draws together key design principles: connectivity, activation, preservation and enhancement of the site's heritage features.
3. The draft Maryborough Old Admin Site Masterplan was endorsed by Council in January 2024 and the community is now invited to have their say on the plan and provide their feedback on use of the green space and the former baby clinic.
4. The overarching vision for the site is to create an integrated civic precinct that respects the historical significance of the site while providing a connected, functional and flexible community space for all to enjoy.
5. Your feedback will assist Council in the planning for the future of the Maryborough Old Admin Site and finalising the Maryborough Old Admin Site Masterplan.



Poster displayed in libraries.

## ENGAGEMENT KEY FINDINGS SUMMARY

### FORMAL CONSULTATION AND COMMUNITY ENGAGEMENT

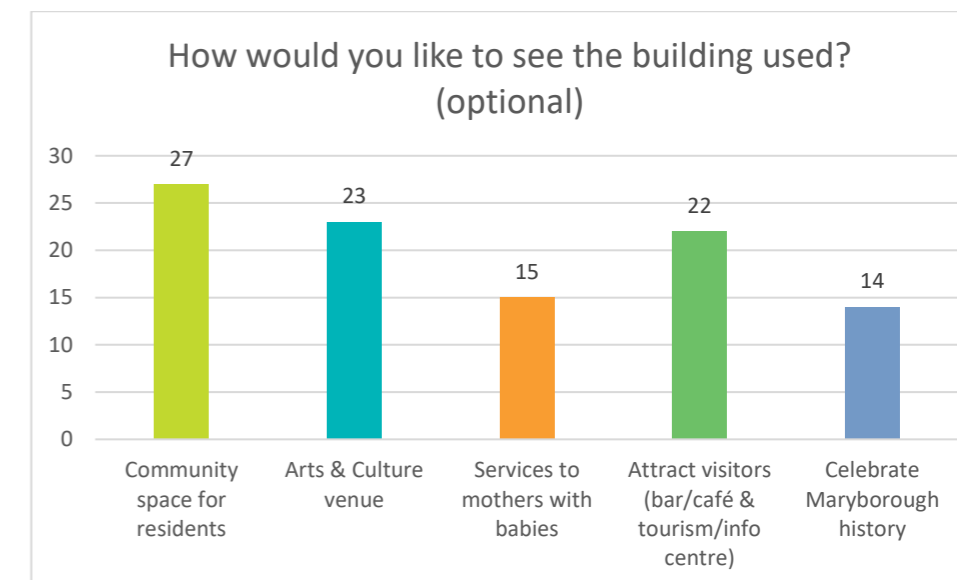
Please note where there is a reference to "n=", this means the actual number of respondents (not percentages).

The overall findings show that the majority of survey participants were positive about the proposed draft masterplan design (94%, n=108). Respondents identified a range of positive elements and key themes they liked about the masterplan including retention of open space, green lawn, parkland, historical recognition of the site, greenery (trees, plants, garden beds), shaded areas, seating, artwork and pathways, accessibility, and the clay drainage.

Out of the 115 survey respondents, seven (6%) said there was nothing that they liked about the masterplan. Survey responses are explored in more detail in the [engagement findings](#) section of the report, under Section Three (about you).

Of the 91 respondents to the question "How would you like to see the former Baby Clinic building used?", 27 (30%) indicated it could be used as a community space for residents, 23 (24%) for an Arts & Culture venue, 15

(16%) to provide services to mothers with babies and children, 22 (24%) to attract visitors to the space either as a bar or café (13) or as a tourism or information centre (9), and 14 (15%) to celebrate the history of the building and Maryborough more widely. Detailed breakdown and community preferences for use of the building are outlined [in the survey results](#).



### MASTERPLAN DESIGN FEEDBACK

Participants in the engagement campaign were asked to provide feedback, specifically what features they liked the most and least for the design (as well as any additional elements they would like to see included). When asked about what features they liked the most, the following themes were identified as most important when considering future use and design of the space:

- I do like the space for people in the CBD having some open space to have lunch/coffee
- Statues definitely need to recognise the nurses that made it possible and greenery
- I love the proposed masterplan. The civic space provides activation, movie wall, accessibility and lush green space
- Paved walkways, ensuring width is suitable for prams/wheelchairs. Accessibility to the park
- Trees for shade and grassed areas

Council's online engagement platform Engagement Hub featured a quick poll survey asking participants their favourite design element of the masterplan. Out of the 30 votes, shade structures (10 votes) and the art projection of the School of Art Building Wall (9 votes) were the most popular elements of the design.

### BABY CLINIC USE FEEDBACK

Respondents to the question "How would you like to see the building used?" identified community use for residents, arts & culture, and mothers' and parenting services. Only six respondents suggested not using it at all, and/or removing it. For more details, see [survey analysis](#) below.

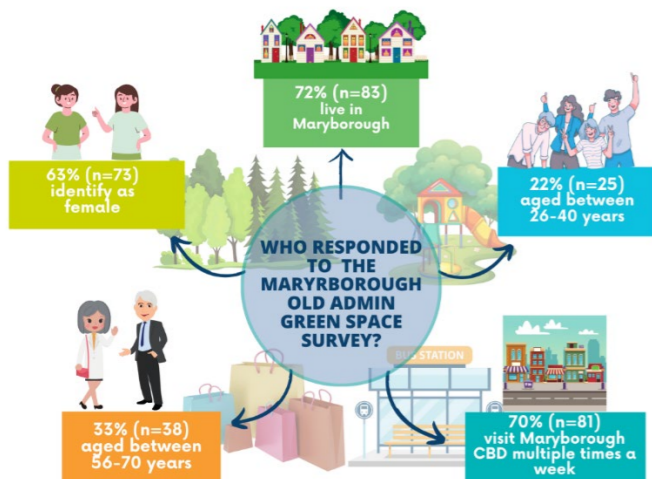




## WHO RESPONDED

The largest portion of respondents were aged 56 to 70 years (33%), identified as female (63%), and live in Maryborough (72%).

For a detailed breakdown of these demographics, see the [survey analysis](#) on the full Engagement Findings Report.



## SUBMISSIONS

Council received four formal submissions from stakeholders during the formal consultation period. These submissions were received through email and mail.

The focus of these submissions was to retain the historical element of the Maryborough CBD, emphasise the iconic tourism elements Maryborough is known for (Mary Poppins, cane farming, use of the river for maritime enterprises), reference the use of bicycles throughout Maryborough's history, and perhaps relocate a number of existing sculptures and structures which are not widely used or recognised in their current location.

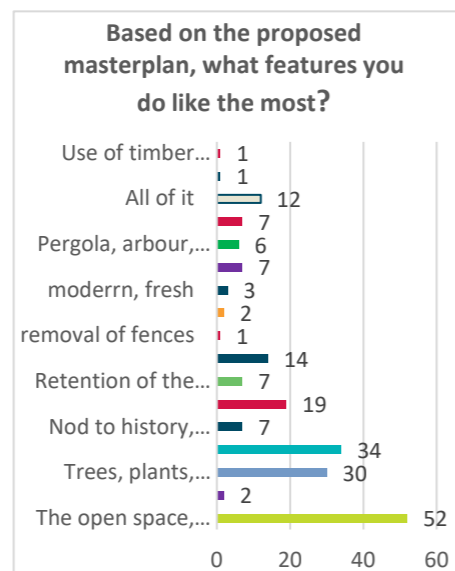
One requested a lower number of trees near Alice Street so that the view of the Town Hall was not obscured, and either removing the small, paved area between the old Baby Clinic and the Arts Building or relocating it further back on the green space. Full details of the submissions can be seen in the [Appendix](#) in the Full Engagement Findings Report.

## SURVEY FINDINGS

See [survey analysis](#) for more details of the tabulations.

### Features liked the most

This question required an open response. 155 respondents outlined their suggestions for the possible use of the community space. The table shows a breakdown of their comments including themes, as well as the number of responses against the theme. Out of the 115 surveys completed only seven respondents (6%) said there was nothing that

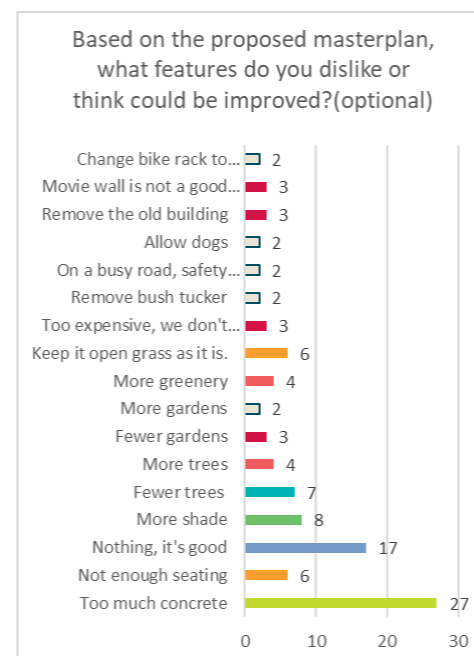


they liked about the masterplan and 94% provided feedback on the elements they liked.

### Features that were disliked or could be improved

This question required an open response. 85 respondents outlined their concerns in relation to protection of land use of the community space. The table indicates a breakdown of their comments including themes - as well as the number of responses against the theme.

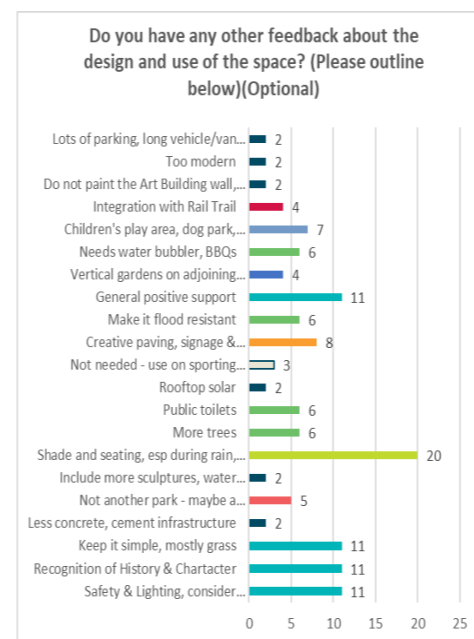
As can be identified in the table, the most common response to this question was "too much concrete" (number=27). However, it is interesting to note that when asked how for further suggestions, only two people specifically referred to concrete. There were suggestions to keep the design simpler, with mostly grass, (n=11) which might be relevant to the "too much concrete" comment.



### Other feedback about the design and use of the space

This question required an open response. 77 respondents outlined their concerns in relation to possible constraints of land use of the community space. The table indicates a breakdown of their comments including themes - as well as the number of responses against the theme.

There was also a small number of comments that either did not relate to the topic of the question or survey and could not be contributed to any theme.



See [detailed graph](#) for tabulated themes.

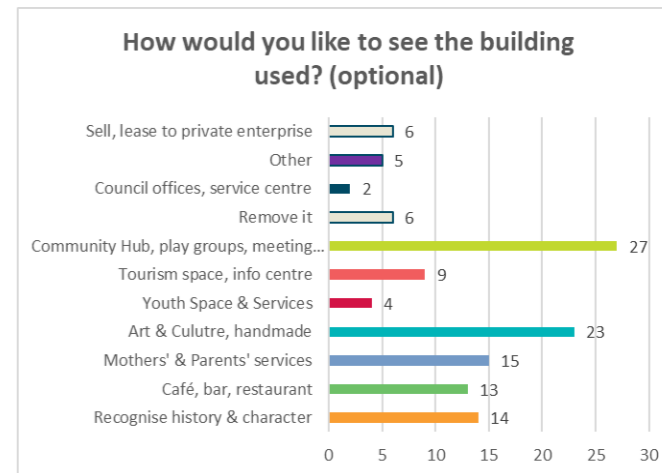
### Use of the old Maryborough baby clinic building

This question required an open response. Below is a breakdown of their comments including themes - as well as the number of responses against the theme. There was also a small number of comments that either did not relate to the topic of the question or survey and could not be contributed to any theme.

Unique responses that did don't relate to the key themes below included uses the space for pop-up shops and use for a women's shed.

Out of the 155 survey participants, only 91 answered this question and 24 did not provide feedback.

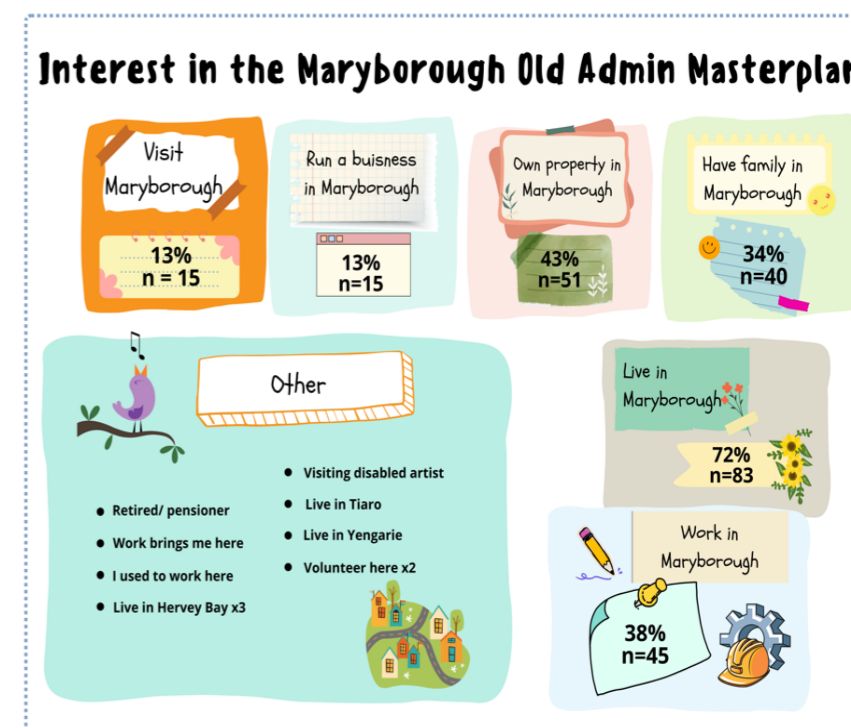
The overarching aspiration from the community was to create a space and welcoming space for community connection, recreation, tourism and activation. Opportunity to use the space for events was also suggested. Key themes and suggestions for use included art gallery, a museum, a café or restaurant, a wine or whisky bar or general community space with links to the heritage of the building with a focus on mothers, young people and children.



Opportunity to use the space for events was also suggested. Key themes and suggestions for use included art gallery, a museum, a café or restaurant, a wine or whisky bar or general community space with links to the heritage of the building with a focus on mothers, young people and children.

### Reasons for interest in the masterplan

The following diagram outlines how often participants visit the Maryborough CBD.



## SOCIAL MEDIA

Informal comments were received via Facebook posts in relation to communicating about the consultation. These comments were not included in the engagement analysis and evaluation. Individuals were encouraged to complete the survey to formalise their feedback.

There were also a number of news articles on local television and radio broadcasts, and in local newspapers. Again, these were not analysed as they were generated by one organisation, which submitted a formal response to the survey, and whose president also submitted a formal response.



## Detailed Report

# Maryborough Old Admin Site Master Plan

May 2024



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# 1 INTRODUCTION

## 1.1 PROJECT CONTEXT & BACKGROUND

The former Maryborough Baby Clinic was built in 1924 and is situated on the prominent corner of Kent and Lennox streets, opposite the Maryborough City Hall. Following the introduction of the Maternity Act 1922, which was part of a movement to improve the health of mothers and babies, the Clinic was one of 10 regional clinics built by the Queensland Government throughout the state in the early 1920s. Constructed to a standard, high-quality design by the Department of Public Works (DPW), the Maryborough Baby Clinic (former) remains highly intact.

The clinic served the Maryborough community until its closure in the mid-1990s. In the mid-19th century, deaths of children under five comprised 50 percent of all deaths. While this had been reduced to 11 per cent by the turn of the century, this was still too high. Dysentery, diarrhoea, cholera, diphtheria and typhoid were the main causes in the late 19th century. The government was eager to have a baby clinic established in Maryborough to serve the major regional town and its district.

Following a visit in March 1923, the Home Secretary, Mr William McCormack, identified an appropriate site for a new baby clinic - a vacant lot on the corner of Kent and Lennox streets, adjacent to the stately Maryborough School of Arts and opposite the grand Maryborough City Hall. (Between 1876 and 1908, this had been the site of the first town hall. The old town hall had become dilapidated, and amidst community support, removed from the site in 1908.) Following the completion of the plans by the DPW, the construction of the clinic began in late 1923 and finished by September 1924. The official opening ceremony, attended by several dignitaries including the Assistant Home Secretary, MJ Kirwan MLA, was held on the afternoon of Saturday 13 September 1924.

The Clinic continued to serve the Maryborough community until its closure in the mid-1990s. It was then leased to several commercial tenancies until the property was sold to the Fraser Coast Regional Council in 2020. It was listed on the Queensland State Heritage Register in 2020. The Clinic has stood empty since that time. The building was subject to flooding in 2022. It has been cleaned following the inundation events, but services remain disconnected.

Adjacent to the Baby Clinic site are two parcels of land previously occupied by the former Fraser Coast Regional Council Maryborough Administration Centre fronting Kent Street (17SP336061), and Toy and Special needs library fronting Lennox Street (15SP336067). Council resolved in 2019 (OM1/19 – ORD 10.2.5) to demolish the administration centre given it had reached the end of its usable design life. The land parcels were cleared and returned to grassed area. Both are freehold land owned by Council.

Council has developed a draft masterplan to develop this space for the broader benefit of the community, further revitalising the Maryborough CBD. The overarching vision for the Old Maryborough Administration building site is to create an integrated civic precinct that respects the historical significance of the site whilst providing a connected, functional and flexible community space.

The draft masterplan draws together key design principles taking into account access and connectivity, activation and event spaces, greener spaces and preservation and enhancement of heritage features.

Council resolved to undertake community engagement and seek input into the design of the green space and to determine their aspirations for use of the old baby clinic building.



## 1.2 ENGAGEMENT OVERVIEW

**Remit:** Seek feedback on the Maryborough Old Admin Site draft masterplan and use of the old baby clinic building.

The purpose of community engagement for this project was to understand community preferences for the draft masterplan design (which features they liked the most and least), aspirations for use of the space as well as the former baby clinic building. The below engagement activities assisted with providing opportunities for community members to provide feedback and have their say:

- Survey (online via Engagement Hub and face to face as well as hard copies of survey on request)
- The Engagement Hub website also included interactive ideas mapping, and a quick poll requesting participants to vote on their favourite design feature of the draft masterplan.
- Face-to-face engagement during pop-up sessions at the Maryborough Markets every Thursday during March and a pop-up session at the Tinana Memorial Park *Meet the Neighbours* event on Wednesday 20 March provided community members with the opportunity to review a hard copy of the draft master plan, and place comments by using sticky notes on A1-size map printouts.
- Maryborough School Leaders Network Program workshop on urban design and the draft masterplan.
- Council's formal communication channels including the Fraser Coast Council website, social media channels (Facebook and Instagram), community newsletters, information centres as well as signage installed onsite.
- More than 50 businesses in the Maryborough CBD were also doorknocked and letterboxed dropped with information about the draft masterplan and how to provide feedback.





### 1.2.1 Engagement in numbers

Council launched its community engagement campaign on 4 March 24 on its [Engagement Hub website](#) and sought feedback through a range of engagement methods including face to face, letter box drops and online. These tools provided opportunities for the community to provide feedback.

The draft masterplan was promoted through various communication channels including Council’s website, social media, community newsletters, information centres as well as signage installed onsite. Below is a snapshot of the engagement statistics for this campaign.



### 1.2.2 Engagement Timeline

The formal exhibition and community engagement campaign was undertaken from **4 March to 1 April 2024**. Although preliminary discussions had occurred with various community groups and agencies, Council staff only included feedback provided through formal channels in this report. Discussions and feedback that occurred prior to this period were incorporated into the draft masterplan design. The formal engagement timeline is outlined in the diagram below.



## 2 METHODOLOGY

### 2.1 THEMES

Council defined themes based on comments made by stakeholders through the surveys, submissions and drop-in sessions and interactive mapping. These themes illustrate common or consistent views held by the community in relation to the draft masterplan and were analysed in the content of the engagement remit.

#### Preferences and opportunities for improvement of the draft masterplan

- Historical context (recognition of former use of the site and existing urban environment)
- Future use
- Environmental constraints (prone to flooding and ongoing asset management)
- Equity and accessibility (user types, connectivity and links to important community facilities), including parking
- Activation and use of the space

#### Use of the former baby clinic

- Proposed or possible use
- Community aspirations for their vision for use of building to support activation and foot traffic
- Financial constraints for use of the building (remediation, fit out and upgrade requirements and ongoing costs)
- Limitation of modifications and use of building due to its classification as a building with historical significance.

### 2.2 ENGAGEMENT ACTIVITIES

#### 2.2.1 Survey

Council conducted a survey on Engagement Hub from 4 March until 1 April and received 115 survey responses.

Council sought feedback on which features were liked the most, what respondents disliked or thought could be improved, general feedback about the design and use of the space and how they would like to see the building used.

Participants in the engagement campaign were asked to provide feedback, specifically what features they liked the most and least for the design (as well as any additional elements they would like to see included).

#### Green Space use feedback:

When asked about what features they liked the most, the following themes were identified as most important when considering future use and design of the space:

- I do like the space for people in the CBD having some open space to have lunch/coffee
- Statues definitely need to recognise the nurses that made it possible and greenery
- I love the proposed masterplan. The civic space provides activation, movie wall, accessibility and lush green space
- Paved walkways, ensuring width is suitable for prams/wheelchairs. Accessibility to the park
- Trees for shade and grassed areas

Council's online engagement platform Engagement Hub featured a quick poll survey asking participants their favourite design element of the masterplan. Out of the 30 votes, shade structures (10 votes) and the art projection of the School of Art Building Wall (9 votes) were the most popular elements of the design.

For a more detailed breakdown, see Poll Results.





### Baby Clinic use feedback

Respondents to the question “How would you like to see the building used?” identified community use for residents, arts & culture, and mothers’ and parenting services. Only six respondents suggested not using it at all, and/or removing it.

For more details, see survey analysis below.

#### 1.2.1.3 Who responded

The largest portion of respondents were aged 56 to 70 years (33%), identified as female (63%), and live in Maryborough (72%).

For detailed analysis of the survey findings, please see [Section 4.1](#).

### 2.2.2 Submissions

Council received four formal submissions from stakeholders during the formal consultation period. These submissions were received through email and mail.

The focus of these submissions was to retain the historical element of the Maryborough CBD, emphasise the iconic tourism elements Maryborough is known for (Mary Poppins, cane farming, use of the river for maritime enterprises), reference the use of bicycles throughout Maryborough’s history, and perhaps relocate a number of existing sculptures and structures which are not widely used or recognised in their current location.

One requested a lower number of trees near Alice Street so that the view of the Town Hall was not obscured, and either removing the small paved area between the old Baby Clinic and the Arts Building, or relocating it further back on the green space.

#### 2.2.3 Pop up stall at Maryborough Markets and Tinana

Council staff hosted a pop-up engagement stall outside the Maryborough Town Hall as part of the weekly Maryborough Markets every Thursday during the month of March. Approximately 100 community members visited the drop-in session and spoke to the engagement team and provided their feedback. The session focused on moving the stakeholders through a process of identifying elements and features for the master plan, developing a deeper understanding of the issues and concerns for the space and lastly creating a forward vision through developing priorities.

The opportunity of attending a “Meet the Neighbours” event hosted by Council’s Disaster Resilience team and the Hervey Bay Neighbourhood Centre on 20 March was also utilised. Approximately 300 people attended the 1&1/2-hour event.

### 2.2.4 Youth Engagement

Council held an engagement session and workshop with the Maryborough School Leaders Network Program. Council Staff and the Fraser Coast Regional Council Mayor Cr George Seymour provided an update about the Maryborough Old Admin Site Masterplan as well as outlined the historical context of the site and outlined elements of design and the key features in the masterplan. Students then broke out into groups to discuss what elements they liked, disliked and what could be improved.

Below is a summary of the feedback provided at the session.

#### **Question 1 - What features do you like the most?**

Listed below is the feedback provided by student leaders about features liked the **most** for the **Maryborough Old**

##### **Admin Site Masterplan:**

- Mural on crossing, wooden features and art
- Can be used for a family lunch area
- Greenery and shade (small amounts though)
- Art

- Raised garden beds
- Projector/art piece on school of arts wall
- Shade
- I like that it's accessible
- Native plants
- I like that it's open
- I like the visual art
- Lighting
- Nature
- Mural
- Creepy statues
- The crossing

### **Question 2 – What features do you like the least?**

Listed below is the feedback provided by student leaders on features liked the **least** for the **Maryborough Old Admin Site Masterplan**:

- “Layout of the paths, flood risk”
- “Centrepiece (tree number 6)”
- “It’s just like Queen’s Park”
- “No toilets”
- “Too small”
- “Too much concrete”
- “Not enough shade”



### Question 3 – What is missing from the design?

Listed below is the feedback provided by student leaders on features they thought were missing from the **Maryborough Old Admin Site Masterplan**:

- “Area for event, shaded area, toilets, water bubblers, interactive artworks, water stations, community notice board, management of homeless people.”
- “Safety – put a fence for child safety”
- “Proper shade structures (sun safe)”
- “Tree number 6 should be removed and add in memorial (clear protector on top, realistic fake grass, memorial plaque to read, installation of lights”
- “Museum and café (historical)”
- “Plaques to explain history behind designs”
- “Incorporate decorative lighting”
- “Sculpture should have a story”
- “Space for local venders”
- “More bathrooms”
- “More shaded areas”
- “Rubbish bins”
- “Needs more organic structures”
- “Book exchange library”
- “Community notice board”
- “Drive in movie”
- “Access to water”
- “Café”
- “Historical stuff”

### 2.2.5 Interactive Mapping

A detailed map highlighting the 11 design features of the Masterplan was placed on Council’s Engagement Hub project page and invited the community to drop a pin on the map and identify specific feedback on the masterplan and suggest other ideas.

The interactive mapping tool was utilised by 22 respondents to provide feedback directly onto the draft master plan. These suggestions and ideas were added into the general comments section of the feedback survey.

#### Interactive Map

##### Maryborough Old Admin site masterplan

What would you like to see on the Maryborough old admin site and Old Baby Clinic. Drop the markers on the location you’d like to see specific features, and add comments where you want.



[Participate Now](#)





Design element	No. of Responses	Comments/Examples
<b>Old baby clinic (Item 1)</b>	5	<p><i>As an Art Gallery this would suit within the grounds with the possibility of a demountable building on Lennox Street Side for workshops/ storage and for ease of flooding. I trust that with the right support this can be achieved for the community. The green space I think needs less concrete as I don't feel it is in keeping with the Heritage of the city. Looks far too stark. The path around the building is a bit of a worry as I see it as it interferes with the building.</i></p> <p><i>What comes to mind depends on the size and extent of Reno work required. 1. Existing Information Centre move with rotating local Art into Old Childcare Centre. Utilise vacated town hall space for Council Offices vacated from Adelaide Street.</i></p> <p><i>Would love to see an Art Gallery here. The concept is in keeping with the leisure scene and would be a nice tourist attraction.</i></p>
<b>Activated space with permanent and temporary seating (Item 3)</b>	3	<p><i>Far too much concrete, needs more softer look , maybe paving? Probably more seating and shade.</i></p>
<b>School of Art Light Scape Projection (Item 4)</b>	3	<p><i>Not sure how a projection wall would work, nor what you would be projecting. An interactive display like the Duggan Chapman area could also tell the area's history and promote other areas of the city as part of the city walk network.</i></p> <p><i>Great idea for a movie projection screen. However, what would be the capacity of people to sit and watch a movie?</i></p> <p><i>'No' to protection screen. 'Yes" to vertical gardens.</i></p> <p><i>No to vertical gardens. More maintenance for an over stretched CBD crew. Keep this area as maintenance free as possible. They may be occasional, but flooding will always have a toll on plants. I like the screen idea though I don't know how this would work. Perhaps something more in line with the Duncan Chapman area about the history of the surrounding buildings?</i></p>
<b>Seating steps (Item 5)</b>	1	<p><i>It's good to see diverse and different seating opportunities. It's boring to just reflect plain benches and picnic tables that are across the road. It will be great to add some different and appealing features</i></p>
<b>Garden Bed with seating edge (Items 6 and 9)</b>	2	<p><i>Put flowers in the garden beds</i></p> <p><i>Scatter some garden beds with flowers. Bundaberg parks always look pretty with flower gardens</i></p>
<b>Pergola and Pathway (Item 7)</b>	2	<p><i>Not sure I like the pergola. Not for what it is as it's a nice idea. But because this is a flood area, cleaning this type of structure after would be problematic.</i></p> <p><i>If the pergola has a centre walkway network of supporting columns, ensure a service vehicle can pass the columns without having to go out on grass. During times when it is wet, and vehicle will leave some form of indentation. More seating under shade trees</i></p>
<b>Connecting walkway (Item 8)</b>	1	<p><i>Ensure access to walkways are all wide enough to accommodate service vehicles.</i></p>



Other	3	<p><i>Perhaps they need to revamp the tables across the road first... make people want to use them instead of making the space obsolete.....</i></p> <p><i>It is nice to see a green space for pleasure, but can someone address the growing number of homeless people that WILL frequent this place because it is there, they desperately need help rather than spending that amount of money on something pretty.</i></p> <p><i>Do not call it the Masterplan, Maryborough has a slavery history, and it just screams neo-Nazi despite being progressive on seating, environmental and pathways width for wheelchair access.</i></p>
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### 2.2.6 Opinion Poll

An on-line poll was conducted alongside the survey and interactive idea mapping exercise to provide a quick alternative to the survey. There were six options offered to the question “What is the number one thing you liked in the Draft Masterplan for the Maryborough Old Admin Site?”:

- Shade structures
- Art projection on School of Art Building Wall
- Sculptures
- Garden upgrades
- Themed bicycle parking
- Lighting.

There were 30 responses to the poll. The most popular was Shade structures with 13. For more details on the poll see [Poll Results](#).

### 2.2.7 Other Feedback

Informal comments were received via Facebook posts in relation to communicating about the consultation. These comments were not included in the engagement analysis and evaluation. Individuals were encouraged to complete the survey to formalise their feedback.

There were also a number of news articles on local television and radio broadcasts, and in local newspapers. Again, these were not analysed as they were generated by one organisation, which submitted a formal response to the survey, and who’s president also submitted a formal response.

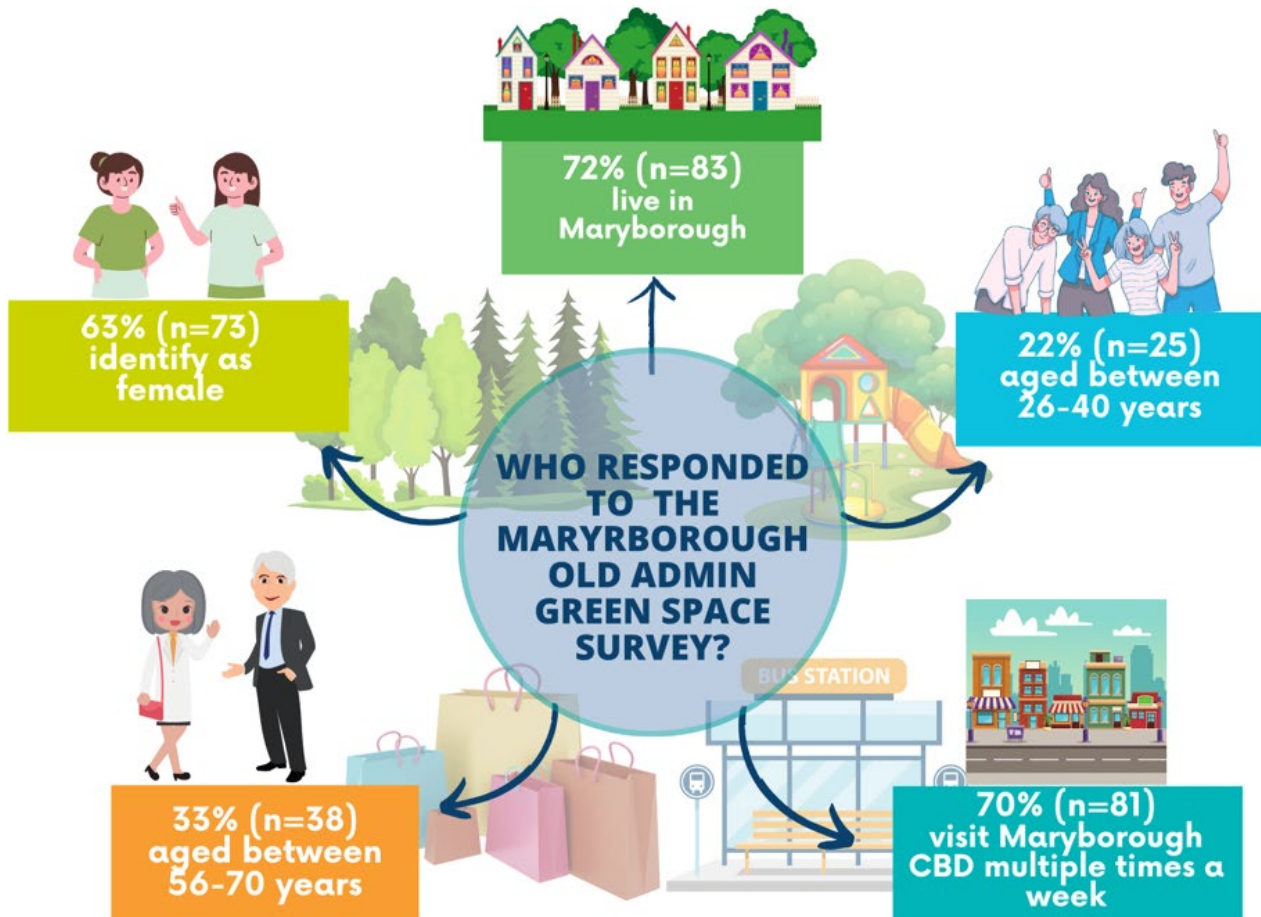
### 3 ENGAGEMENT FINDINGS

#### 3.1 SURVEY

##### 3.1.1 Who participated

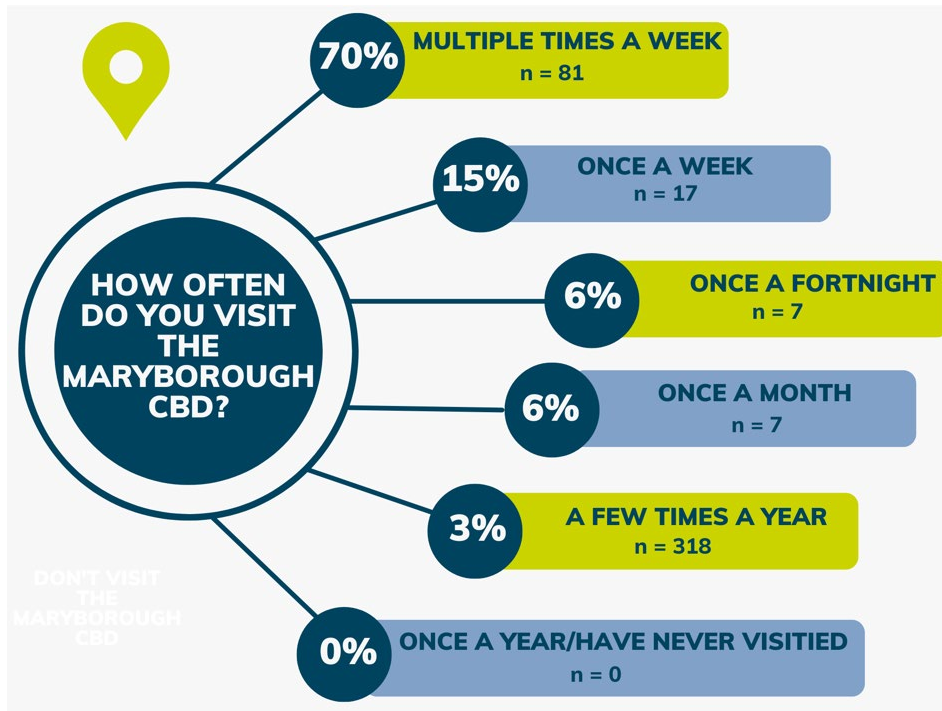
Council received **115** survey submissions.

The following diagram outlines key demographics of those who participated in the survey.



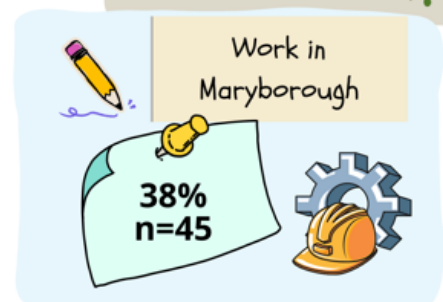
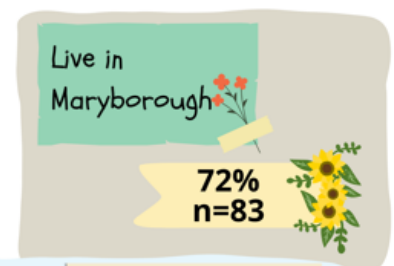
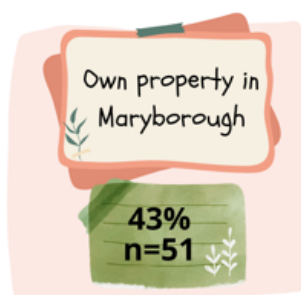
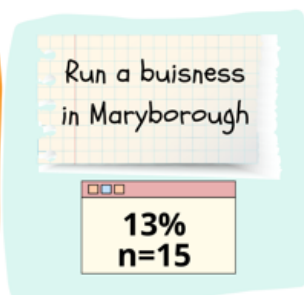


The following diagram outlines how often participants visit the Maryborough CBD.



The participants' interest in the survey and current use is presented in the infographics below.

## Interest in the Maryborough Old Admin Masterplan





### 3.1.2 Survey questions & results

Below is a summary of the survey/submission form questions and results, including number of responses and percentages for each question.

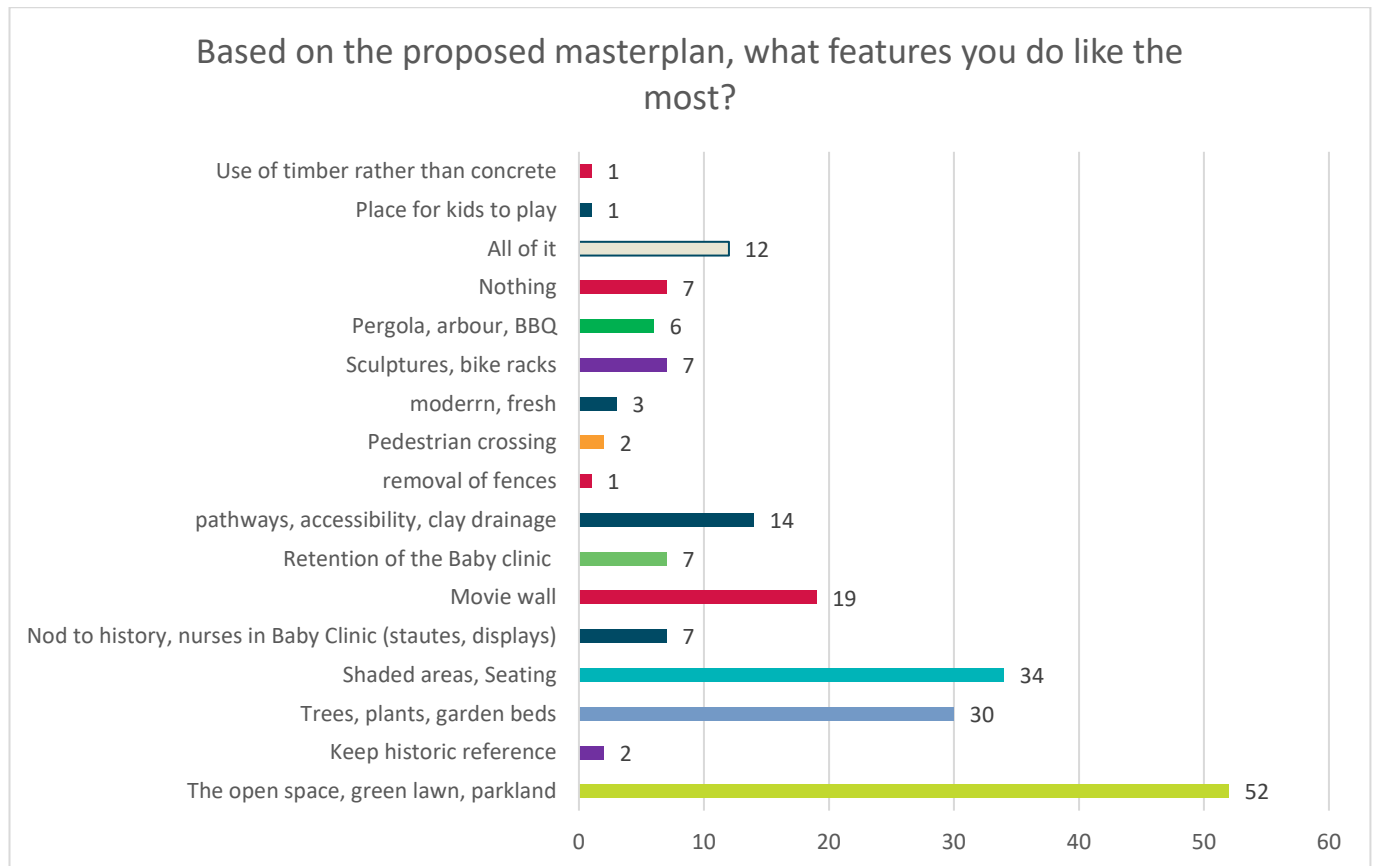
Some questions were open ended questions or had 'Other/Comment' fields – these answers have been themed with comment examples – as well as the number of responses against the theme.

Please note the demographics and participation questions are also included in the above 'who participated' section. Therefore, question numbers listed below may not reflect the number order in the original survey.

#### SECTION 1 – COMMUNITY SPACE

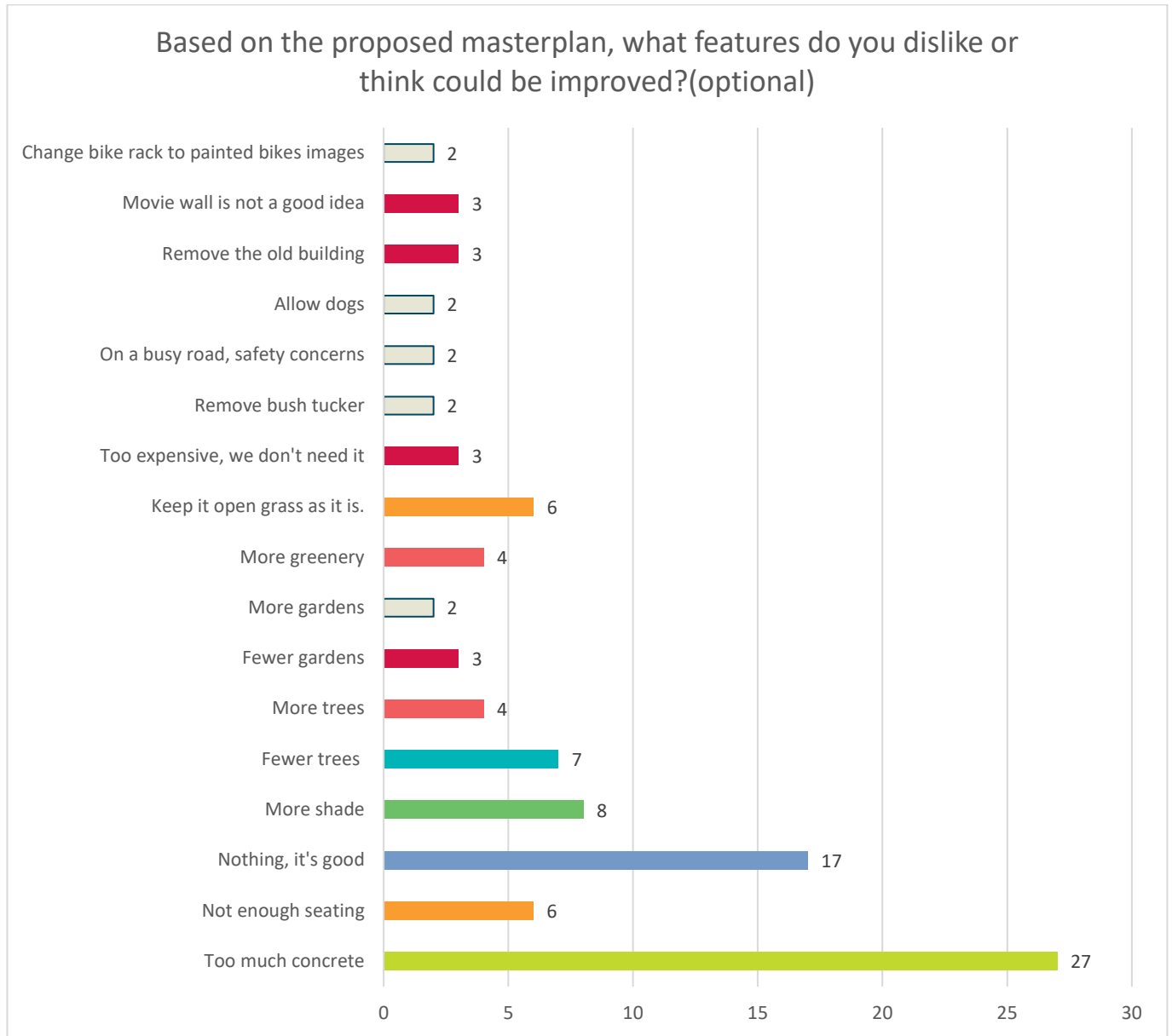
##### Q1 Based on the masterplan, what features do you like the most?

This question required an open response. 155 respondents outlined their suggestions for the possible use of the community space. Below is a breakdown of their comments including themes – as well as the number of responses against the theme. Out of the 115 surveys completed only seven respondents (6 percent) said there was nothing that they liked about the masterplan and 94 percent provided feedback on the elements they liked.



**Q2 Based on the masterplan, what features do you dislike or think could be improved?**

This question required an open response. 85 respondents outlined their concerns in relation to protection of land use of the community space. Below is a breakdown of their comments including themes - as well as the number of responses against the theme.



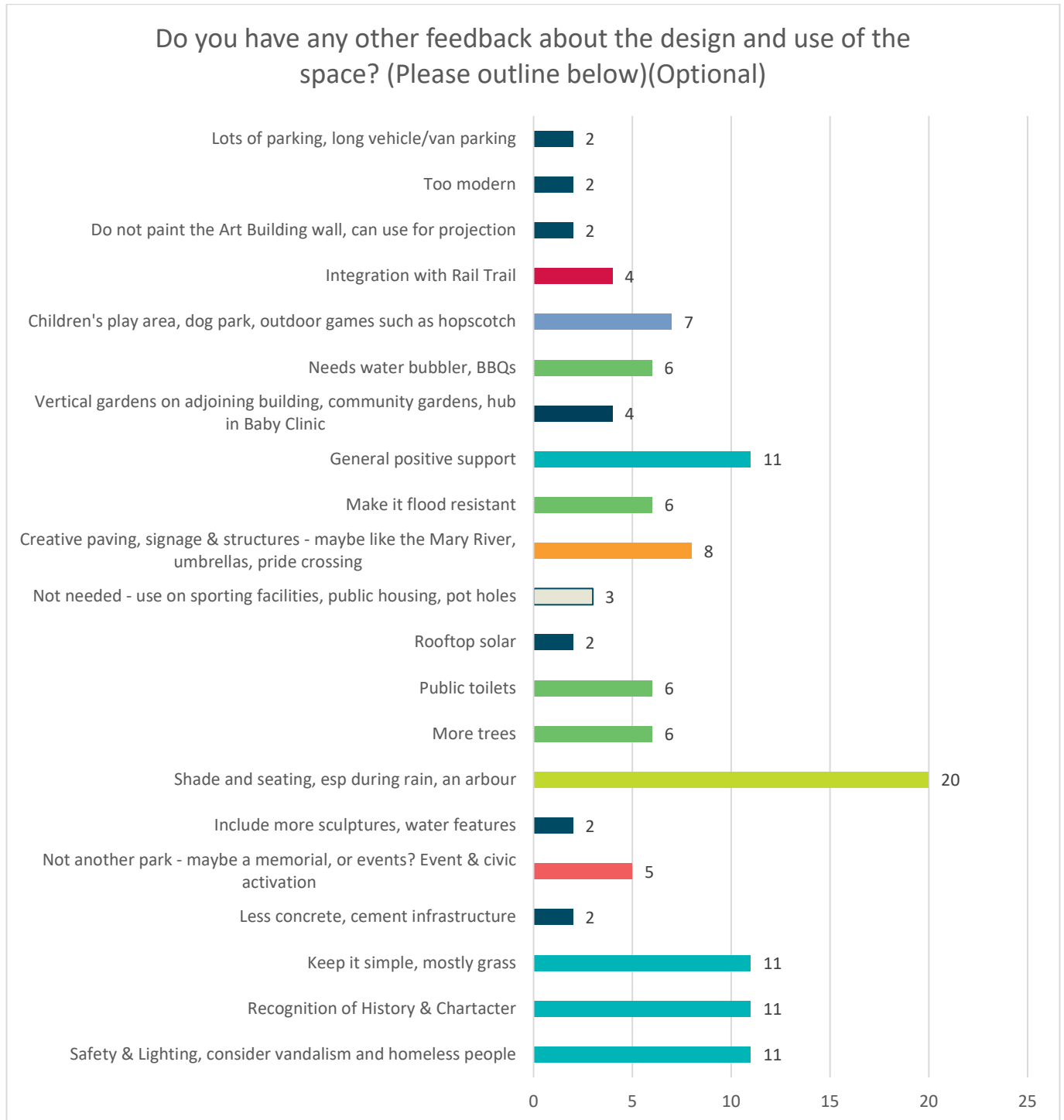
As can be identified above, the most common response to this question was “too much concrete” (n=27). However, it is interesting to note that when asked how for further suggestions, only two people specifically referred to concrete. There were suggestions to keep the design more simple, with mostly grass, (n=11) which might be relevant to the “too much concrete” comment.



### Q3 Do you have any other feedback about the design and use of the space?

This question required an open response. 77 respondents outlined their concerns in relation to possible constraints of land use of the community space. Below is a breakdown of their comments including themes – as well as the number of responses against the theme.

There was also a small number of comments that either did not relate to the topic of the question or survey and could not be contributed to any theme.





Theme	No. of Responses	Comments/Examples
<b>Lighting &amp; safety</b>	11	<p><i>Just plenty of lighting as safety would be very important at night given the homeless situation at the moment</i></p> <p><i>Consideration should be given to how vandalism might impact the area.</i></p> <p><i>Homeless is big problem in Maryborough now - partner with local organisations to try to do something about it like Bendigo Bank with the sleep bus in Hervey Bay. Don't neglect the place once it's built - homeless will move in. Some of them are quite aggressive and they scare people and visitors, especially the fellow who rides his bike around swearing at people. Use a smart design - no hidden nooks, plant low tree or shrubs</i></p> <p><i>Incorporate CPTED principles: 1. Natural access control, 2. Natural surveillance, 3. CVCTV, minimise any visibility obstructions, 5. lots of lighting.</i></p> <p><i>Put up plenty of security cameras,</i></p> <p><i>Concern - homeless taking over space</i></p>
<b>Reflect history of Maryborough</b>	11	<p><i>I would like to see more of the town's history reflected, site or area specific e.g. old town hall</i></p> <p><i>While a modern approach to a heritage city is required, we need to ensure the area reflects the surrounding architecture &amp; history of our modern town</i></p> <p><i>Bring more timber effects into the area as Maryborough has a great timber history</i></p> <p><i>The School of Arts could have historical information and projected images</i></p> <p><i>There is opportunity to include a plaque which details the history of alternations to this important civic building.</i></p>
<b>Keep simple, mostly grass</b>	11	<p><i>Keep it simple. Not over cemented</i></p> <p><i>The moment you do that (put more infrastructure in the park), you take away the community event like Brittany Foleys event she ran there for the Christmas carols.</i></p> <p><i>Leave it as an open space (grass only and maybe add an umbrella feature up high for a little shade)</i></p> <p><i>Needs to be left as green space, picnic tables, 3-4 only with a couple of shade trees.</i></p>
<b>Sculptures, water features</b>	8	<p><i>Mt Coot-tha lookout in Brisbane has a paving design in the shape of the Brisbane River from source to river mouth. It would be great to incorporate something like this portraying the Mary River (at least the part that flows through Maryborough).</i></p> <p><i>Please include giant letters of the name MARYBOROUGH similar to Southbank with the giant letters of BRISBANE. Positioned for photo opportunity with the town hall as a backdrop.</i></p> <p><i>The shade structures should reference umbrellas (Mary Poppins) or Mother &amp; Baby with climbing plants (bush tucker) over them.</i></p> <p><i>Maybe sculptures that can't be vandalised? I like Nancy Bates' idea of umbrellas.</i></p> <p><i>Love metal structure for pergola covered walkway however needs vines like South Bank</i></p>
<b>Community Garden</b>	4	<p><i>Community garden with food plants.</i></p>



		<i>Make it a community hub, with fruit trees and seats</i>
<b>More seating, esp under shelter</b>	20	<p><i>Increase seating with tables and chairs, under trees prefer.</i></p> <p><i>A multi-purpose green space encouraging people to sit &amp; have a picnic would be good.</i></p> <p><i>It could include picnic tables and chairs so that those working in the CBD or families visiting could lunch outdoors</i></p> <p><i>Rainproof furniture - don't want to get stuck in the park during a downpour</i></p> <p><i>Some type of roofing, to get out of the sun, and the rain. Something a bit more attractive, as a frame, covering the walkways, and used to encourage vines, to grow on.</i></p>
<b>Playground and Youth Space</b>	7	<p><i>I would love to see a Pride Flag crossing; I see it as an opportunity to celebrate our diverse community. In particular to let our youth know they are accepted.</i></p> <p><i>Add a swing set/ children's play equipment/ enclosed park area</i></p> <p><i>Disabled playground facilities.</i></p> <p><i>More consideration for children. There is a lack of infrastructure for children i.e. playground of infrastructure play equipment/ nature-based play. This is the old Maryborough baby clinic; it should be more for the kids - celebrate that history.</i></p> <p><i>In order to bring more families into the CBD the space would benefit from a 'play space' for children, something nature-based would keep with the natural theme of the proposed plans.</i></p> <p><i>Place for families to join together. Being able to play outdoor games in that space would be nice. Like a large chess board or other games? Hopscotch, handball?</i></p> <p><i>There is nothing for kids it needs a space for children as well a small playground for children to play on the space is meant to remember the old child health centre make it for children as well as adults</i></p>
<b>More trees and planting</b>	6	<p><i>Needs to be plenty of shade for people to utilise seating spaces. People will not use the area if there are less trees to provide shaded areas</i></p> <p><i>A fountain, or some water feature. Water features are everywhere overseas</i></p> <p><i>Plenty of shade please. Local native shrubs and trees.</i></p> <p><i>I would like to see tall shrubs planted along the edge of the connecting walkway and the car park to help block the ugly view of the car park &amp; supermarket building. Maybe direct the eye towards the tall trees that line Lennox street.</i></p>
<b>Use as an event space</b>	5	<p><i>It would be a great area for outdoor music events of a smaller nature i.e., quartets, jazz etc.</i></p> <p><i>Maybe move the markets to this new space</i></p> <p><i>How many people on mass could this place take? Ei Movie nights. Could a small stage be incorporated along this wall for events such a Carols etc</i></p> <p><i>Careful planning is required to make the most of the Projection concept. Installing a projector platform with power etc. Correct wall colour &amp; aspect ratio for projection.</i></p> <p><i>... it could be used for events or markets or stalls</i></p>



<b>Emphasise Rail Trail</b>	4	<p><i>The space could become the Trail Head of the Maryborough to the Bay Rail Trail. Maryborough cyclists travel as far as Tasmania to follow cycle trails, the number of people it would bring to Maryborough and Hervey Bay, the boost it would give to the businesses in the CBD.</i></p> <p><i>Great start/finish for the rail trail.</i></p> <p><i>This is an ideal place to begin the Mary to Bay Rail Trail with space for bicycle racks, low level shrubs and a pop-up coffee shop or bar.</i></p> <p><i>Inclusion with rail trail is a great idea.</i></p>
<b>Public amenities</b>	6	<p><i>The addition of power points for the ability to charge laptops would be a bonus. Also public toilets would be a bonus, as it's lacking in the area. Using rooftop solar to offset costs</i></p> <p><i>Needs water - perhaps a bubbler.</i></p> <p><i>BBQ would be good, Toilets in the park</i></p> <p><i>Needs water bubblers or running water, and an accessible toilet.</i></p>
<b>Drainage/flood concerns</b>	6	<p><i>Ensure proper drainage - retains water when it rains</i></p> <p><i>Raising the lower parts of the property could be beneficial during floods.</i></p> <p><i>As long as any developments will be able to cope with any flooding it has my vote</i></p> <p><i>Easy to clean up after flooding.</i></p>
<b>Themes below 4 (1-3 responses)</b>		<ul style="list-style-type: none"> <li>• <i>No comment (9)</i></li> <li>• <i>Cater to the homeless, soap in toilet, toilet paper (3)</i></li> <li>• <i>Cater to dogs (2)</i></li> <li>• <i>General Negative (2)</i></li> <li>• <i>Keep it the same (1)</i></li> <li>• <i>More parking (2)</i></li> <li>• <i>Pathway to be continuous (not pavers) (1)</i></li> <li>• <i>Shared zones for pedestrians and traffic can be confusing (1)</i></li> </ul>



## SECTION 2- USE OF THE OLD MARYBOROUGH BABY CLINIC

### Q1 How would you like to see the old Maryborough baby clinic building used?

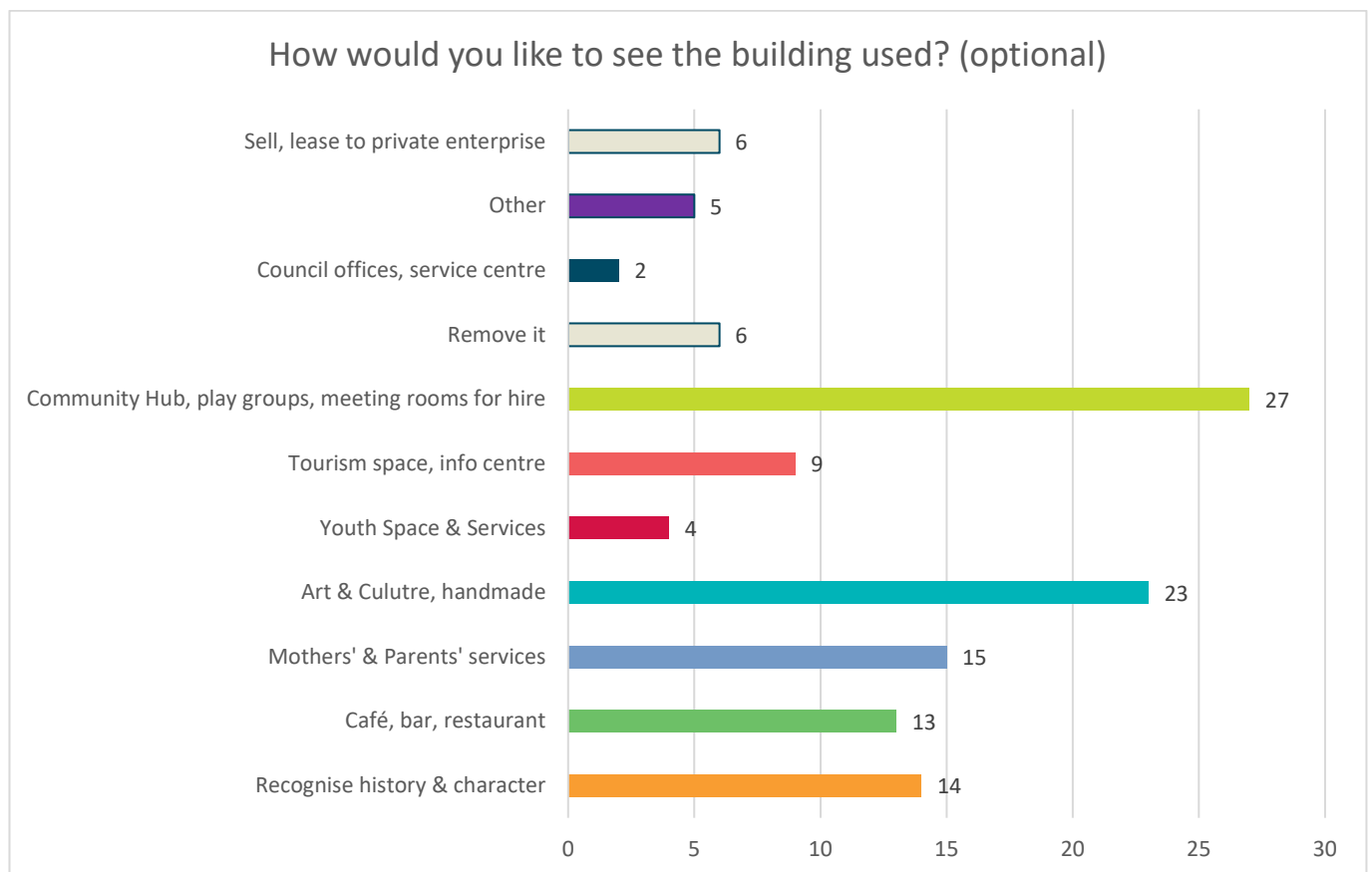


This question was answered by 91 respondents and 24 survey participants skipped this question.

This question required an open response. Below is a breakdown of their comments including themes - as well as the number of responses against the theme. There was also a small number of comments that either did not relate to the topic of the question or survey and could not be contributed to any theme.

Unique responses that did not relate to the key themes below included uses the space for pop-up shops and use for a women's shed.

Suggestions which were mentioned more than once were:



Out of the 155 survey participants, only 91 answered this question and 24 did not provide feedback. The following key themes were identified as most important when considering the future use of the hall (see Table below)

The overarching aspiration from the community was to create a welcoming space for community connection, recreation, tourism and activation. Opportunity to use the space for events was also suggested. Key themes and suggestions for use included art gallery, a museum, a café or restaurant, a wine or whisky bar or general community space with links to the heritage of the building with a focus on mothers, young people and children.

Comments included:

Theme	Comment
Use for young people	I would like to see it used as a free space for youth to use in a positive way, somewhere to play board games, free reading space or art”
Events	<ul style="list-style-type: none"> <li>Events such as a weddings, parties, concerts, balls and movie night</li> <li>Add markets, music and entertainment.”</li> </ul>
Mothers and Parenting	<ul style="list-style-type: none"> <li>This could be used as a Mother's room where they feel safe. Feeding their babies or taking their children to the toilet. It could have a rest room where they could just sit for a while or read a story with their children. It would be great to see Mothers and Babies in this building again.</li> <li>This is the old Maryborough baby clinic, it should be more for the kids - celebrate that history.</li> <li>Make it mother oriented, toy library, mother's group</li> <li>Specialist activity-related services such as exercise classes, other health-related workshops and services, art classes, after school care</li> </ul>
Art and culture uses	<ul style="list-style-type: none"> <li>It would make a wonderful new home to the community-based Maryborough Regional Art Society Inc. which is losing its gallery and workshop building in the next two years. It is a City Institution founded in 1947 and should be able to keep contributing to the development of regional art events and artists.</li> <li>As a dedicated space for contemporary art installation practice involving new media and technology.</li> </ul>
Community space	<ul style="list-style-type: none"> <li>The Maryborough Women's Shed</li> <li>“Community meeting rooms - make it low to no cost to hire.</li> <li>Need a free space for community organisations to hire and meet</li> <li>Keep it open to the whole community, do not lease it to one group. Have workshops, meetings, exhibitions, lecture etc in the building.</li> <li>It would be great to see it used a community area for people to meet and do craft, gardening or play cards.</li> <li>Make the baby clinic a recreational facility. Make it free to use - ping pong, billiards, handball, art classes, young and old people to mingle.</li> </ul>
Tourists use	<ul style="list-style-type: none"> <li>Council customer service centre</li> <li>If you turn it into a museum - keep it open on weekends! Same if it's an information centre! Existing museum is ‘rubbish’.</li> </ul>
Commercial use	<ul style="list-style-type: none"> <li>Tea house for high tea</li> <li>Maybe lease it to a commercial business to bring people in - caveat: must open on weekends! Need more entrepreneurs here.</li> <li>Would be great to see this turned into a refreshment business, possibly council run / funded.</li> <li>There is nowhere in the CBD to get an old-fashioned cone ice cream which is paramount if wanting to attract young families to this area.</li> <li>I realise it is heritage listed but should be thoroughly modernised into an art gallery or coffee shop/ social gathering area.</li> <li>Juice bar</li> </ul>



Historical use	Could be used to display old pictures of old Maryborough townships.
Any use better than empty	<ul style="list-style-type: none"> <li>• To be used, don't keep it vacant.</li> <li>• Any use if better than no use.</li> </ul>

Some of the survey participants were not favourable of retaining the former baby clinic (n=6). They indicated there was already enough museums and art galleries in Maryborough and felt renovation costs as well as the cost of leasing the space was prohibitive to future use:

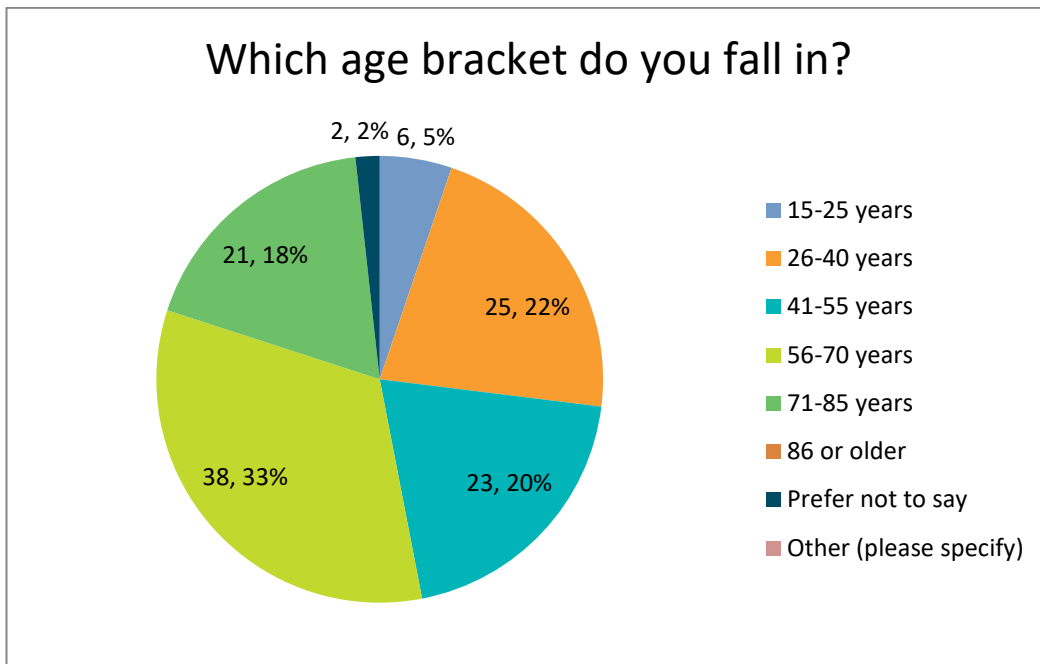
- There are a LOT of heritage listed buildings here that no-one cares about, and this would be one!
- Waste of space prone to possible flooding and constant maintenance
- In a way that is still functional without losing its charm or wearing out its key sections through unwanted foot traffic E.G. not a Museum.
- Free to access space (not paid entry) so that building can be viewed.



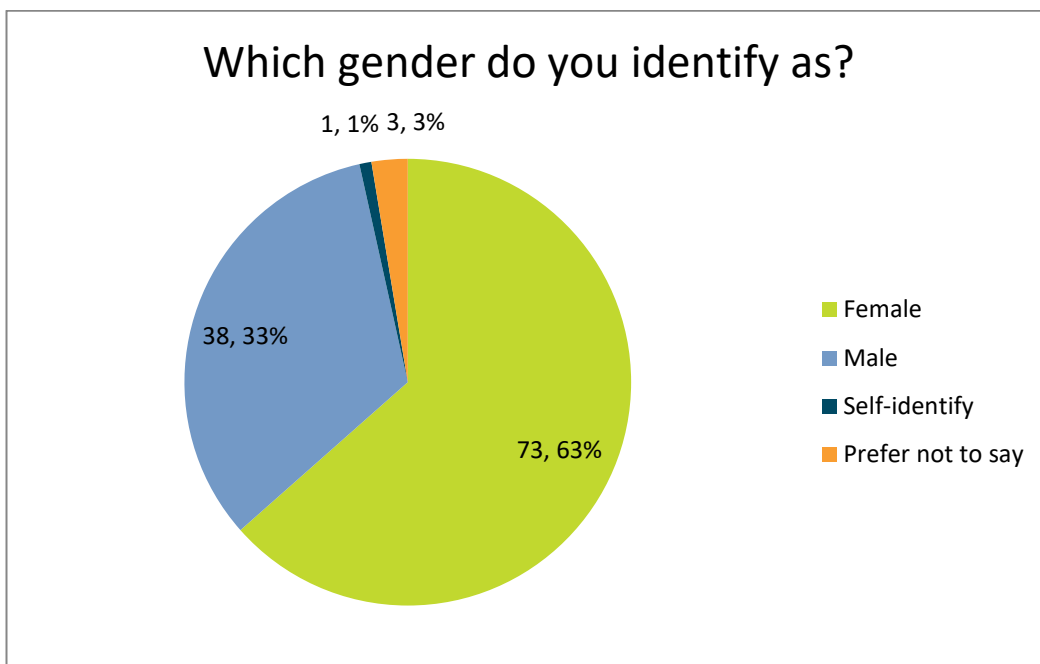


### SECTION 3: ABOUT YOU

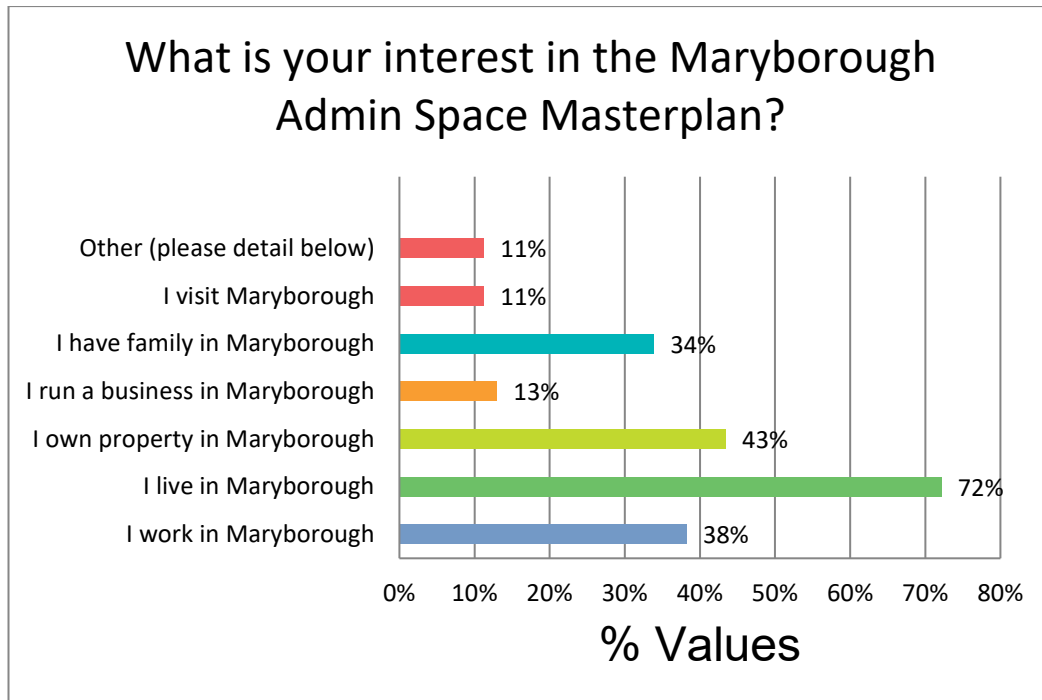
Q1: Which age bracket do you fall into?



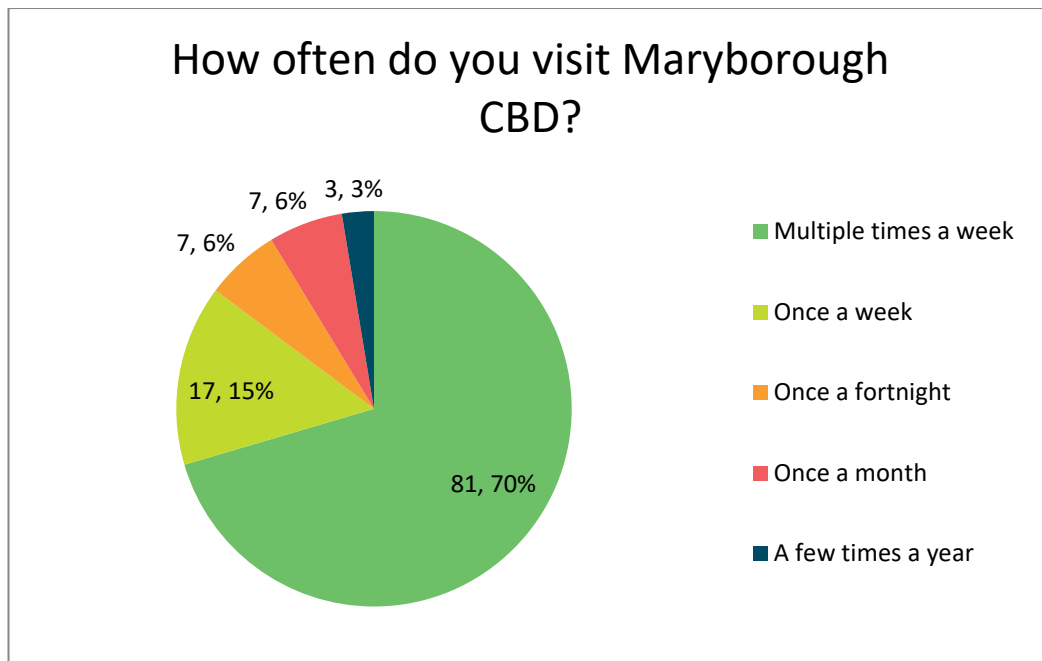
Q2: Which gender do you identify as?



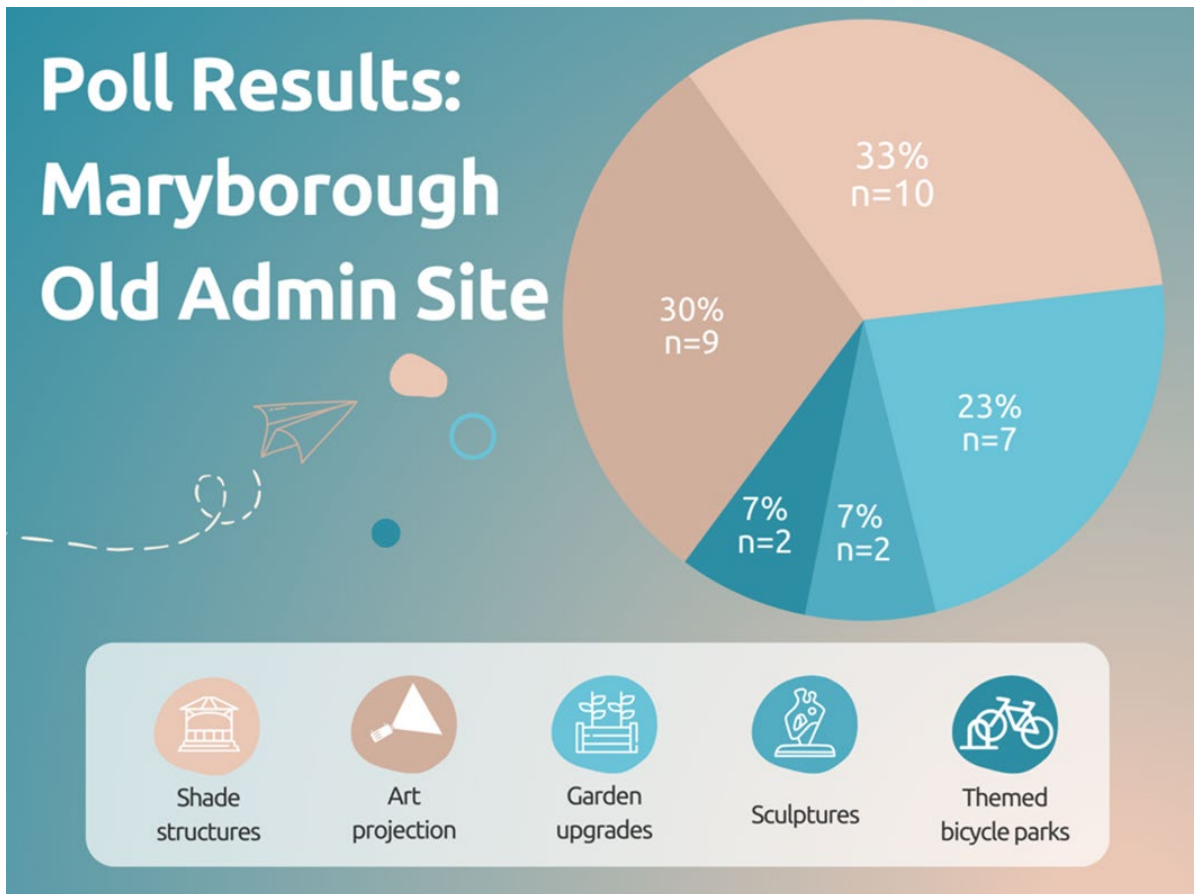
**Q3: What is your interest in the Maryborough Admin Space Masterplan?**



**Q4: How often do you visit the Maryborough CBD?**



### 3.2 POLL RESULTS



Respondents were given the opportunity to ‘vote’ for the feature they liked the most about the draft masterplan. The results are shown above. 30 people participated in the poll.

A sixth option was provided of “lighting”, which no-one chose.

- Shade structure: 33% (n=10)
- Art projection: 30% (n=9)
- Garden upgrades: 23% (n=7)
- Sculptures: 7% (n=2)
- Themed bicycle parks: 7% (n=2)

### 3.3 SUBMISSIONS

#### 3.3.1 Who participated

Five submissions were received by individuals via email and post during the engagement period. One was a re-submission from a submission to Council earlier in the year.

#### Submission Feedback

Below is a summary of the submission responses including comment examples.

Stakeholder	Feedback summary
<b>Community group</b>	<i>Fewer trees and infrastructure, make use of existing sculptures around Maryborough and relocate to here</i>
<b>Resident</b>	<i>Focus on the connection to the town hall. Ensure the crossing leads directly from Town Hall to the green space. Relocate the paved area towards the back, near Woolies. Emphasis on historical nature of the space using murals on the Arts Building wall.</i>



Resident	<i>Similar to Community Group</i>
Resident	<i>Similar to Community Group</i>
Resident	<i>Suggested a link between the Rail Trail and the green space</i>

See [Appendix 7.9](#) for each submission.

### 3.4 MARYBOROUGH MARKETS POP-UP

#### 3.4.1 Who participated

Council staff held a pop-up engagement stall outside Maryborough City Hall during the Maryborough Markets every Thursday during March with hard copies of the draft masterplan and survey forms. Survey results were incorporated into the overall survey results.

During the four weeks of engagement, Council staff spoke to more than 100 people. Engagement staff also doorknocked more than 50 CBD businesses to outline the proposed draft masterplan and encourage them to provide their feedback via Council's Engagement Hub website.



Feedback from the engagement at the markets was incorporated into the overall feedback for the project.



## 4 CONCLUSIONS

There are a number of key overarching messages throughout the engagement period.

- For the draft masterplan, the design features liked the **most** included:
  - Open space, green lawns, parkland
  - Shaded areas, seating
  - Trees, plantings, garden beds
- For the draft masterplan, the design features liked the **least** included:
  - Too much concrete
  - Not enough shade
  - Too many trees
- For the use of the old baby clinic, the preferences were:
  - Community hub, play groups, meeting rooms for hire
  - Arts & culture space, handmade stalls
  - Mother and parenting services
  - Recognise history and character
  - Café, bar, restaurant
- For the use of the old baby clinic, additional feedback included
  - Prevent vandalism
  - Use as a women's shed
  - Use for markets, music space

## 5 FUTURE STEPS

The report will assist Council in the planning for the future of the Maryborough Old Admin Site and finalising the Maryborough Old Admin Site Masterplan.



## 6 ENGAGEMENT EVALUATION OVERVIEW

The following evaluation overview takes into account the engagement from March 2024.

### IAP2 CORE VALUES

**1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.**

This was evident through the community engagement commitments of this project (particularly the community's input early in the process to determine community priorities and wants for the space) as well as Council's overall commitment through Council's Community Engagement Policy and Framework.

**2. Public participation includes the promise that the public's contribution will influence the decision.**

This has been displayed through the community engagement processes and activities, highlighted by the opportunity to include the community's ideas, feedback and concerns from this engagement into the Master Plan design and this report to assist Council in developing and finalising the Maryborough Old Admin Space Master Plan.

**3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.**

The needs and interests of all stakeholders (including Council) were considered during all phases of the project. Analysis was also performed during the planning phase to make sure that all key stakeholders were identified.

**4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.**

This has been highlighted through the process in engaging with key stakeholders and the wider community through all phases of the project.

**5. Public participation seeks input from participants in designing how they participate.**

Council utilised a variety of community engagement activities through the process – including (but not limited to) online engagement, surveys, polls, interactive mapping and stakeholder face-to-face sessions.

**6. Public participation provides participants with the information they need to participate in a meaningful way.**

The community were provided with various pieces of information throughout the engagement to enable them to participate in the process in a meaningful way. For example, for the engagement the community had access to (but not limited to) websites and online feedback opportunities, maps, images, printouts of the draft master plan and posters etc in relation to information about the master planning process.

**7. Public participation communicates to participants how their input affected the decision**

Through this engagement report Council has been able to show the community how their input has been an important part in developing the Maryborough Old Admin Space draft Master Plan. (It is also important to note that the intention is to communicate and partner with the community once Council has made their final decisions regarding the master plan).



# 7 APPENDICES

## 7.1 SURVEY



### MARYBOROUGH OLD ADMIN SPACE MASTERPLAN SURVEY

Community members are invited to have their say on the draft Maryborough Admin Site Masterplan. The survey includes questions about design preferences, accessibility, and additional elements you would like to see in the green space.

Feedback collected from this survey and other engagement activities during the consultation period will be presented to Council to inform the design and next stages of the project.

We are also seeking feedback and input on usage of the Maryborough Baby Clinic.

**The printed survey closes on COB Thursday 28 March.** Late entries will not be accepted. Please see end of questionnaire for ways to submit your completed questionnaire.

#### Section 1 – Your feedback on the draft masterplan design of the green space.



**Q1 Have you read the draft masterplan?**

- Yes
- No (if no, please download the masterplan from the Document Library on this website now)

**Q2 Based on the proposed masterplan, what features you do like the most?**

**Q3 Based on the proposed masterplan, what features you dislike or think could be improved?**





Q4 Do you have any other feedback about the design and use of the space? (Please outline below).

**Section 2 – Use of the former Maryborough baby clinic**

Part of the proposed masterplan includes investigating opportunities to lease the building to a community group or organisation. How would you like to see the building be used?

*Please note, the final use of the building will be subject to a formal lease agreement with Council and will require adherence to appropriate activities as per the buildings heritage management requirements.*

**Section 3: Your information**

Q1 Which age bracket do you fall in? \*

- 15-25 years
- 26-40 years
- 41-55 years
- 56-70 years
- 71-85 years
- 86 or older
- Prefer not to say
- Other (please specify):  
\_\_\_\_\_

Q2 Which gender do you identify as? \*

- Female
- Male
- Self-identify
- Prefer not to say

Q3 A way we can contact you if we need to clarify one of your answers (optional).

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Q4 What is your interest in the Maryborough Admin Space Masterplan? \*

Please select all that are appropriate

- I work in Maryborough
- I live in Maryborough
- I own property in Maryborough
- I run a business in Maryborough
- I have family in Maryborough
- I visit Maryborough
- Other (please detail):  
\_\_\_\_\_  
\_\_\_\_\_



**Q5 How often do you visit Maryborough CBD?**

- Multiple times a week
- Once a week
- Once a fortnight
- Once a month
- A few times per year

- Once a year
- I haven't visited before
- Details for above selection:

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**CONCLUSION:**

Thank you for your valuable time to complete this survey.

To stay informed about any updates to this project, please click on the Follow Project box on the top right of this Maryborough Old Admin Centre Space Masterplan engagement hub page <https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan>

**Further information:**

To stay informed on the projects Fraser Coast Regional Council is conducting community engagement for, please register on the Engagement Hub here: <https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan>

**(For printed versions):**

**How to submit the completed survey:**

It is preferred that you complete the survey online – this reduces data entry time, and increases accuracy.

If you filled a printed version of this survey, please

- send it back by mail to PO Box 1943, Hervey Bay Qld 4655 attn: Maryborough Old Admin Site, or
- deliver it to 77 Tavistock Street, Hervey Bay or 211-213 Adelaide Street, Maryborough.

**Mailed responses will be accepted until COB Thursday 28 March 2024.**

You also have the option to email a written submission to [Community@frasercoast.qld.gov.au](mailto:Community@frasercoast.qld.gov.au).

## 7.2 MAP – MARYBOROUGH OLD ADMIN SPACE MASTERPLAN





### 7.3 ENGAGEMENT HUB (PROJECT WEBPAGE)

**Maryborough Old Admin Site Masterplan**

**Project Overview**

Fraser Coast Regional Council has the opportunity to develop the space on the corner of Kent and Lehnou Streets, where the old Maryborough administration centre stood, for the broader benefit of the community, further revitalising the Maryborough CBD. By incorporating place making principles, Council has the opportunity to transform the vacant lots into an activated, multi-use, open space encouraging community connectedness to the location and the broader Maryborough CBD precinct.

The overarching vision for the site is to create an integrated civic precinct that respects the historical significance of the site while providing a connected, functional and feasible community space for all to enjoy.

*Thank you to everyone who provided feedback for the project. The feedback window is now closed.*

**Project Document Library**

Draft Masterplan Maryborough Old Admin Site

**Image Gallery**

**Project Updates**

**Project Update**

**Consultation now closed**

Thank you for taking the time to provide your feedback. We are now reviewing all the feedback from the community. A report will be considered by Council in the coming months. Please follow this page for project updates.

Category: Project Updates  
Created On: 03 April 2024



## 7.4 POST CARD



### Maryborough Old Admin Site Masterplan

Council invites you to have your say on the Maryborough Old Admin Site Masterplan and potential use of the former Maryborough Baby Clinic.

A draft design has been developed for the green space (on the corner of Kent and Lennox Streets, Maryborough) which includes landscaping, seating, a pergola covered walkway, garden upgrades, and projections on the School of Arts wall.

Let us know what you think and how we can create a great space for the community.

For more information on the Masterplan, or to download a copy, visit the website: [frasercoast.engagementhub.com.au](https://frasercoast.engagementhub.com.au)

**Consultation closes 29 March 2024.**

SCAN QR CODE FOR SURVEY



For information about leasing the former Maryborough Baby Clinic and lodging an Expression of Interest, please contact Council.  
☎ 1300 79 49 29  
✉ [enquiry@frasercoast.qld.gov.au](mailto:enquiry@frasercoast.qld.gov.au)





## 7.5 CORFLUTE SIGNAGE





## 7.6 SOCIAL MEDIA ANALYTICS

### Facebook Insights

Fraser Coast Regional Council  
Published by Dan Fraser Coast · 4 March · 🌐

**HAVE YOUR SAY:** What do you think of the design for the Maryborough CBD's newest community space?

A draft masterplan has been developed for the site of the old Council administration building at 431 Kent Street. It includes landscaping, seating, a pergola covered walkway, garden upgrades, and projections on the School of Arts wall.

To view the draft masterplan and take an online survey, visit: [bit.ly/mary-admin-site](http://bit.ly/mary-admin-site) before the survey closes on Monday 1 April.

Council officers will also be available outside City Hall during the Maryborough Markets on Thursdays throughout March with hard copies of the draft masterplan and survey forms.

We are also now seeking expressions of interest to lease the former Maryborough Baby Clinic next to the green space.

For more information and to lodge an EOI, please contact us on 📞 1300 79 49 29 or ✉️ [enquiry@frasercoast.qld.gov.au](mailto:enquiry@frasercoast.qld.gov.au)

**Maryborough Old Admin Site Masterplan**

FRASERCOAST.ENGAGEMENTHUB.COM.AU  
Engagement Hub Platform

See insights and ads [Boost again](#)

👍❤️👎 108      55 comments    📢 shares

**HAVE YOUR SAY:** What do you think of the design for the Maryborough CBD's newest community space? A...

Published by Dan Fraser Coast · 4 March · 🌐

**i** Some insights are only available when the total is at least 100.

Post impressions <b>i</b>	Post reach <b>i</b>	Engagement <b>i</b>
<b>35,438</b>	<b>14,935</b>	<b>1,740</b>

**Interactions** **i**

👍	❤️	😂	😱	😞	😡
107	10	1	0	1	2

😊 Reactions	119
💬 Comments	61
🖱️ Link clicks	361
➡️ Shares	11



**Fraser Coast Regional Council**  
Published by Stella Evans · 24 January · 🌐

👉 Plans to reinvigorate the Maryborough CBD space have been revealed! 🌟

🎬🗺️ A movie screening and display wall, pathways, pergolas, shade trees, concrete and wooden benches, and sculptural bicycle racks are among the initiatives proposed in a draft masterplan for the Kent Street green space and former Maryborough Baby Clinic.

At its meeting today, Council endorsed the draft masterplan to go out for community engagement, with a further report to come back to Council following that process.

The two parcels of land are located in the Maryborough CBD opposite City Hall and close to the Adelaide Street markets, Queens Park and a range of historic buildings. The former Maryborough Baby Clinic is a historically significant building and both this building and the undeveloped land beside it provide a fantastic opportunity to create a vibrant community space.

👉 Stay tuned for the formal community consultation process on the draft plan, launching in the coming weeks!

👉 Read more here: <https://www.frasercoast.qld.gov.au/.../plan-to-...>

👉 A copy of the draft master plan is available on Council's website at <https://www.frasercoast.qld.gov.au/publications>



See insights and ads Boost post

👍❤️ 71 24 comments 5 shares

🌟 Plans to reinvigorate the Maryborough CBD space have been revealed! 🌟🗺️🎬🌳🚲 A movie screening an...

Published by Stella Evans · 24 January · 🌐

**Some insights are only available when the total is at least 100.**

Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>7,636</b>	<b>6,749</b>	<b>1,015</b>

**Interactions** ⓘ

👍	❤️	😄	😱	😓	😡
61	9	3	0	1	0

- 😊 Reactions 74

---

- 💬 Comments 24

---

- 🖱️ Link clicks 13

---

- ➦ Shares 5

---

- 🖱️ Other clicks 493

**Fraser Coast Regional Council**  
Published by Jaclyn Kiorgaard · 14 March at 07:30 · 🌐

📢 **\*\*Calling all businesses and community groups interested in leasing the former Maryborough Baby Clinic on Kent Street\*\*** 📢

📄 The formal Expression of Interest (EOI) process is open now until 18 April 2024, with more info available here [bit.ly/baby-clinic-eoi](https://bit.ly/baby-clinic-eoi).

🏠 A piece of our heritage, the former Maryborough Baby Clinic has been serving the community since 1924 until its closure in the 1990s. It was bought by Council in 2020 and was listed on the Queensland State Heritage Register that year. It is currently vacant and requires interior remediation.

👁️ **\*\*Site Inspections\*\***: Interested parties are invited to inspect the building on:  
- Thursday, 21 March, from 10am to 11am  
- Thursday, 28 March, from 10am to 11am

📌 Note: Attending a site inspection is a mandatory step in the EOI process.

🗣️ We're also seeking community input on the draft master plan for the former Council building site next to the former Baby Clinic.

🔗 Check out the draft designs for this space and complete the online survey by 1 April: [bit.ly/mary-admin-site](https://bit.ly/mary-admin-site)



See insights and ads

Boost post

👍 57

50 comments · 13 shares

**\*\*Calling all businesses and community groups interested in leasing the former Maryborough Baby Cli...**

Published by Jaclyn Kiorgaard · 14 March at 07:30 · 🌐

Some insights are only available when the total is at least 100.

Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>11,941</b>	<b>11,631</b>	<b>930</b>

**Interactions** ⓘ

👍	👉	😄	😱	😭	😡	
62	2	1	0	0	0	
Reactions						65
Comments						55
Photo views						114
Link clicks						37
Shares						13
Other clicks						646

**Fraser Coast Regional Council**  
Published by Jaclyn Kiorgaard · 21 March at 07:05 · 🌐

🗣️ Have you had a say on the draft design for the Maryborough CBD's newest community space?

📄 We want your feedback on the draft master plan for the former Council building site across from City Hall. 📄

👁️ If you're heading to the Maryborough Markets today or next Thursday, stop by our stall on Town Hall Green. You can check out large-scale drafts of the design, and share your thoughts via a quick survey.

🌐 You can also visit Council's Engagement Hub website and do the survey online at any time - [bit.ly/mary-admin-site](https://bit.ly/mary-admin-site)

📅 But be quick! Paper surveys must be in by Thursday 28 March and online feedback is due by Monday 1 April.



See insights and ads

Boost post

👍 35

2 comments · 9 shares

**Have you had a say on the draft design for the Maryborough CBD's newest community space? We...**

Published by Jaclyn Kiorgaard · 21 March at 07:05 · 🌐

Some insights are only available when the total is at least 100.

Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>8,512</b>	<b>7,884</b>	<b>428</b>

**Interactions** ⓘ

👍	👉	😄	😱	😭	😡	
53	6	2	0	0	0	
Reactions						59
Comments						11
Link clicks						4
Shares						9
Other clicks						141





## 7.7 COUNCIL NEWSLETTER ANALYTICS

### eNewsletter Insights

From: Fraser Coast Regional Council  
<FraserCoastWeekly@frasercoast.qld.gov.au>  
Subject: Fraser Coast Council Weekly | ISSUE #03 | 2024

#### TOP STORIES OUR LATEST NEWS



Australia Day Award recipients  
22 January 2024



Plan for Maryborough CBD space  
24 January 2024

<https://www.frasercoast.qld.gov.au/news/article/1997/plan-to-reinvigorate...>

293

From: Fraser Coast Regional Council  
<FraserCoastWeekly@frasercoast.qld.gov.au>  
Subject: Fraser Coast Council Weekly | ISSUE #09 | 2024

#### TOP STORIES OUR LATEST NEWS



Have your say on CBD space  
4th March 2024



Rose Gardens revamp underway  
4th March 2024

<https://www.frasercoast.qld.gov.au/news/article/2025/have-your-say-on-d...>

206



From: Fraser Coast Regional Council  
<FraserCoastWeekly@frasercoast.qld.gov.au>  
Subject: Fraser Coast Council Weekly | ISSUE #11 | 2024

### JOIN THE COMMUNITY HAVE YOUR SAY AND GET INVOLVED



**Design a Bookmark competition**  
WIN A \$50 VOUCHER!  
Entries close Thursday 28 March  
[READ MORE >](#)

**Maryborough Old Admin Site**  
VIEW THE DRAFT MASTERPLAN  
Take the survey now  
[READ MORE >](#)



**Maryborough**  
Old Admin Site Masterplan

<https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan>

87

From: Fraser Coast Regional Council  
<FraserCoastWeekly@frasercoast.qld.gov.au>  
Subject: Fraser Coast Council Weekly | ISSUE #10 | 2024

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To view this email as a web page, go [here](#)



## COUNCIL WEEKLY



**Maryborough**  
Old Admin Site Masterplan

**HAVE YOUR SAY**  
[frasercoast.engagementhub.com.au](https://frasercoast.engagementhub.com.au)

<https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan>

213



From: Fraser Coast Regional Council  
<FraserCoastWeekly@frasercoast.qld.gov.au>  
Subject: Fraser Coast Council Weekly | ISSUE #12 | 2024

## JOIN THE COMMUNITY HAVE YOUR SAY AND GET INVOLVED



**Design a Bookmark competition**  
WIN A \$50 VOUCHER!  
Entries close Thursday 28 March  
[READ MORE »](#)

**Maryborough Old Admin Site**  
VIEW THE DRAFT MASTERPLAN  
Take the survey by 1 April  
[READ MORE »](#)



<https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan>

77

## 7.8 EXAMPLE MEDIA COVERAGE

Maryborough Old Admin

News > Queensland > Fraser Coast

### Kent Street green space in Maryborough to be redeveloped

Maryborough's old council admin site in the CBD will be redeveloped into a stunning community space able to withstand the ravages of flooding.

Carlie Walker

3 min read January 24, 2024 - 1:03PM

Chronicle



A look at what Maryborough's green space in Kent St could look like if a draft masterplan goes ahead.

A new draft masterplan for the [green space](#) where Maryborough's council administration building once stood has been revealed - and the public has been invited to weigh in on the future of the city's former baby clinic.

A movie screening and display wall, pathways, pergolas, shade trees, concrete and wooden benches and sculptural bicycle racks are among the initiatives proposed in a draft masterplan for the Kent Street green space.

The [baby clinic building is currently vacant](#) with an estimated \$500,000 in interior remediation work required to make the building suitable for public activation.



It comes after the council decided it would not rebuild its administration centre in the flood zone, opting instead to retain the green space created by the [demolition of the building in 2020](#).

At its meeting on Wednesday, January 24, Fraser Coast Regional Council endorsed the draft masterplan to go out for community engagement, with a further report to come back to council following that process.

Mayor George Seymour said the two parcels of land were strategically located in the CBD opposite City Hall and close to the Adelaide Street markets, Queens Park and a range of historic buildings.

"The former Maryborough Baby Clinic is a historically significant building and both this building and the undeveloped land beside it provide a fantastic opportunity to create a vibrant community space," he said.

"The draft master plan has been developed based on community feedback received so far and is intended to guide the future design and development of the old Maryborough administration building site that is now green space.

"The overarching vision is to create an integrated civic precinct that respects the historical significance of the site while also providing an inviting, connected, functional and flexible community space."



A look at what Maryborough's green space in Kent St could look like if a draft masterplan goes ahead.

Councillor Daniel Sanderson said a formal community consultation process on the draft plan would start in the coming weeks, and he encouraged everyone interested in the space to have their say.

"There are a range of interesting ideas put forward in the draft master plan including using the exposed brick wall on the School of Arts building as a movie screening wall or large projection surface," he said.

"Custom-designed pergolas are proposed over sections of a walkway to provide protection from the weather, and this would be supplemented with the planting of native vines and shade trees such as Maryborough's iconic tree – the scarlet bottlebrush.



"There are also proposals for art and sculpture within the site to reflect the history and importance of the space and surrounding buildings.

"Recognition of the former baby clinic could be displayed through a statue of a nurse, mother and baby while sculptural bicycle racks could also be included.

### Fraser Coast

Don't miss out on the headlines from Fraser Coast. Followed categories will be added to My News.

Follow



The vacant green space in Kent St.

"Council is keen to create connected, inclusive communities and spaces and that's what this draft masterplan seeks to achieve."

Councillor Paul Truscott said expressions of interest would formally be sought for the lease of the former Baby Clinic site.

**Fraser Coast**

Don't miss out on the headlines from Fraser Coast. Followed categories will be added to My News.

Follow

"The Maryborough Arts Society has already shown some interest in using the site as an exhibition space and there will soon be a formal process to lease the site," he said.

"Council thanks everyone who has provided feedback and input to allow the draft masterplan to be prepared.

"There has been a lot of work carried out in recent years to revitalise the Maryborough CBD and this new masterplan provides an opportunity to build on that good work to ensure the area is an active and attractive area.



A look at what Maryborough's green space in Kent St could look like if a draft masterplan goes ahead.

**Fraser Coast**

Don't miss out on the headlines from Fraser Coast. Followed categories will be added to My News.

Follow

"We look forward to a further report coming to council following the EOI process for the former baby clinic site and the formal community engagement on the draft masterplan."

The Mayor and councillors thanked everyone who had provided feedback and input to allow the draft masterplan to be prepared, particularly the Mary Inc. group, for their efforts to create discussion and generate ideas.

The green space was created after an independent engineering report found that the former Fraser Coast Regional Council building at 431 Kent St had reached the end of its working life and had to be demolished.

The former Maryborough Baby Clinic was built in 1924 and served the community until its closure in the 1990s.

It was bought by council in 2020 and listed on the Queensland State Heritage Register that year.

## Mary Inc slams Fraser Coast council draft design for CBD green space

Mary Inc is far from impressed with the council's draft design for redevelopment of the Maryborough CBD's famous "green space" in Kent Street.

Staff Reporter

2 min read March 8, 2024 - 3:50AM **Chronicle**

9 comments



Too much concrete, too modern and not enough "green" or "space" - that is the response to the initial draft design for the development of the small park opposite City Hall in Kent Street, from Maryborough's Mary Inc.

"Too much concrete, too modern and not enough green or space" - that is the response to the initial draft design for the development of the small park opposite City Hall in Kent Street, from Maryborough's Mary Inc.

The not-for-profit-organisation's vice-president and CityScape leader Nancy Bates said the Fraser Coast Regional Council move to develop the site was welcome but the initial design was not sympathetic to the heritage heart nor in line with the desire of the people who signed a record petition to keep the "green space".



"Mary Inc. was heavily involved in saving the green space as an open area and preserving the picturesque view of the City Hall," Ms Bates said.

"The plan has some good points, including a shared walkway across Kent Street that will help link the town hall green on one side of the City Hall and memorial lawn on the other.



Too much concrete, too modern and not enough "green" or "space" - that is the response to the initial draft design for the development of the small park opposite City Hall in Kent Street, from Maryborough's Mary Inc.

"However, we urge citizens who fought to save the area from having a modern building on it, blocking the views, to take a close look at the new design and see if it fits their vision.

"We feel there needs to be feedback to suggest we should retain both the 'green' and the 'space' by amending a council plan to concrete over much of the area."

[Anne Miller put Mary Poppins on the map for Maryborough](#)

Ms Bates said Mary Inc. had submitted a feedback report based on comments from dozens of residents who responded to a campaign to seek suggestions about how the green space should be developed.

"Many of those ideas are reflected in the report that accompanied the masterplan but not in the actual design," she said.

"The design only in part synchronises with Mary Inc.'s initial report based on the community feedback.



Too much concrete, too modern and not enough "green" or "space" - that is the response to the initial draft design for the development of the small park opposite City Hall in Kent Street, from Maryborough's Mary Inc.

### Police & Courts

Don't miss out on the headlines from Police & Courts. Followed categories will be added to My News.

Follow

"That had an interesting mix of sculpture, heritage seating and umbrella shade structures that would not block the views and would keeping the sense of green space.

"Much hesitation is felt about the amount of concrete and modern style of design. The use of trees is also concerning as wrong placement could destroy the core reason for the community campaign – preservation of the views and open green space.

"The council's formal feedback process has now started. Mary Inc. has already submitted a written response.

"We are eager to see the development of the green space reach its potential to become an iconic quarter in the city, one that attracts tourists and residents alike as a gathering place, a popular pedestrian thoroughfare and a restful, cultural experience.

The draft masterplan for development of the Maryborough Old Admin Site can be viewed at <https://www.frasercoast.qld.gov.au/downloads/file/5051/maryborough-old-admin-site-masterplan> .

The council has also created an online feedback portal at <https://frasercoast.engagementhub.com.au/mb-admin-site-masterplan> .

Ms Bates said she hoped people would go online to put forward their views or attend the information kiosks outside the City Hall at market days during March.

Another feedback kiosk will be at Schultz Park, Tinana, from 3-4.30pm on Wednesday, March 20. The kiosks will have hard copy feedback forms for those who do not wish to use the online portal.

### Police & Courts

Don't miss out on the headlines from Police & Courts. Followed categories will be added to My News.

Follow



Too much concrete, too modern and not enough "green" or "space" - that is the response to the initial draft design for the development of the small park opposite City Hall in Kent Street, from Maryborough's Mary Inc.

"We hope people will help us create something that becomes a signature landmark in Maryborough by adding their thoughts to the feedback process," she said.

"The council is also inviting citizens to comment on the future use of the former baby clinic, where expressions of interest are being sought.

"The Maryborough Regional Art Society is keen to set up its gallery there. The Maryborough historical society is also keen to link to the green space with access to the back of the School of Arts building. Mary Inc. favours both proposals."





## 7.9 SUBMISSIONS

These have been included in a separate report to maintain confidentiality.