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Consultation Summary Report Barcaldine Regional Council

Gordon Street Master Plan (Aramac)

May 2026



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1.0 Executive Summary

This report accompanies the Gordon Street Master Plan, prepared for Barcaldine Regional Council, and documents the community and stakeholder engagement undertaken to inform its development. It summarises engagement activities, the key themes that emerged, the feedback received and most importantly, how that feedback has shaped the design directions adopted in the Final Master Plan.

1.1 Engagement Snapshot

Indicator	Result	Source
Stakeholder Group (Round 1)	19 community members	25 Feb 2026, Aramac Bowls Club
Stakeholder & technical interviews	30+ individuals across Council, business, schools, emergency services, TMR and Ergon	Feb – Mar 2026
Online community survey	Distributed via Council, school newsletter and social media (59 responses received)	Feb–Mar 2026
Stakeholder Group (Round 2)	Stakeholder meeting and open community BBQ presentation (approx. 40 community members), Meeting with school students (9 Students)	25 Mar 2026, Aramac Bowls Club
Stakeholder Group (Round 3)	Stakeholder meeting (online)	29 April 2026, online
Councillor Workshop	Barcaldine Regional Council Meeting to present Draft Master Plan	6 May 2026

1.2 Top Five Community Priorities

- Replacement of footpaths and resurfacing of Gordon Street.
- More shade created through trees and shade structures.
- Retention of the existing wide street and on-street parking.
- Improved lighting and visual amenity in the main street.
- Storytelling, heritage and identity, including the White Bull and pastoral history.

1.3 Overall Sentiment

Feedback through all three rounds was strongly supportive of preparing a Master Plan for Gordon Street. Participants understood the works will be staged and prioritised over time and were broadly aligned on the priority of footpaths, road resurfacing, shade and lighting.

The single strongest concern raised was that the existing wide street should not be narrowed; this has been respected in the Final Master Plan, which retains the existing 7.0–7.5 m movement lanes and current kerb alignments.

1.4 Key Design Responses

- New 2.5 m footpaths along the full length of Gordon Street between Lodge Street and Burt Street.
- Median planting refresh and additional shade trees within parking-lane build-outs.
- Pergolas, water feature and raised pedestrian crossings to create cooler, safer gathering spaces, whilst retaining the existing lane widths.
- Two raised pedestrian crossings are proposed as a direct response to the "slow the traffic" and pedestrian-safety feedback. One at the Heart (White Bull / Hotel / supermarket connection, with



water feature and pergola), and one at Porter Street to serve the school's desire line. Both double as visual cues to slow vehicles.

- Heritage and storytelling interpretation woven through stamped paving, signage and the White Bull Discovery Trail.
- Coordinated treatment of the ANZAC War Memorial precinct in line with the Department of Transport and Main Roads (TMR) roundabout proposal.
- Aramac Memorial Park activation to include BBQ/picnic shelters, public toilets, new play equipment, sympathetic fencing, improved paths and signage, plus better entry points onto Gordon Street.
- The Heart (Burt Street end) lighting fix is a *priority*, not a nice-to-have, because median lighting does not extend along the entirety of Gordon Street.
- Smart streets layer was not directly identified by the community but emerged through engagement (Grey Nomads, students, tourism) and is proposed to include free WiFi, electric vehicle charging stations, smart furniture with device charging, bike parking for e-bikes and future-proofing conduits under footpaths.
- Lighter-Quicker-Cheaper (LQC) / Living Lab approach is a design philosophy response to test an idea or initiative before committing. Initiatives could include outdoor living rooms, dog park, movable bollards and temporary structures so the community sees momentum before capital commitment.
- Cool/water response is an opportunity identified to be incorporated in addition to shade trees, with the artesian water story reflected in a small shallow water feature at the 'heart' of Gordon Street, which responds to both cooling concerns and heritage storytelling.



2.0 Introduction

2.1 Purpose of Report

This Consultation Summary Report has been prepared by Wall Planning Group on behalf of Barcaldine Regional Council to accompany the Gordon Street Master Plan. It provides a transparent record of the engagement undertaken throughout the project and documents:

- The engagement methodology and activities.
- The key themes and priorities raised by the community and stakeholders.
- How that feedback has been considered and reflected in the Final Master Plan.

The report has been prepared in accordance with the Stakeholder Engagement Plan endorsed by Council in December 2025 and supports Council's consideration of the Final Master Plan for endorsement.

2.2 Project Overview

Gordon Street is the main commercial corridor in Aramac and the heart of the town centre. With future works needed for footpath and road renewals, Barcaldine Regional Council identified an opportunity to develop a coordinated, long-term Master Plan to guide future decision-making and infrastructure investment.

Wall Planning Group was commissioned by Barcaldine Regional Council to undertake community engagement and prepare a concept-level Master Plan for the revitalisation of Gordon Street.

The intended outcomes of the Master Plan are to:

- Provide a strong place-based framework that reflects Aramac's identity, character and opportunities.
- Improve pedestrian safety and amenity.
- Embed all-abilities access in concept solutions.
- Use practical streetscape and landscape approaches Council can maintain.
- Support tourism outcomes and town activation.
- Provide implementation staging and cost ranges to support funding and delivery.

2.3 Consultation Objectives

Engagement was structured to deliver four objectives drawn from the endorsed Stakeholder Engagement Plan:


- Balance the practical needs of Council – design feasibility, maintenance and lifecycle cost – with the aspirations of the Aramac community and local businesses.
- Gather local knowledge and lived experience to inform the preparation of the Master Plan.
- Build consensus and shared ownership of the Master Plan before its presentation to Council.
- Create a transparent and collaborative process with genuine community input at key decision points.



3.0 Consultation Methodology

3.1 Engagement Approach

Engagement was designed to demonstrate procedural integrity, transparency and early relationship-building with the Aramac community and Barcaldine Regional Council. It was undertaken in accordance with community-centred principles and aligned with the IAP2 Public Participation Spectrum at the Consult level for the broader community, and at the Collaborate level for the Stakeholder Engagement Group. The IAP2 engagement spectrum is included in Figure 1 below.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1: IAP2 Engagement Spectrum

Three principles underpinned the approach:

- **Inclusive** – opportunities for participation were offered through in-person, written and digital channels so that residents, business owners, school students, visitors and harder-to-reach groups could contribute.
- **Accessible** – sessions were held in familiar local venues (Aramac Bowls Club, Council Chambers) and supported by a community BBQ, fact sheets and visual boards.
- **Community-centred** – engagement was facilitated by an Independent Facilitator, with Council staff in an observer capacity, and was designed to listen first before testing concepts.



3.2 Engagement Activities

Engagement was undertaken in three structured rounds, supplemented by targeted technical and stakeholder consultation:

Activity	Date	Location / Platform	Participants	Purpose
Walking audit and site observation	24–26 Feb 2026	Gordon Street, Aramac	Project team	Baseline observation
Technical briefings – Council staff	25 Feb 2026	Council Chambers	CEO, 3 Councillors, Engineering and Corporate Services	Constraints and priorities
Stakeholder Engagement Group meeting (Round 1)	25 Feb 2026	Aramac Bowls Club	Stakeholder Engagement Group	Listening / priority capture Initial Ideas and concerns
Tourism briefing	26 Feb 2026	Aramac	Customer Service / Tourism Officer	Tourism context
TMR consultation – War Memorial roundabout	27 Feb & 26 Mar 2026	Phone / Barcaldine office	TMR Regional Office	Network alignment
Ergon Energy – overhead powerlines	26–27 Feb 2026	Phone / email	Ergon Energy	Asset coordination
Online community survey	28 Feb – 26 Mar 2026	SurveyMonkey	Open invitation	Broader reach
Aramac State School – student council	25 Mar 2026	Aramac State School	Principal & student council	Youth voice
BRC office staff briefing on draft	25 Mar 2026	Council Chambers	Council staff	Internal alignment
Round 2 stakeholder meeting	25 Mar 2026	Aramac	Stakeholder Engagement Group	Test draft concepts
Round 2 community open session + BBQ	25 Mar 2026	Aramac	Open public	Present draft Master Plan
Round 3 stakeholder meeting	29 April 2026	Online	Stakeholder Engagement Group	Present draft Master Plan
Councillor Workshop	6 May 2026	Barcaldine Regional Council	Mayor, Councillors, CEO and Council representatives	Present draft Master Plan

3.3 Participation Summary

Across three engagement rounds, the project team engaged directly with multiple stakeholders and members of the community. Participation included:

- Council CEO, three Councillors and senior corporate, engineering and tourism staff.
- Aramac Community Development Association (ACDA) representatives.
- Local business owners (Hotel, Cut Price Store, Post Office, Cafe and Thrift Shop).
- Aramac State School Principal and student council.
- Emergency services – Police, Fire and Ambulance Committee.
- Health services – Primary Health Worker.



- State agencies – Department of Transport and Main Roads (TMR) and Ergon Energy.
- Long-term residents and concerned community members, including a local plant specialist.
- Stakeholder Engagement Group, set up by Barcaldine Regional Council in accordance with the Terms of Reference (dated October 2025). The membership composition included:
 - Councillor Chair (appointed by Council)
 - Independent facilitator (appointed by Council)
 - Up to six representatives of Gordon Street businesses
 - Two representatives of the ACDA, who will represent the interests of the wider community
 - Observers, including: Council staff, such as the works and community representatives, providing technical and operational advice
- Community survey garnered 59 responses, distributed via Council channels.

Although Aramac is a small community of approximately 350 people, this represents a meaningful cross-section of the town and the people who use Gordon Street day to day.



4.0 Key Themes

Feedback was synthesised into seven strategic themes. These themes are drawn directly from what the community and stakeholders said in workshops, drop-ins, the survey and one-on-one conversations. They are the same themes that frame the Final Master Plan.

4.1 Theme 1: Heat, Shade and Streetscape Amenity

What we heard

- *“The street is just too hot – we need more shade.”*
- The main street is very hot, exposed and lacks effective shade.
- Existing garden beds appear dated and parts of the street feel visually tired.
- Strong desire for more trees, greenery, colour and shade structures.
- Park (Aramac Memorial Park) needs attention with shade, seating and pathways.

Why it matters

Aramac regularly experiences summer temperatures over 40°C (average 32°C in January). Shade is critical for pedestrian comfort and dwell time, and directly affects whether locals and visitors choose to spend time in the main street.

Level of support

High – raised consistently across all three rounds and by all stakeholder groups.

4.2 Theme 2: Pedestrian Comfort, Footpaths and Safety

What we heard

- Footpaths are in poor and inconsistent condition with cracking, lifting and missing pram ramps.
- Support for wider, safer footpaths along the full length of Gordon Street.
- Need for safer pedestrian crossings, particularly for school children and older residents.
- Concerns about vehicle speeds in the wide movement lanes.
- All-abilities and disability access required.

Why it matters

Pedestrian comfort is the foundation of a successful main street. Safe, comfortable footpaths and crossings allow residents and visitors to move easily between businesses, the school, the park, the hotel and the supermarket.

Level of support

High – identified as the single most consistent priority across community, school and Council staff.

4.3 Theme 3: Retention of the Wide Street, Parking and Practicality

What we heard

- *“Don’t narrow the street.”*
- Strong opposition to narrowing the existing 7.0–7.5 m movement lanes.



- Existing on-street parking layout (parallel, median and angle) should be retained.
- Wide street needs to continue to function as an event space.
- Need to accommodate caravans, road trains and other large vehicles travelling through.

Why it matters

The width of Gordon Street is part of Aramac’s identity and supports the town’s role as an event space and a service stop on regional travel routes. Compromising lane widths would affect both heavy vehicle movement and the community’s sense of place.

Level of support

High – raised explicitly and repeatedly by the Stakeholder Engagement Group, the ACDA and the local plant specialist.

4.4 Theme 4: Heritage, Identity and Storytelling

What we heard

- Strong desire to “keep our uniqueness”, ensure the outcomes are not too modern.
- Heritage buildings (former Bank of NSW, Post Office, ANZAC Memorial) and the White Bull statue should be celebrated.
- Inclusion of history, such as Harry Redford / Captain Starlight, pastoral heritage, artesian water.
- Repeating themes of design and colour to create a cohesive street.
- Signage, artwork or “Instagrammable” places that promote the town.

Why it matters

Aramac’s heritage is its competitive advantage as a tourism destination and the foundation of community pride. Storytelling makes the street emotionally engaging for visitors and reinforces ownership for locals.

Level of support

High – strongly endorsed by ACDA, business owners and the tourism officer.

4.5 Theme 5: Activation, Gathering and Events

What we heard

- Need for places to meet, sit and linger.
- Cafe / outdoor dining opportunities to spill onto the street.
- Better treatment of the White Bull area to “delineate pub space”.
- Open space, evening lighting and a more inviting feel after dark.
- Annual events and rotating activations to keep the street fresh.

Why it matters

Activation transforms infrastructure investment into ongoing community and economic value. Even small, regularly programmed activations can change perception of the street and encourage businesses to extend trading hours.



Level of support

Moderate–High, supported by Council, ACDA and businesses; less prominent in the survey but consistent in workshops.

4.6 Theme 6: Vacant Lots, Tired Shopfronts and Visual Amenity

What we heard

- Vacant lots and unkept buildings detract from the street.
- Encourage business owners to update facades.
- The Post Office end of the street feels empty.
- Need for cohesive visual treatment so the street “feels finished”.

Why it matters

Vacant lots and poor facades are both cause and symptom of a tired main street. They deter investment, reduce dwell time and undermine the quality of the public realm. Council intervention in the public realm can encourage private reinvestment.

Level of support

Moderate – clearly raised but acknowledged as outside Council’s direct control.

4.7 Theme 7: Lighting, Powerlines and Infrastructure Practicality

What we heard

- Better main street lighting is necessary, particularly at the western end.
- Strong aspiration to underground the central powerlines.
- Recognition that undergrounding is expensive and may need staging.
- Resurfacing of Gordon Street is a priority alongside footpaths.
- Drainage and street surface condition need addressing.
- Concerns about ongoing maintenance and lifecycle cost.

Why it matters

Infrastructure is the practical backbone of the Master Plan. Without resolving the road, footpaths, lighting and drainage, place-making interventions will not perform. The community demonstrated a sophisticated understanding of staging and trade-offs.

Level of support

High on basics (footpaths, road, lighting); aspirational on undergrounding power.



5.0 Detailed Community Feedback

5.1 Round 1 Drop-in (25 February 2026)

Round 1 was undertaken at the Aramac Bowls Club on 25 February 2026, comprising a Stakeholder Engagement Group meeting followed by an open community drop-in session in the Harry Redford Room. Approximately 19 community members attended the drop-in.

Participants were broadly supportive of preparing a Master Plan, understood that delivery would be staged, and were aligned on footpaths and road resurfacing as the immediate priorities.

Recurring observations included:

- Footpaths, street surface and gutters are in poor condition.
- The street is arid and hot, with no shade and limited seating.
- Better signage and pedestrian provisions are required.
- Vacant lots and tired shopfronts detract from the street.
- The street width must not be narrowed.
- Parking provision must be maintained.
- Underground power is desired but understood to be expensive.
- Better lighting in the main street is necessary.

Photos and the ideas wall from the Round 1 community session at the Aramac Bowls Club are provided in Figure 2 and Figure 3 below.





Figure 2: Round 1 community and stakeholder session, Aramac Bowls Club, 25 February 2026

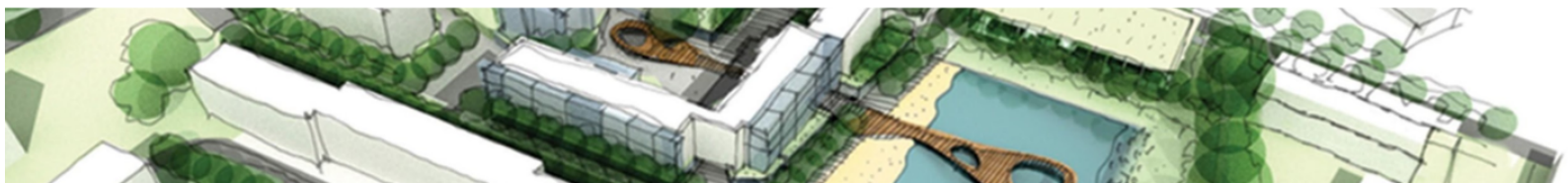




Figure 3: Round 1 community priorities recorded on the aerial plan (Lodge Street to Porter Street)

5.2 Round 2 Engagement (25 March 2026)

Round 2 was undertaken as a draft validation and refinement phase, designed to test the draft Master Plan against the priorities identified in Round 1 and to surface refinements before finalisation. Engagement was structured across two days through a sequence of Council, stakeholder, community, specialist and youth sessions. A total of 73 participants were consulted across the round. Activities comprised:



- Barcaldine Regional Council – internal review and technical feedback sessions on the draft plan (24 March, Council Boardroom, Aramac; 2 participants);
- Councillor briefing and a Council staff working session (25 March, Council Boardroom; 2 Councillors and 6 staff);
- Community member session, including a street walk and garden tour of local tree species (25 March; 1 participant);
- Stakeholder Group meeting at the Aramac Bowls Club (25 March; 13 participants);
- Community Consultation Session at the Harry Redford Room, Aramac Bowls Club, incorporating a BBQ to encourage attendance and informal conversation (25 March; approximately 40 participants); and
- Student Council session at Aramac State School (25 March; 9 students).

Participants across all sessions endorsed the overall direction of the draft Master Plan and indicated that refinements, rather than fundamental redesign, were sought. Themes carried over consistently from Round 1, with shade and greenery, footpaths, traffic calming and street activation remaining the strongest community priorities. Tone across the round was constructive and solutions-focused, with strong local knowledge evident and good geographic representation from across the Aramac township.

Levels of support recorded during Round 2 were:

- *Very High* – streetscape design and amenity; activation and community use; Council technical alignment;
- *High* – overall draft plan direction; trees, landscaping and environment (including the value of local knowledge in species selection); and youth-identified priorities including park upgrades, shade, safer spaces and traffic calming.

The principal point of contention raised at Round 2 was from the business community, who expressed reservations about the proposed raised platform treatment outside the Hotel and supermarket on the basis that it would result in the loss of approximately five car parking spaces. This issue has been carried into the design changes arising from Round 2 (see Section 6.3) and is reflected in the rationalised parking layout shown on the Final Master Plan. Residents and community groups otherwise expressed broad satisfaction with the draft design.

Consistent community positions emerging from Round 2 can be summarised as:

"It's heading in the right direction."

"We just need to refine it, not change everything."

"Shade and greenery are still the priority."

"Make sure it works long term."

"Slow down the traffic."

"Get the foundations right first."



Round 2 confirmed strong alignment between Council, community and stakeholders, and supported a transition to finalisation of the Master Plan. The detailed design responses arising from this round are documented in Section 6.3 (Design Changes Arising from Round 2).

Photographs from the Round 2 stakeholder and community sessions, the community sticky-note wall, and the marked-up Draft Master Plan boards are provided in Figures 4 to 8 below.



Figure 4: Round 2 stakeholder briefing and community session, Aramac Bowls Club, 25 March 2026





Figure 5: Round 2 community session and BBQ, Harry Redford Room, 25 March 2026





Figure 8: Community markup of the Draft Master Plan – Gordon Street Central (Round 2)

5.3 Round 3 Engagement (29 April 2026)

Round 3 was undertaken as an online stakeholder workshop on 29 April 2026 to confirm the refined Master Plan ahead of Council endorsement. The session was hosted online to accommodate Stakeholder Engagement Group members, Barcaldine Regional Council representatives and the project team. Discussion focused on resolving outstanding items raised during Round 2 and confirming the Master Plan layout for presentation to Council.

Discussion items raised

- **TMR design – War Memorial roundabout.** TMR's preliminary roundabout design sits around the War Memorial. Council to review the roundabout design before it is shared with TMR.
- **Heritage listings.** A query was raised regarding which building adjoining the Post Office is heritage listed. Project records referenced the former Bank of NSW; the community member referenced the National Bank of Australia. Note: the building is not listed on the Queensland Heritage Register.
- **Parking.** Query regarding parking outside the grocery shop and the proposed four (4) disabled spaces. Two (2) were reinstated either side of the street. Stakeholders requested that the spaces be reduced to one (1) either side of the street.
- **Community priorities reiterated.** The priority remains the resealing of Gordon Street and replacement of footpaths.
- **Detailed survey.** A detailed survey of Gordon Street is required to inform delivery. Surveyors confirmed on site Friday 1 May 2026.



- **Dog park, water feature and Aramac Memorial Park.** Concern was raised about the proposed off-leash dog park in the street. It was agreed that the area would instead be labelled an 'Outdoor Living Room', a space to encourage activity and patronage of adjacent businesses. An alternative off-leash dog area was proposed behind the skate park within Aramac Memorial Park, with directional signage from Gordon Street. The Stakeholder Group indicated a clear preference for the water feature to be prioritised over the dog park in delivery sequencing.

Actions arising

- Council to share the Master Plan and roundabout design with TMR following the Council meeting.
- Council to coordinate site attendance with surveyors.
- Wall Planning Group to relocate the off-leash dog park from Gordon Street to Aramac Memorial Park (behind the skate park); the area on Gordon Street adjacent to the cafe to be nominated as 'Outdoor Living Room'.

Outcomes

Round 3 confirmed that the refined Master Plan reflects community priorities and resolves the principal point of contention raised at Round 2 regarding the raised platform and parking outside the Hotel and supermarket. The renaming of the off-leash dog park area to 'Outdoor Living Room' and relocation of the dog facility to Aramac Memorial Park reflects a constructive consensus position that retains community activation outcomes while addressing stakeholder concerns. With these refinements incorporated, the Master Plan was considered ready for presentation to Council for endorsement.

5.4 Student Council Engagement (25 March 2026)

A dedicated youth engagement session was held with the Aramac State School Student Council on 25 March 2026. Nine students aged between 8 and 14 years participated. The session focused on what students like and dislike about Gordon Street, and what they would like to see in the future main street and Aramac Memorial Park.

Students were engaged, enthusiastic and offered detailed, place-based suggestions across eight thematic areas. Levels of support recorded during the session were Very High for park improvements, shade and heat, and safety and access, and High across the remaining themes.

Park improvements and family-friendly spaces (Very High)

Students consistently identified Aramac Memorial Park as one of the most important spaces in town and a key place for children, families and visitors. Specific suggestions included: new and upgraded play equipment; a dedicated baby and toddler area; an improved skate and bike park; a bike learning or bicycle education track; additional seating throughout the park; a free gas BBQ; improved gardens and landscaping; increased shade; fencing at the rear and improvements to the front fence; a dog-friendly area; drinking fountains; Wi-Fi and phone charging points; and a courtesy station with mosquito spray and sunscreen.

Interactive water elements (High)

Students identified a need for accessible water elements throughout the main street to improve comfort and visual appeal in response to the heat. Suggestions included interactive water elements at the White Bull end of the main street, play-based or touchable water features, and drinking fountains located at both ends and in the middle of Gordon Street. Students reinforced the importance of being able to access drinking water easily and to have opportunities to cool down in hot weather.



Streetscape colour, identity and visual appeal (High)

Students described the main street as lacking colour and visual interest and called for a more vibrant town centre, suggesting more colourful planting and gardens, planting around the War Memorial, decorative lighting such as fairy lights, a botanical-garden feel within the park, covered walkways with climbing plants (referencing South Bank in Brisbane) and enhancing the White Bull feature.

Shade, heat and comfort (Very High)

Students clearly identified heat as a major issue, noting that both the street and park are very hot and lack sufficient shade. Suggestions included more trees, shaded seating areas, increased shade structures and covered walkways. One student observed:

"It is too hot; there is no shade or water for a drink."

Safety, access and movement (Very High)

Students raised multiple concerns regarding pedestrian safety, including the need for wider and more even footpaths, a defined pathway into the park, pruning of trees to improve visibility when crossing roads, speed-management measures such as speed bumps, improved lighting in the park and skate park, and better lighting under shop awnings. One student observed:

"It is dangerous to cross, cars are too fast and the footpaths are causing injuries."

This concern was raised consistently across the group.

Cycling, recreation and active use (High)

Students expressed strong interest in improving opportunities for cycling, skating and active recreation, suggesting bike racks at both ends of town (post office and pub/shop), an improved skate and bike park, a bike learning track, and improved lighting at the skate park and key recreation areas. As one student noted:

"We only have our scooters and bikes for getting around the town and to school."

Amenities and practical improvements (High)

Suggestions included improved and even footpaths, water fountains in the park and main street, additional seating, Wi-Fi access, phone charging points, improved lighting across key areas, designated parking areas for cars, vans and trucks in vacant blocks, and a dog-friendly off-leash area.

Trees and streetscape maintenance (High)

Students noted that trees require maintenance and, in some cases, obstruct visibility when crossing the road. Suggestions included pruning trees to improve sightlines, maintaining trees to enhance safety and presentation, and increasing planting while ensuring it is well managed.

Overall student perspective

Students consistently described a vision for Gordon Street and the park as more colourful, cooler and better shaded, safer, more modern, more engaging for all ages, and better equipped for recreation and social connection. The student feedback has been incorporated into the Master Plan through park redevelopment (Aramac Memorial Park), shade and water-feature elements at the heart of Gordon Street, raised pedestrian crossings on the school desire line, and amenity items such as bike parking, free WiFi and phone-charging infrastructure.



5.5 Online Community Survey (28 February – 26 March 2026)

An online community survey was distributed via Council channels, the Aramac State School newsletter and Council social media between 28 February and 26 March 2026 using SurveyMonkey. The survey was open to any member of the public and provided a confidential channel for community input alongside the in-person engagement activities. A total of 59 responses were received.

Respondent profile

Most respondents identified as local residents (78%), with additional representation from local property owners, local government employees, community organisation members and local business owners. 93% of respondents live within the Barcaldine Regional Council area. Respondents have a strong long-term connection to the area: 41% have lived or worked locally for most of their life, 24% for more than 10 years and 17% for 2–5 years. The largest age groups are 30–44 years (37%) and 45–59 years (34%), with 20% in the 60–74 year cohort. Nearly half of respondents (49%) live or work on or immediately adjoining Gordon Street, with a further 32% within 5 km.

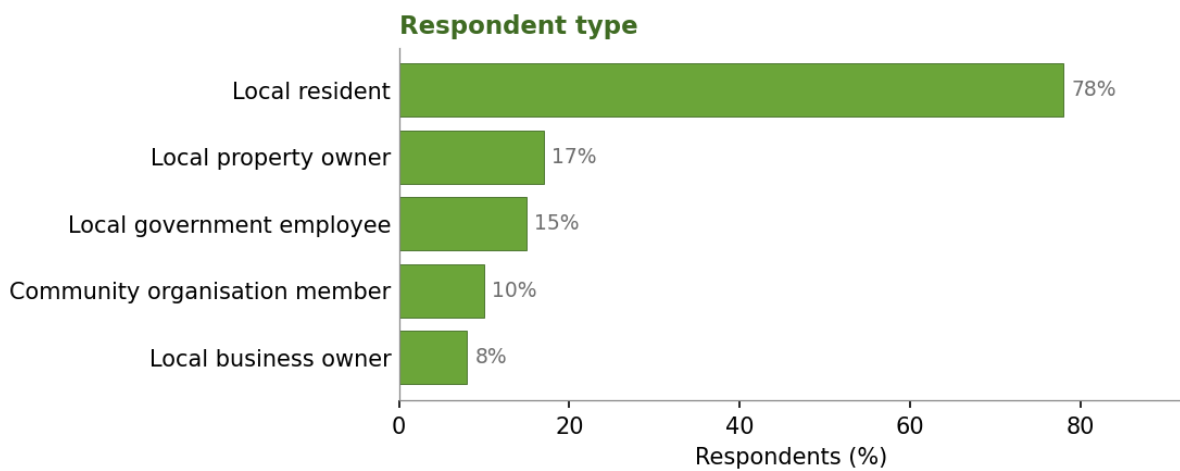


Figure 9: Survey respondent type

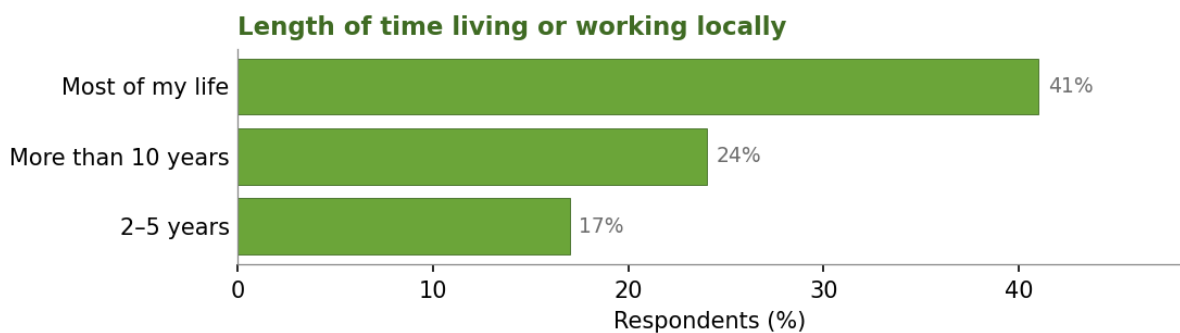


Figure 10: Length of time respondents have lived or worked locally



Frequency of use

Gordon Street is a highly frequented location: 64% of respondents visit the street daily and a further 19% several times per week. This high frequency of use reinforces the importance of basic infrastructure quality (footpaths, road surface, lighting) on day-to-day liveability for residents.

What people like about Gordon Street

The most valued aspect of Gordon Street is its wide, open feel (78%), which contributes to its sense of space and character. Other commonly identified strengths include local businesses (44%), parking availability (44%), community atmosphere (41%), heritage and history (29%) and trees and shade (29%). These results indicate that Gordon Street is appreciated for its functionality, openness and role as a local community and business hub.

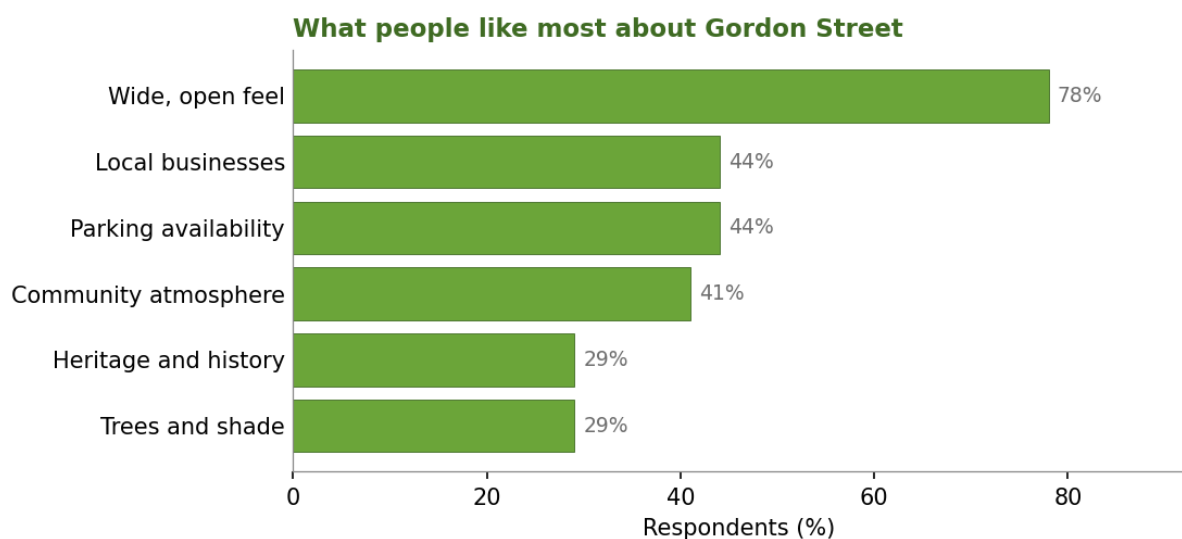


Figure 11: What survey respondents like most about Gordon Street

Key issues identified

The most significant concern is the condition and availability of footpaths (56%). Other key issues include the tired or dated appearance of the street (44%), road surface condition (36%), limited places to sit and gather (32%), empty or unused buildings (31%) and a lack of shops or retail (31%). The concerns are primarily related to the quality of the public realm and pedestrian experience, rather than the overall function of the street.

Priority improvements

Respondents identified a clear set of priorities for improvement: road and gutter upgrades (54%), new or wider footpaths (46%), support for local businesses (34%), more seating and public spaces (29%), better lighting (22%) and shade structures (19%). These responses confirm a strong preference for practical infrastructure upgrades and improved public amenities that enhance comfort, safety and usability – and align closely with the priorities raised in the Round 1 and Round 2 in-person sessions.



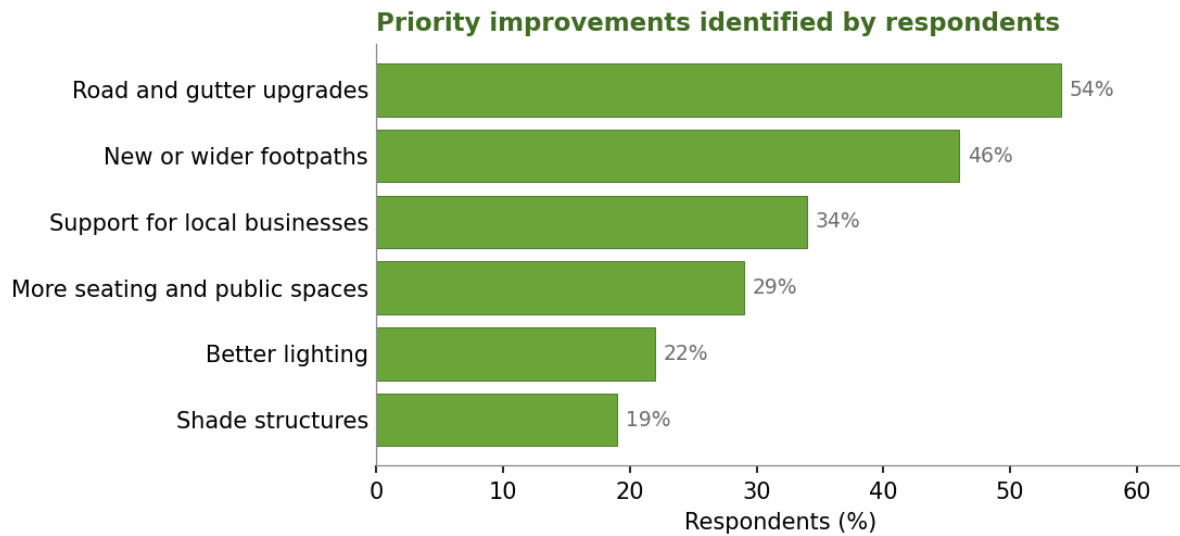


Figure 12: Priority improvements identified by survey respondents

What people value about Aramac

Respondents strongly value the rural lifestyle and landscape (75%), with small town character (51%), strong community connections (44%), events and community activities (39%) and safety and wellbeing (39%) also rating highly. Aramac's identity is closely tied to its community, lifestyle and rural character.

Community perception and ongoing interest

Sentiment toward Aramac was overwhelmingly positive: 66% of free-text responses were positive in tone, 26% neutral and 9% negative. The most common themes were community cohesion and spirit (29%), community and town identity (20%), geographic location and size (13%), and family and child-friendliness (6%). Respondents describe Aramac as a close-knit, supportive community with a strong sense of identity and pride in its rural character. A majority of respondents indicated they would like to stay informed about the project, demonstrating strong ongoing community interest and engagement.

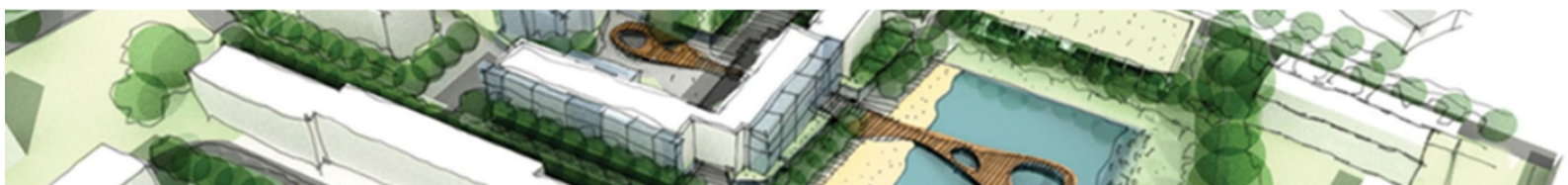
Survey summary and implications for the Master Plan

The survey results reinforce the findings of the in-person engagement rounds. Key strengths include the open character, local businesses and community atmosphere of Gordon Street, while the primary issues relate to pedestrian infrastructure, street condition and limited public amenities. The community has clearly identified a need for improved footpaths and pedestrian accessibility, upgraded road and drainage infrastructure, increased seating, shade and public spaces, and ongoing support for local businesses and activation. Importantly, the findings also reinforce the importance of maintaining Aramac's rural lifestyle, small-town character and strong community connections, which underpin the Vision and design responses adopted in the Final Master Plan.

5.6 Community 'Must Haves'

The following 'must haves' emerged from the Round 1 community session and survey responses:

- Footpaths, replaced and made smoother.
- Reseal Gordon Street.
- Redford Centre presence on the main street.



- Underground power.
- Green spaces, trees, shade and storytelling.
- Keep the wide main street; more covered areas and greenery.
- Open space, night lighting and disability access.
- Make the space inviting.
- Retain the White Bull and delineate the pub space.
- Green, shade, flowing water and more seating.
- Wide footpaths (1.2 m plus).
- Greenery, a meeting place, shade, repeating design themes, inclusion of history.

5.7 Stakeholder-Specific Feedback

Aramac Community Development Association (ACDA)

- Strongly supportive of preparing a Master Plan.
- Emphasis on heritage, identity and the role of Gordon Street as the heart of the community.
- Commitment to assisting with communications through their networks.

Local Business Owners

- Footpaths and road condition affect customers and trade.
- Outdoor dining and footpath activation supported.
- Concerns about parking provision and access during construction.

Aramac State School (Principal & Student Council)

- Pedestrian safety along Porter Street and across Gordon Street is a daily issue for students.
- Support for raised crossings and traffic calming on the school desire line.

Council Engineering and Operations Staff

- Highlighted condition of road, footpaths, drainage and overhead powerlines.
- Need for a detailed survey before any design progresses to delivery.
- Concern for ongoing maintenance, interventions must be durable and low-maintenance.

Department of Transport and Main Roads (TMR)

- TMR is progressing a roundabout proposal at the intersection of Gordon and Lodge Streets to replace the existing diamond intersection and conserve the heritage-listed ANZAC War Memorial.
- Design intent is to keep the roundabout simple given heavy vehicle movements.
- Project team has worked with TMR on coordinated treatment, including uplighting, low-height corten steel garden beds for directional signage, and a removable directional sign to allow ANZAC Day ceremonial use.



Ergon Energy

- No active program currently exists for undergrounding power in Aramac.
- Ergon committed to identifying the appropriate connection contact for further discussions on the powerlines in the centre median.

Local Plant Specialist (Lesley Cowpar)

- Initial concern that the street might be narrowed. This was addressed in the Round 2 walkthrough of the draft.
- Site visit identified endemic and locally appropriate species suitable for inclusion in the planting palette.
- Preference for species relevant to Aramac and the surrounding landscape.

Emergency Services

- Fire warden raised concerns about access for the fire station at the end of the main street.
- Police engaged in person on community safety considerations.
- Ambulance Committee engaged through the Thrift Shop and community session.



6.0 How Community Feedback Informed the Final Master Plan

6.1 Vision Statement

The community’s feedback shaped the Vision adopted in the Final Master Plan:

Gordon Street will become the safe, shaded and accessible heart of the Aramac community. A welcoming main street that honours the town’s pastoral heritage and resilient community spirit, supports local businesses and invites residents and visitors to linger and connect.

Each phrase in this Vision is traceable to community feedback: ‘safe’ (footpaths and pedestrian priority), ‘shaded’ (heat and tree planting), ‘accessible’ (all-abilities access), ‘heart of the community’ (gathering and activation), ‘pastoral heritage’ (storytelling), ‘supports local businesses’ (outdoor dining, activation), ‘linger and connect’ (water feature, seating, pergolas).

6.2 Feedback Response (Traceability Matrix)

The following matrix documents the relationship between consultation input and the Final Master Plan. Each entry is traceable to a documented engagement source.

Ref.	Community Feedback / Issue Raised	Theme	Source	Master Plan Response	Outcome Status
1	“The street is just too hot – we need more shade.”	Heat and Shade	Round 1, Survey	Centre median garden beds rejuvenated and replanted with smaller tree species suited to the powerline constraint. Larger street trees added in parking-lane build-outs on both sides. Lightweight pergolas with planting and seating distributed at key nodes. Tree species table provided for verge and median.	Incorporated
2	Footpaths in poor condition; need to be wider and continuous.	Pedestrian Comfort	Round 1, Survey, Council Staff	New 2.5 m wide footpaths along the entire length of Gordon Street between Lodge and Burt Streets, both sides. Pram ramps at all crossings. Resurfacing of Gordon Street identified as a priority project.	Incorporated
3	“Don’t narrow the street.” Retain on-street parking.	Lane Widths and Parking	Round 1, Round 2, ACDA	Existing 7.0–7.5 m movement lanes retained. Current kerb alignments not altered. Parallel, median and angle parking layouts retained. Additional shade is delivered via parking-lane build-outs rather than lane reduction.	Incorporated
4	Pedestrian safety, particularly along the school desire line and across the street.	Safety & Accessibility	School students, Round 1, Survey	Raised pedestrian crossings at two priority locations: the White Bull/Hotel–Supermarket connection and the Porter Street intersection (school desire line). Widened footpaths at corners.	Incorporated



5	Improved main street lighting, especially at the western end.	Lighting	Round 1, Council Staff	Separate lighting strategy proposed, including pergolas and street trees. Western-end lighting flagged as priority due to the existing median lighting finishing halfway along the block. Provisional cost included.	Incorporated
6	Underground the central powerlines.	Infrastructure (Aspirational)	Round 1, Council Staff, Ergon	Provisional estimate of \$5,000 per linear metre included for undergrounding from Lodge Street to Burt Street. Acknowledged as a longer-term, funding-dependent action; coordinated with Ergon Energy.	Partially incorporated – staged
7	Heritage, history and storytelling, including Harry Redford, the White Bulls, the artesian water story.	Heritage and Identity	Round 1, ACDA, Tourism	Storytelling integrated through stamped/stencilled paving, interpretive signage, the White Bull Discovery Trail including the 'Moveabull', and a small water feature referencing the town's artesian heritage. Heritage buildings identified for new interpretive signage.	Incorporated
8	Vacant lots and tired shopfronts detract from the street.	Visual Amenity/ Activation	Round 1, ACDA	Temporary uses introduced for vacant spaces (outdoor living rooms with movable furniture). 'Lighter, Quicker, Cheaper' approach adopted to test seating and use locations. Off-leash dog area relocated to Aramac Memorial Park (behind the skate park) following Round 3 stakeholder feedback. Encouragement for facade improvements through better public realm investment first.	Partially incorporated
9	Address the ANZAC War Memorial intersection currently confusing for tourists and unsafe.	Safety/ Heritage	Round 1, TMR	Master Plan reflects TMR's preliminary roundabout design at Lodge/Gordon Streets. Memorial setting enhanced with low corten steel garden beds (set back 1.5 m), uplighting, removable directional signage to permit ANZAC Day ceremonies, incorporating an opening on the western face to permit ceremonial movement on ANZAC Day.	Incorporated (in coordination with TMR)
10	Aramac Memorial Park needs activation; aquatic centre, bowls and Harry Redford Centre have no	Park and Activation	Round 1, Council Staff	Aramac Memorial Park redevelopment including BBQ shelters, public toilets, new playground equipment, sympathetic fencing, improved paths and entry points, and interpretive signage to give the precinct presence on Gordon Street.	Incorporated



	Gordon Street presence.				
11	Smart streets including better connectivity for visitors, EV charging.	Smart Streets/ Tourism	Tourism, ACDA	Free WiFi network proposed along Gordon Street (extendable to caravan park). QR codes and hashtags integrated with wayfinding. Future-proofing conduit specified under footpaths. Minimum two EV charging stations to be located on Gordon Street.	Incorporated
12	Plantings should be relevant to Aramac and the local landscape.	Heritage and Identity	Local Plant Specialist (Round 2)	Tree, shrub and climber species lists curated for arid conditions, separating large verge trees from smaller median trees suitable beneath powerlines. Locally relevant species (e.g. Western Bloodwood, Kurrajong, Gidgee, Saltbush) prioritised.	Incorporated
13	Need places to gather, water play and a sense of arrival.	Activation and Gathering	Round 1, Survey	Raised pedestrian crossing at the heart of town with the White Bull, water feature, pergola, planting and rejuvenated seating. Town entry signage and pergolas at the eastern gateway.	Incorporated
14	Maintenance must be practical and durable.	Practicality	Council Staff	Design principles emphasise low-maintenance and durable interventions. Implementation plan includes maintenance items in costings. Provision for testing ('Living Lab') to refine choices before full capital commitment.	Incorporated
15	Concerns about access for emergency services (fire station at the end of the main street).	Safety	Fire Warden (Round 2)	Lane widths and kerb alignments retained, preserving emergency vehicle access. No physical narrowing of the carriageway proposed.	Incorporated

6.3 Design Changes Arising from Round 2

The draft Master Plan presented at the Round 2 community session on 25 March 2026 was generally well received. Key refinements that occurred between the draft and the Final Master Plan as a result of Round 2 feedback included:

- Confirmation that movement lanes and kerb alignments would not be altered, in direct response to community concerns about narrowing.
- Refinement of the planting palette to draw more strongly from species relevant to Aramac and the surrounding landscape.



- Coordination with TMR on the War Memorial roundabout, including the corten steel garden bed setback, removable signage and ANZAC Day ceremonial access, refined after the 26 March follow-up meeting.
- Confirmation that fire station access at the end of the main street is preserved by the design.
- Addition of EV charging stations and free WiFi following discussion with tourism and connectivity stakeholders.

6.4 Items Not Adopted, and Why

A small number of items raised in engagement were not adopted in full in the Final Master Plan. These are documented here for transparency:

- Full undergrounding of central powerlines, included as a provisional cost item but staged as a longer-term action subject to funding and Ergon Energy program alignment.
- Direct intervention on private vacant lots and tired shopfronts – outside Council’s scope; addressed indirectly through public realm investment intended to encourage private reinvestment.
- Large-scale playground in Aramac Memorial Park, included in principle as part of the park redevelopment, with detailed scope subject to further design and funding.



7.0 Consultation Outcomes

7.1 Overall Sentiment

The community is supportive of the preparation of a Master Plan for Gordon Street and broadly aligned on its priorities. There is shared understanding that delivery will be staged and that footpaths, road resurfacing, shade and lighting form the immediate work program. Heritage, identity and storytelling are seen as the personality of the plan, while retention of the wide street and on-street parking is a non-negotiable for many participants.

Where the Final Master Plan has reached for more aspirational outcomes, such as undergrounding of power, the White Bull Discovery Trail or the Living Lab approach, the community has expressed openness to these as longer-term opportunities provided that the basics are delivered first.

7.2 Implementation Considerations

- **Immediate priorities:** the resurfacing of Gordon Street and the new 2.5 m footpaths should be progressed first, supported by a detailed survey of Gordon Street and existing services.
- **Coordinated delivery:** timing of TMR's roundabout at Lodge/Gordon should be coordinated with Council's public realm works to avoid duplication and disruption.
- **Funding alignment:** catalyst projects (Aramac Memorial Park, water feature, lighting strategy) are well suited to grant funding and partnership opportunities.
- **Continued engagement:** the Stakeholder Engagement Group should be maintained through delivery to support staging decisions and communicate progress.
- **Lighter, Quicker, Cheaper interventions** (outdoor living rooms, 'Moveabull' program) can be implemented quickly to demonstrate momentum and test ideas before capital commitment.

7.3 Ongoing Engagement Recommendations

- Maintain the existing Stakeholder Engagement Group as a delivery reference group during Stage 1.
- Provide regular updates to the community via Council channels (website, social media, school newsletter) at key milestones.
- Coordinate with the Aramac State School on the Porter Street raised crossing delivery.
- Continue dialogue with TMR and Ergon Energy on the roundabout and powerlines respectively.



8.0 Conclusion

The Gordon Street Master Plan is a direct reflection of the input provided by the Aramac community, the Stakeholder Engagement Group, Council staff and key state agencies. The Vision, key drivers and design responses can each be traced to themes raised through engagement, with the traceability matrix in Section 6 demonstrating how the Plan has answered the community's priorities.

Across three structured engagement rounds, supplementary technical consultation and an open community session, the project team listened first and tested concepts second. The result is a Master Plan that is pragmatic about Council's constraints, faithful to Aramac's identity, and ambitious in its vision for a shaded, walkable and welcoming main street.

Wall Planning Group acknowledges and thanks the residents, business owners, ACDA, Aramac State School community, emergency services, Council staff, Councillors and state agency representatives who contributed their time, knowledge and ideas to this project. Their input has shaped a Master Plan that the community can take ownership of as it moves into delivery.

This Consultation Summary Report supports Council's consideration of the Final Master Plan for endorsement.

