

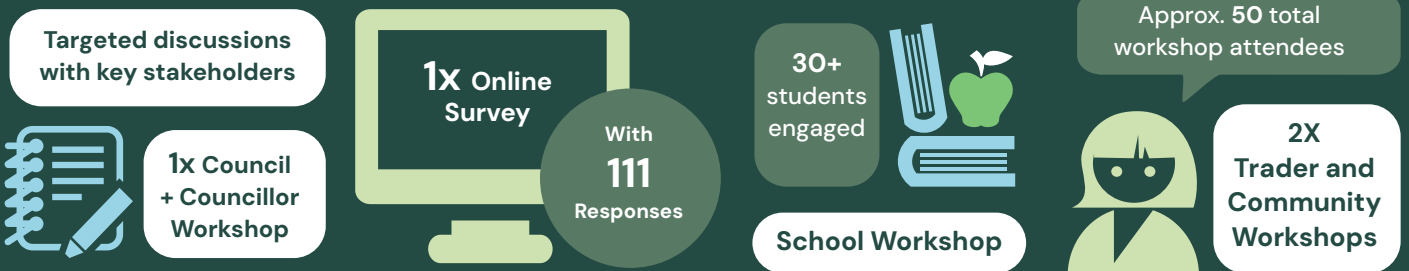
Imbil Streetscape Revitalisation Engagement Summary



In August 2024, Gympie Regional Council launched a collaborative engagement process as part of the Imbil Streetscape Revitalisation project. The aim of the project is to develop a collaborative roadmap for the future of Imbil, leveraging and enhancing what is working well, whilst addressing local pain points.

Who we spoke to and how

A variety of engagement tools and techniques have been utilised throughout the Imbil Streetscape Revitalisation process, seeking to capture the diverse perspectives of the community and surrounds. Central to this project is ensuring that the Imbil community feels a sense of ownership over the outcomes and empowered to continue to drive change.



Who is Imbil?

Across each of the engagement touchpoints, the community painted a clear picture of Imbil as a small, country town that is home to a friendly and well connected community. Imbil has a wealth of natural assets, including Yabba Creek and Lake Borumba, which are popular with both the community and visitors for passive recreation and various activities. The word cloud below captures insights from Question 1 of the survey, which asked for 3 words to describe Imbil.



"[What] has never been recognised is the pine plantations and how they came about. What the plantations did for war veterans mental health. A compelling story for Imbil, is its post-war transformation through the establishment of pine plantations. After World War II, the government initiated large-scale pine plantation projects across Australia to meet the growing demand for timber and to provide employment for returning servicemen. [cont.]"
- Survey Respondent, Q7

"Like a lot of small Aussie towns Imbil was founded/ established around the pub at it's centre, small gold rush brought in new residents who then went to farming or forestry. Imbil is definitely a rural town first and that needs to be respected but that doesn't mean no new editions or modern revamps aren't welcome."
- Survey Respondent, Q7

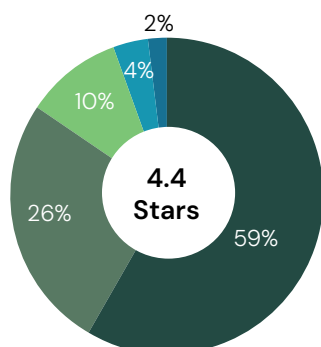
"Hoop pines [are the] iconic floral feature of the area. The silhouette of emergent hoop pines is a sight that has been visible around Imbil for thousands of years. Of course, the timber industry around Imbil has a long history for the European settlers, but the Gubbi Gubbi people also recognise hoop pines as a landmark endemic species. Try and find another single feature or story that is significant for Indigenous culture as well as European colonisers."
- Question 7 survey response

What is working well?

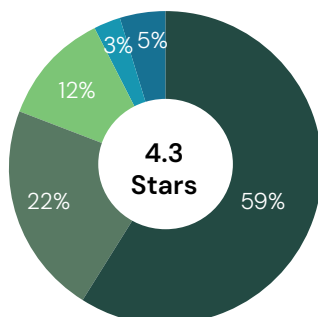
Survey respondents were asked to score their agreement with the following statements on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree. This sought to reveal current levels of satisfaction with various aspects of the town.



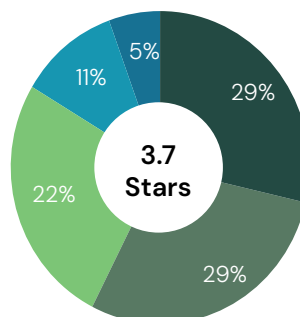
I am proud to visit, live and / or work in Imbil.



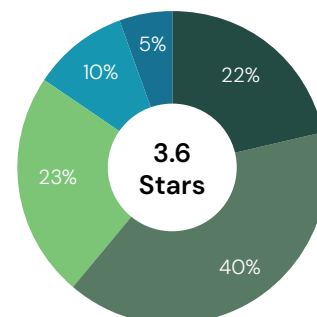
I feel safe visiting Imbil during different days and times.



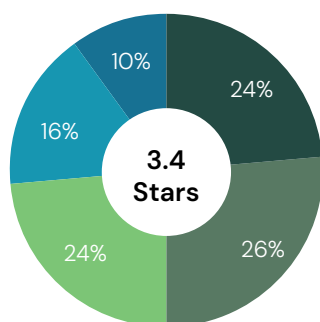
If I want to rest in town, there are adequate, comfortable places for me to sit.



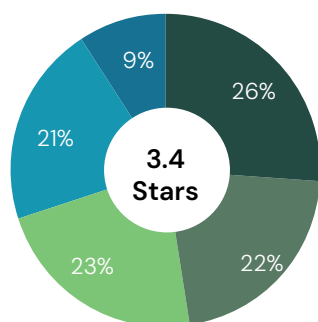
The town is cool / temperate with adequate shade.



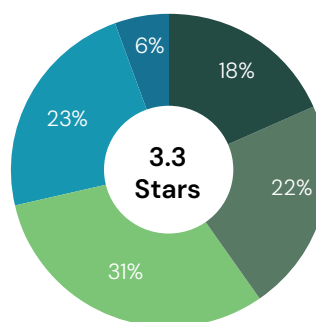
It is easy to find a car park in close proximity to my destination.



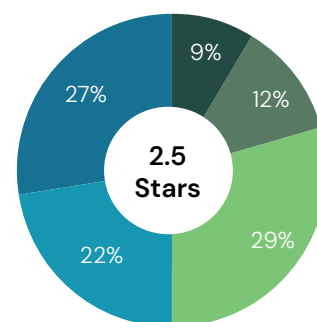
It is easy and safe to walk and / or cycle in Imbil.



There are appropriate activities, events and things to do in Imbil.



There is adequate accessible parking for those with disabilities.



What are Imbil's assets?

Imbil's local assets are deeply connected to the town's identity and natural surroundings. The community has a strong awareness of these strengths and the elements that shape the town's character. Throughout various engagement opportunities, respondents consistently identified eight key assets.

Imbil's Top 8 Assets - Survey Q5

1. Local businesses
2. Yabba Creek
3. Natural beauty / streetscape appeal
4. 'Vibe' / atmosphere
5. The community
6. Playground and skatepark
7. Rail Trail and Rail Park
8. Activities, events and tourism



"It's prime geographic location and it's stunning natural beauty, but I also think it just has a really cosy vibe about it. I also like that there's quite a diverse crowd in the town, you've got both the more typical rural population there but also more urban people and quite a few hippies too."

- Survey Respondent, Q5

"Imbil is a pretty town, driving into town over the bridge is gorgeous. The river, bridge, Wild Vine and Mary Valley Traders (for locals) are assets to the town. To attract tourism, more quality cafes, restaurants and local artisan stores are required. Imbil needs to be a destination not reliant on local business generated from local support - the town is not there yet."

- Survey Respondent, Q5



"The streetscape is lovely with the central park area. The rail trail is fantastic and is encouraging locals to exercise and tourists to visit (and spend their money here)."

- Survey Respondent, Q5

In alignment with the survey insights, attendees at the first workshop noted that one of Imbil's assets is the **"community's excellence in running own events"** through volunteers, and states that the **"strong community has driven the diversity of local outcomes"**.

What does Imbil look like in the future?

As with the local identity and assets, Imbil's opportunities were also highly consistent across the survey and workshops. When asked which of the following ideas would be supported in the main street and Heritage Park, the following emerged as **Top 8** from survey respondents.

- = 1.** Improved pedestrian's crossings and connections. (58%)
- = 1.** A range of events, markets or festivals suitable for all age groups. (58%)
- 3.** More streetscape greening and gardens. (57%)
- 4.** More public art and creative things to look at. (55%)
- 5.** More public spaces to sit, relax and enjoy the township. (49%)
- 6.** Better active transport connections. (48%)
- 7.** More car parking. (46%)
- 8.** Evening events and attractions. (44%)



"Here in Imbil and things are looking great! I've walked/bike to the Rail Trail all the way to Amamoor, stopping at some great cafes and sites along the way. Crossing the Imbil Railway Bridge was amazing. Back in town I've had some fabulous meals at local restaurants and walked along the Creek through town."

- Postcard to future self, Workshop 1

"I had a wonderful time walking the rail trail to Amamoor and reading about the history and environment. There was a great concert at the outdoor cultural hub. I had a workout at the gym at the sport and rec club and dinner of course. Our village hasn't changed a lot, just the important ways needed to make it healthier and happier."

- Postcard to future self, Workshop 1

Youth aspirations

Although the opportunities identified were largely consistent, the engagement undertaken with local students at Mary Valley State College provided some additional youth centered aspirations for Imbil.



Sporting opportunities, fields + courts



Better lighting through town + skatepark (eg. fairy lights)



Seating + street furniture for places to gather



Colourful + decorative walkways



Night activities and events (eg. food markets + music)



More parks, outdoor play + exercise opportunities

What are the priorities?

With the collection of such a large quantity of ideas and aspirations, it was also important to understand where the local priorities are. This was carried out through targeted survey and workshop questions, along with a collaborative mapping activity during the second workshop. The workshops highlighted several key focus areas, including:

Activities, events & tourism

- Sport & recreation
- Yabba Creek
- Rail Trail
- Cultural facilities

Landscaping

- Street trees & planting
- Gateway trees
- Lighting

Art and Storytelling

- Murals & public art
- First Nations History
- Information signage
- Community stories podcast

Safety and access

- Pedestrian crossings
- Bike & Footpaths
- Transport options

Public amenities

- Additional public toilets
- Seating & shade
- Drinking fountains
- Picnic tables & BBQ

Infrastructure improvements

- Parking
- Telecommunications services

Environment & conservation

- Yabba Creek planting

Other

- Essential services
- Council maintenance
- Volunteer support

"Leverage off the existing mature shady trees, plant more! The main thing that would make Imbil more attractive to visit would be the Rail Trail continuing through the heritage park area. This would provide better connectivity and create a hub or rendezvous point for outdoor activity."

- Survey Respondent, Q6

"More/renewed footpaths with shade, wider paths, better crossings that don't disturb traffic flow or narrow the street. Trucks are regularly driving through town and better roads and safer crossings for people and trucks are a must. The town feels separated by the train line better parks, gardens, footpaths, carparks, bins and shops/food places are needed on the far side."

- Survey Respondent, Q6

"More parking, better pedestrian access and crossings. Better signage regarding road speed and driving conditions."

- Survey Respondent, Q6

Mapping the opportunities

As mentioned above, community ideas and aspirations for Imbil were considered further during workshop two, where participants were encouraged to discuss how and where these ideas could be implemented. The map below provides a representation of outcomes from that activity, showing community ideas regarding existing local assets and proposed improvements.

“Come and escape the urban world and visit our beautiful valley – you can enjoy a picnic on Yabba Road, ride along the rail trail or simply enjoy the sunset at the lookout. The valley has not passed its historical charm, yet you will be able to find amenities businesses that you need to make your life easier.”
 – Postcard to future self, Workshop 1

Landmarks	Events + Activations	Landscaping	Storytelling	Connections
<ol style="list-style-type: none"> 1. Yabba Creek 2. Imbil Railway Bridge 3. Yabba Creek Parklands / Playground 4. Heritage Park 5. Heritage Park Golf Course 6. Rail Trail 	<ol style="list-style-type: none"> 1. Imbil Markets 2. GourMay 3. Mary Valley Art Festival 4. Imbil Show 5. Bull Bronc & Barrells / Rodeo 	<ol style="list-style-type: none"> 1. Trees, landscaping & planter boxes in main street 2. Planting, landscaping around Railway Bridge 3. Tree avenues in town gateways 4. Heritage Park seating & planting 	<ol style="list-style-type: none"> 1. Signage, QR code & audio history through town 2. Street art & sculpture through town 3. Rail history/ railway artifacts showcased 	<ul style="list-style-type: none"> > Improved footpath connections into & through town > Bike paths along primary routes > Disability parking options

