

Major Events Precinct Masterplan

1. What is the project and how did it come about?

In September 2022, Council endorsed the Major Events Precinct Vision and Development Opportunities Report which contemplated the development opportunities at the precinct. To achieve the vision “Australia’s premier regional sporting and events precinct”, the report contemplates the following development opportunities:

- 1. Cairns Showgrounds Infrastructure Development** - support the Cairns Show Association as the lead facility manager of the Showgrounds Zone reinforced by their infrastructure renewal priorities and commitments.
- 2. Sporting Asset** - continue to develop the Barlow Park Zone as the region’s premier sporting asset by leveraging off the opportunities provided through the 2023 Olympic legacy advantages.
- 3. High Performance Hub** - further activate the Barlow Park Zone as a High-Performance Hub that specifically targets regular training opportunities, sports tourism, education options and commercial activity (such as allied health professionals, group fitness and gym options, and retail outlets).
- 4. Open and Inviting** - ensure the Major Events Precinct, its zones and individual facilities are aesthetically appealing and inviting.
- 5. Flexible Nodes** - develop and upgrade the Showgrounds Zone by establishing innovative and flexible activity nodes whilst retaining the existing tenants that use the facility regularly.
- 6. Streetscape and Public Domain Interaction** - recognise the opportunities for a commercial ‘edge’ that diversifies the value proposition of the Major Events Precinct.

The Masterplan

A masterplan will articulate the aspirations of Council with a staged plan for ongoing development, progressively encompassing use of existing facilities and criteria for renewal, adaptive reuse of additional space and construction of proposed new facilities. The masterplan will use the previously adopted development principles to identify priority projects in the masterplan.

The Project Validation Report

A detailed Project Validation Report is a documented value proposal in line with the State Government’s Business Case Development Framework and the Principles for Business Case Development. The PVR supports Council’s decision-making process by ensuring projects identified in the masterplan are optimally scoped and deliver on the Development Principles for the precinct.

2. Why is this project needed?

This project seeks to clearly demonstrate how Cairns can strengthen its brand as a destination for sport and entertainment. The finished product will present a future-focused conceptual blueprint for a precinct that demonstrates Council’s vision and has considered stakeholder feedback, constraints and opportunities.

This project will enable Council to lobby for funding opportunities to deliver the key components of the masterplan.

3. How is this project funded?

Council were successful in their grant submission to the Federal Government’s Regional Precincts and Partnerships Program.

This project is 100% funded by the Australian Government. Council engaged Scyne Consulting to lead and develop the masterplan in collaboration with Council.

4. Does this project guarantee funding for the upgrades?

No, the completion of the project will not automatically guarantee funding.

However, the project will put Council in a great position to advocate for funding through various funding streams at a State and Federal Government level.

Infrastructure priorities will go through the standard Council budget process and be assessed along other infrastructure priorities for inclusion in the Council budget.

5. How long will the project take to complete?

Council envisage the project will be complete in the first quarter of 2027.

6. How can I keep updated on the progress of this project?

You can subscribe for updates on the project page.

haveyoursay.cairns.qld.gov.au/major-events-precinct-masterplan-and-project-validation-report

This project received funding from the Australian Government’s regional Precincts and Partnerships Program.

