TABLELANDS REGIONAL COUNCIL

FEBRUARY 2025

MILLAA MILLAA MASTERPLAN

Among the Waterfalls - A Village in the Mist

TRC

TABLELANDS REGIONAL COUNCIL

Client: Millaa Millaa Progress Association

Authors: James Cook University in collaboration with LA3 Pty Ltd and CA Architects
Compiled by Angela Corbin and Rebecca Jennings

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MILLAA MILLAA PROGRESS ASSOCIATION INC

TUB LAB

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ACKNOWLEDGEMENT OF COUNTRY

The Project Team and Tablelands Regional Council acknowledge the spirit of Waribarra Mamu Country of Millaa Millaa from Dirran Creek through to the Palmerston, and the nearby Dulgubarra Mamu (South Johnstone), NgadjonJii (Malanda to Atherton) and Jirrbalx (Misty Mountains to Ravenshoe) Country.

We acknowledge the Sandy Millay Millay and Duginyoh Paddy Brooks apical families as having ongoing traditional custodial responsibility with Millaa Millaa Country locally, represented through the Mamu Aboriginal Corporation RNTBC.

We acknowledge the name "Millaa Millaa" has had various interpretations, one of which was said to refer to the abundant waters and waterfalls of the region. We now know "Millaa Millaa" is derived from the Dyirbal language nation Warribarra Mamu dialect pronunciation of "Millay Millay" as the name for the rainforest vine known in Western science as Elaeagnus trifloria (Millaa Millaa vine), the fruit of which is a seasonal food.

We honour the Country and the significance of Aboriginal cultural knowledge, history and practice in contributing to shaping the futures of Millaa Millaa.



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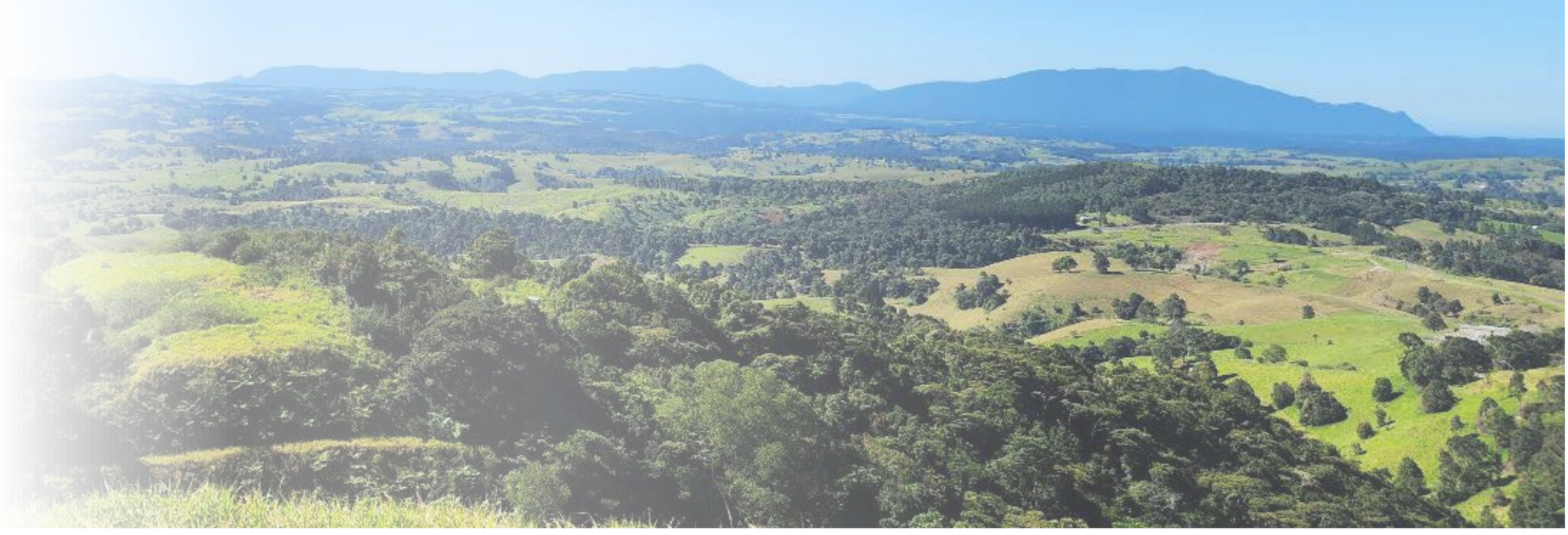
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CONCEPT MASTERPLAN
VISION STATEMENT

To build on Millaa Millaa's history as a place that has flourished through hard work, innovation and community spirit while striving to maintain and showcase its unique character, natural heritage and biodiversity.



EXECUTIVE SUMMARY

The Millaa Millaa Concept Masterplan envisions a revitalised and sustainable future for the village, integrating its unique natural heritage, cultural significance, and business and community needs. Developed in collaboration with the Millaa Millaa community, led by the Millaa Millaa Progress Association Inc. and supported by the Tablelands Regional Council and the Tropical Urbanism and Design Lab (TUDLab), the Concept Masterplan provides a framework for enhancing the town's liveability, promoting tourism, and supporting growth and economic development. It emphasises Millaa Millaa's role as a gateway to the district, particularly the Waterfall Circuit, and seeks to foster growth while preserving the village's rich heritage and biodiversity.

Through community engagement, the Concept Masterplan reflects local aspirations, ensuring that development aligns with Millaa Millaa's identity as a scenic village rooted in its history and natural surroundings.

OBJECTIVES

This Concept Masterplan for Millaa Millaa has five key foci:

- COMMUNITY: Expand and beautify the Millaa Millaa Village Centre and increase services and facilities to better draw-in and connect the wider community
- TOURISM: Re-focus Millaa Millaa as a primary destination for nature tourism and better connect it as the gateway to the district's natural assets
- BUSINESS: Stimulate and support innovative local enterprises, economic growth, and employment opportunities
- SUSTAINABLE GROWTH: Plan for sustainable growth opportunities for the community through a diversity of land use, housing and accommodation options
- ENVIRONMENT: Millaa Millaa's wet environment, with heavy rain, cyclones, and fog shapes its dramatic beauty, and strategies for the maintenance of this burden for both human made and natural assets are vital

These objectives are achieved through the development of 5 Big Ideas:

A PLACE TO LIVE: A VILLAGE IN THE MIST

The diverse history, subtropical temperatures, altitude, and seasons make Millaa Millaa a desirable place to live. However, it needs to be more appealing, accessible, and usable in all weather.

A VIBRANT TOWN CENTRE AS A GATEWAY TO ADVENTURE

Millaa Millaa is surrounded by World Heritage forest, mountains, waterfalls and lush rural landscapes, and has rich biodiversity in plant, mammal, bird and animal life. These features, along with the town's storied heritage, make Millaa Millaa an attractive destination for visitors. Attracting visitors requres a welcoming and attractive town where they can access essential services while learning about local history and ways to access iconic sites. Careful planning can improve visitor experiences and extend their dwell time in the district.

AN ENTREPRENEURIAL COMMUNITY CREATING OPPORTUNITY AND EMPLOYMENT

Millaa Millaa has a history of entrepreneurial change and renewal, from pristine forests to the timber industry; to cow and buffalo dairy, cheese making and ice cream; to beef, and on a smaller scale sheep farming; to tourism, and produce/product development, and service orientated businesses. Millaa Millaa can build on this entrepreneurial past to support innovation that expands the community's opportunities and employment.

SUSTAINABLE GROWTH LEADING INTO THE FUTURE

Working in collaboration with Tablelands Regional Council's Strategic Infrastructure and Land Use Planning will optimise land use through effective zoning. This organised approach helps prevent bottlenecks, urban sprawl, and inefficiencies, supporting sustainable growth and improving residents' overall quality of life.

CARING FOR PLACE AND TAKING PRIDE IN COMMUNITY

Planning and innovative design is required to reduce the maintenance burden for shelters, roads, mould and weed management, building, signage, and walkways cleaning. Electrical and telecommunication resilience also requires special consideration.

LOCALITY MAP

MILLAA MILLAA FALLS

TO INNISFAIL

THE FALLS TEAHOUSE

RSL HALL

POST OFFICE

RUMOURS DINER

LIONS PARK

PUB

TOBINS

MUSEUM and LIBRARY

BARISTA IN THE MIST

CWA

SCHOOL

ENTRY

HAROLD WEST WALK

SPORT HUB

TO MALANDA, ATHERTON, CAIRNS

CARAVAN PARK



MILLAA MILLAA AND SURROUNDING REGION

1.0 INTRODUCTION

This Concept Masterplan provides guidance for the sustainable, inclusive, and economically beneficial development and revitalisation of Millaa Millaa. It provides a comprehensive framework for urban design, community engagement, and connectivity while preserving the town's unique natural and cultural heritage. Serving as a blueprint for future development, the plan ensures that all projects align with the community's vision and goals. It is informed by community and stakeholder consultation and a review of applicable planning controls (local and State), opportunities and constraints.

Millaa Millaa is a rural town on the Atherton Tablelands, located 60 km west of Innisfail and 98 km southwest of Cairns. It is Dyirbal language nation, Warribarra Mamu Country and is renowned for its natural attractions, including the iconic Millaa Millaa Falls (one of several nearby falls). The town, established in the early 1900s with timber and dairy as pioneering industries, remains a key producer for the Far North Queensland region. With innovations in agriculture and a growing reputation for eco-tourism and heritage tourism, Millaa Millaa has the potential to thrive economically.

Driven by the community with assistance from Tablelands Regional Council, this Concept Masterplanning process to explore opportunities for the Village Centre's expansion, covering urban design, land use, streetscape improvements, and traffic management. The Concept Masterplan area is defined by Main Street, Millaa Millaa-Malanda Road, Theresa Creek Road, East Evelyn Road and Brooks Road, though it also considers the broader context of evolving agricultural precincts and natural conservation areas vital to the town's future development.

PURPOSE

The overarching purpose of this Concept Masterplan is to assist the community (with assistance from other stakeholders such as the Tablelands Regional Council and the Queensland Goverment) in defining and prioritising projects that align with the region's vision. This document outlines key strategies for revitalising Millaa Millaa, with a focus on enhancing pedestrian-friendly spaces, retaining visitors, and improving the town's liveability for both young and older residents. The staged implementation of these proposed upgrades is essential to realising this vision.

This Concept Masterplan is a non-statutory, aspirational document that relies on existing provisions, strategies, plans, and frameworks from the Tablelands Regional Council, such as the Economic Development Strategy and 2016 Planning Scheme, for example. The works outlined in this plan will also involve coordination with other governing bodies, including the Department of Transport and Main Roads, the Department of Natural Resources, Mines and Energy, and Ergon Energy, to secure approval for changes to existing infrastructure. Additionally, the Concept Masterplan serves as a valuable guide for supporting documentation in grant applications and funding opportunities that align with its vision.








East Evelyn Road
(Range Section)
Officially Opened by
Dr Leanne Clark MP,
Member for Barron River
and Parliamentary Secretary to the Premier,
and Minister for Trade in Far North Queensland
representing
The Honourable Steve Bredhauer MP,
Minister for Transport and Minister for Main Roads
and Member for Cook
on
21 December 2001

DESIGN ASSUMPTIONS / RISKS

This Concept Masterplan has been developed as part of an academic initiative and is based on community consultation and collaborative input from stakeholders. The content herein reflects ideas generated by students under professional supervision and guidance, contributing to the broader architectural and urban planning discourse. While the Concept Masterplan aims to align with best practices in sustainable design, cultural sensitivity, and community-oriented planning, it is intended for strategic purposes only.

The design assumptions outlined in the Millaa Millaa Concept Masterplan emphasise a commitment to honouring and incorporating the diverse voices, knowledge, and aspirations of the Millaa Millaa community. The project team acknowledges the rich variety of perspectives within the community and recognises that not every individual's views or aspirations may have been fully represented during community engagement sessions. To address this, the project team made diligent efforts to maintain an open dialogue with the Millaa Millaa Town Masterplan Steering Committee and other interested community members, ensuring ongoing involvement in shaping the Millaa Millaa Concept Masterplan.

Despite these efforts, the project team understands and acknowledges the practical limitations of the engagement process and strives to embed respect for the community's diversity throughout the Millaa Millaa Concept Masterplan.

DISCLAIMER

This document was prepared to facilitate enlightened discussion and does not imply a commitment to its implementation by any party. No part of this document shall be reproduced in any format without the express written permission of the creators.

The plan incorporates diverse perspectives gathered from local engagement, aiming to address key issues such as land use, environmental sustainability, and social cohesion. However, it is important to note that the proposals contained within this document have not been subjected to formal approval processes and do not constitute a binding design framework. Planning, landscape and architectural decisions must undergo further consultation, professional assessment, and compliance with relevant regulatory standards and statutory planning requirements.

This document was based on reasonable assumptions and is yet to undergo detailed planning, design, and engineering assessment. The Millaa Millaa Concept Masterplan report should be reviewed regularly to align with changing community needs and aspirations. As such, this document is subject to revision.

1.1 THE CONCEPT MASTERPLAN TEAM



LISA LAW
Associate Professor,
JCU

Lisa is an Associate Professor of Planning at James Cook University's Cairns campus and the founder of the Tropical Urbanism and Design Lab (TUDLab). Her research focuses on sustainable urban environments, the integration of natural landscapes, and the design of public spaces that foster community engagement.

Lisa's expertise is crucial to the Millaa Millaa Concept Master Plan, where her insights into placemaking and regional regeneration help shape strategies to enhance the town's liveability and eco-tourism potential.



ANGELA CORBIN
Bachelor of Planning Student,
JCU and LA3 PTY LTD

Angela is a Landscape Planner and Urban Designer at with a strong focus on the tropical built environment and placemaking. Her experience in spatial planning and sustainable development is evident in projects like the Millaa Millaa Improvement Plan.

Angela contributes to the Millaa Millaa Masterplan by developing strategies to enhance the town's liveability, pedestrian friendliness, and eco-tourism appeal, ensuring that her work aligns with the community's growth and heritage. She is also the creative force behind the imagery and plans, including the detailed 3D perspectives of Millaa Millaa.



GISELA JUNG
Registered Architect,
CA Architects

Gisela is a qualified Architect and Urban Designer with CA Architects, specialising in the creation of integrated urban environments within tropical landscapes. Her design approach harmonises residential, commercial, and retail spaces to fit the unique characteristics of each location.

Gisela's expertise in architecture, urban design and community consultation will guide the Millaa Millaa Concept Master Plan, ensuring that new developments enhance the town's character, support its growth, and promote vibrant, functional community spaces that align with the region's heritage and eco-tourism goals.



ANDREW PROWSE
Registered Landscape Architect,
LA3 PTY LTD

Andrew is a Registered Landscape Architect and Horticulturist with over 40 years of experience in North Queensland. His work includes Main Street Programs, townscape improvements, and tropical design responses.

For the Millaa Millaa Masterplan, Andrew's expertise in creating functional and aesthetically pleasing public spaces will be vital. His approach integrates art and design to enhance the town's cultural vibrancy and environmental harmony, contributing to a revitalised and engaging town centre.



REBECCA JENNINGS
Master of Planning Student,
JCU

Rebecca has a strong academic background in Environmental Science and Economics, with nearly 10 years of experience in land management. She has worked extensively with remote and Indigenous communities, and has a significant experience in stakeholder engagement.

For the Millaa Millaa Concept Masterplan, Rebecca applies her expertise to integrate rural, diverse perspectives and support the community consultation process.



JOSEPH CORBIN
Registered Landscape Architect
LA3 PTY LTD

Joseph is a Registered Landscape Architect with 30 years of experience in urban design and masterplanning across Australia, the Asia Pacific, and the Arabian Gulf. His expertise in community consultation and town revitalisation is vital to the Millaa Millaa Concept Masterplan.

Focusing on transforming underutilised areas into vibrant public spaces, Joseph promotes pedestrian activity and supports local businesses. His design philosophy prioritises integrating native plantings and green infrastructure. He ensures revitalisation efforts meet local needs, shaping a thriving Millaa Millaa.

1.2 THE TUDLAB STORY



People in photo, left to right: John Russell, Denis Tolkach, Leyton Isaac, Alvaro Achola, George Coleman, Mitchell Muckray, Lisa Law, Angela Storey, Saran Deling, Stephanie Tung-Yep, Taylor Maclean, Elise Fox, Angela Corbin, Anj Feliciano, Gisela Jung, Andrew Prowse, Rebecca Jennings, Isis Cooper, Gillian Long, Rebecca Bull and Teneal Weir



Strategic Masterplans in Northern Queensland Country Towns (JCU TUDLab team members Lisa Law, Andrew Prowse and Gisela Jung). 2021 Minister's Award for Urban Design. Selected by the Government Architect's Office from current state-wide projects.

The Tropical Urbanism and Design Lab (TUDLab), in partnership with the Millaa Millaa community through the Millaa Millaa Town Masterplan Steering Committee propose this comprehensive Concept Masterplan to address the unique challenges and opportunities of the region.

TUDLab is renowned for its innovative urban design solutions that enhance liveability and sustainability in tropical and regional settings. Their Concept Masterplans bring together the expertise of academics, local planners, and industry experts, while also offering work-integrated learning opportunities for James Cook University (JCU) Planning students. As part of their assessment, JCU students contribute to the process through site analysis, community engagement, and proposing design ideas for the Concept Masterplan. The TUDLab has gained recognition by the Planning Institute of Australia and the Office of the Queensland Government Architect for the value of work-integrated learning for both local communities and students' future employment prospects.

The collaboration with Millaa Millaa involved extensive research, community workshops, and consultations to ensure that the Concept Masterplan aligns with local values and priorities. TUDLab's approach integrates environmental sustainability, cultural heritage, and community well-being into the design framework.

1.3 THE PROCESS



COMMUNITY ENGAGEMENT PROCESS

The development of the Millaa Millaa Concept Masterplan followed a structured process, as depicted in the diagram, ensuring continuous collaboration and community involvement:

DEFINE: The process began with defining the key issues through initial community consultations in November 2023, focusing on understanding local problems and opportunities.

COLLECT: Information was gathered via surveys and meetings, ensuring a comprehensive understanding of the community's needs and aspirations.

BRAINSTORM AND ANALYSE: In June 2024, design workshops encouraged creative brainstorming, allowing community members to contribute ideas and shape the initial concepts.

DEVELOP: Feedback from the workshops informed the development of draft designs, which were refined through further community engagement.

FEEDBACK: The draft Concept Masterplan was presented for feedback in September 2024, ensuring it aligned with community priorities.

IMPROVE: Adjustments were made based on feedback, improving the Masterplan to better meet the community's needs.

FINALISATION: The final Concept Masterplan was published and approved in February 2025, marking the transition to implementation, with detailed designs and funding strategies being developed.

This process ensured that the Masterplan genuinely reflected the aspirations and needs of the Millaa Millaa community.

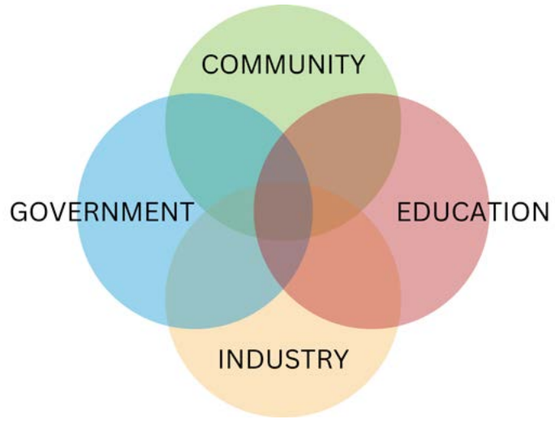
COMMUNITY ENGAGEMENT OUTCOMES

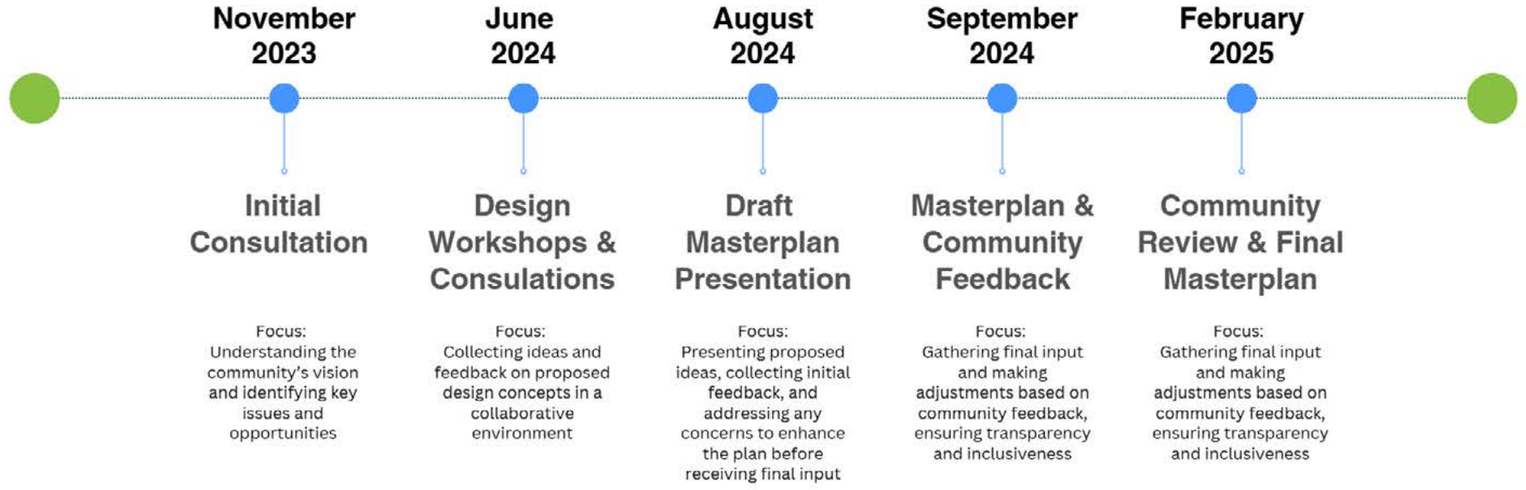
The community engagement process resulted in several key outcomes:

ESTABLISHMENT OF KEY IDEAS PRIORITISATION OF PROJECTS:
Through community feedback, priority projects were identified, including the development of a central community hub, enhancements to public spaces, and improvements to pedestrian connectivity.

ENHANCED COMMUNICATION:
The engagement process improved communication between the community and local government, fostering a sense of collaboration and mutual understanding.

INFORMED DECISION-MAKING:
Community input provided valuable insights that informed the decision-making process, ensuring that the Concept Masterplan reflects the needs and aspirations of the Millaa Millaa community.




November 2023
June 2024
August 2024
September 2024
February 2025
Initial Consultation
Focus: Understanding the community's vision and identifying key issues and opportunities
Design Workshops & Consulations
Focus: Collecting ideas and feedback on proposed design concepts in a collaborative environment
Draft Masterplan Presentation
Focus: Presenting proposed ideas, collecting initial feedback, and addressing any concerns to enhance the plan before receiving final input
Masterplan & Community Feedback
Focus: Gathering final input and making adjustments based on community feedback, ensuring transparency and inclusiveness
Community Review & Final Masterplan
Focus: Gathering final input and making adjustments based on community feedback, ensuring transparency and inclusiveness



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2.0 CONTEXT

2.0 CONTEXT

2.1 HISTORY

Millaa Millaa, nestled in the Atherton Tablelands of Tropical North Queensland, boasts a rich timber history that has profoundly influenced its development. Established in 1910, the town emerged as a key settlement primarily driven by the timber and dairy industries. The surrounding rainforest provided an abundant supply of hardwoods, particularly red cedar, which were highly sought after for construction, furniture making, and other applications. Timber resources not only supported local businesses but also attracted skilled workers and families to the area, shaping the community's identity.

The encroachment of timbering and mining at Jordan Creek in the South Johnstone and the Russell River goldfields heralded unprecedented impact on the Aboriginal families living in the area and surrounds. Those families not impacted by European diseases, such as the Spanish flu in 1918, had to come into the town area. Meanwhile, efforts were being made to open access from the Tablelands through the scrub towards the coast.

As the timber industry flourished, Millaa Millaa became a bustling hub for logging and milling activities. Numerous sawmills operated in and around the town, significantly contributing to the local economy. The timber trade facilitated the development of transport infrastructure, including roads and railways, enhancing access to the region and enabling the shipment of timber to markets both locally and beyond. Alongside this growth, dairy farming also began to thrive, with the lush pastures and favourable climate providing ideal conditions for cattle. This dual reliance on timber and dairy not only sustained the town's economy but also fostered a strong sense of community among its pioneering residents, many of whom contracted Aboriginal labour, developing those relationships.

Today, Millaa Millaa celebrates its timber heritage through various historical sites and attractions that reflect its past. The picturesque landscape, including the iconic Millaa Millaa Falls, results from a natural beauty modified by colonial settlement. Visitors are often captivated by the stories of early loggers and their contributions to the area's development. Timber-themed events and local artisans showcasing traditional craftsmanship further highlight the town's legacy. As Millaa Millaa looks to the future, it remains committed to preserving its rich history while embracing sustainable practices that honour the natural environment, continuing to thrive as a gateway to the breathtaking Atherton Tablelands.



2.2 MILLAA MILLAA COUNTRY TRADITIONAL CUSTODIANSHIP

Millaa Millaa town and its surroundings are recognised as being within the Dyirbal language nation, Mamu Native Title holder group, Warribarra locality area and dialect group. While much genealogy knowledge has yet to be reconstructed from the impact of the period 1900 to the 1960s, the apical families for this area are legally recognised as the Sandy Millay Millay and Duginyoh Paddy Brooks families.

Waribarra includes a third apical family, Bambun, from near the Mamu Tropical Skywalk towards the east. As one of six identity groups of the Dyirbal language nation, Mamu people were recognised in the Australian legal system in 2012 as being the Native Title holders for the area bounded by Dirran Creek and the North Johnstone River through to Cooper Point on the coast, to North Maria Creek in the south, to the Misty Mountains.

The Waribarra locality area generally includes the now parishes of Beatrice, Coorumba, East Palmerston, Ellinjaa, Mamu, Middlebrook, Millaa Millaa, Minbun, Moregatta, Mungalli, Ngatjan, Nerada, Tarzali, Wooroonooran and Woopen Creek.

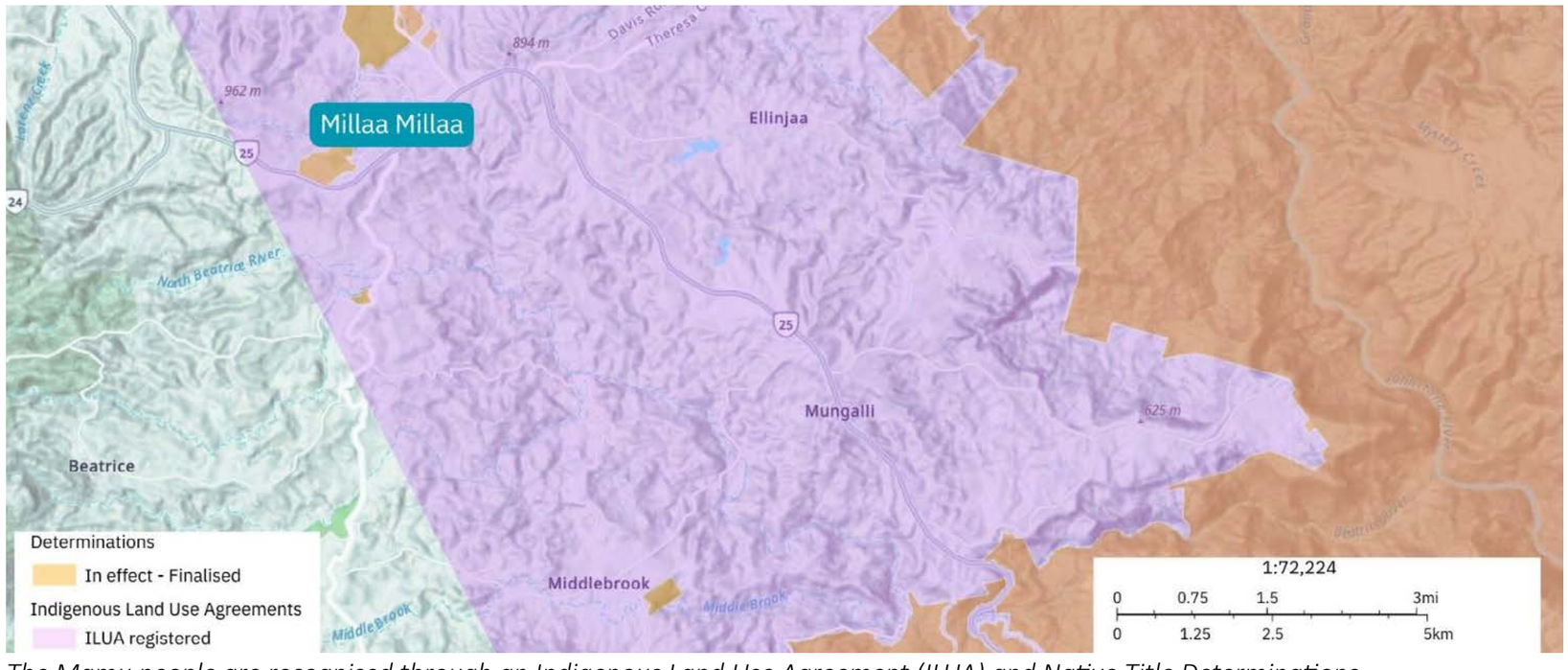


Cultural heritage is significant, allowing for the important sharing of stories, knowledge, and understanding of the area. Ridgelines were used as walkways, now roads, and places along the waterways include the Waterfall Circuit. The creator, Yarmani, has water associations.

While much cultural heritage knowledge has yet to be reconstructed from the impact of the seven decades from the 1900s to the 1960s, there is rich heritage to share with interested residents and visitors.

Native title rights include the people's past, present, and future responsibilities to lands, waters, cultural heritage, and the people's wellbeing. The Mamu Aboriginal Corporation, established in 2001, represents the affected holders and Mamu people as their Registered Native Title Body Corporate (RNTBC) and registered Cultural Heritage Body (CHB).

The Corporation is the formal point of contact for engaging with the affected holders. The Corporation's directors are elected from each Mamu-barra locality area; it has a cultural advisor group and manages the Mamu Ranger team for ecosystem services to Country, including as a labour force to land managers. Indigenous Land Use Agreements to facilitate relationships, particularly regarding land and water management, such as the one with Tablelands Regional Council, as shown.



The Mamu people are recognised through an Indigenous Land Use Agreement (ILUA) and Native Title Determinations throughout the Millaa Millaa region.

2.0 CONTEXT

2.3 PHYSICAL ENVIRONMENT

Millaa Millaa is located approximately 100km from Cairns and sits at an elevation of around 830 meters above sea level. The town is nestled within the lush landscapes of the southern Atherton Tablelands and is renowned for its proximity to the famous Waterfall Circuit, which includes Millaa Millaa Falls, one of the most photographed waterfalls in Australia.

The town's boundaries encompass rich agricultural lands and patches of remnant rainforest, offering a stunning backdrop for outdoor activities. Millaa Millaa's natural and cultural environment includes opportunities for rainforest walks, where visitors can experience diverse flora and fauna, including the elusive Lumholtz tree-kangaroo, cassowaries, and vibrant birdlife. The Millaa Millaa Falls Conservation Park is a key feature of the area, with walking trails that allow visitors to explore the region's natural beauty. The falls, fed by the pristine waters of Theresa Creek, flow year-round and provide a picturesque spot for photography, reflection, learning, picnicking and swimming.

2.4 LAND ECOLOGY

Millaa Millaa's land ecology is shaped by its volcanic origins on the Atherton Tablelands in Far North Queensland, where volcanic activity, as recent as 1 million years ago, formed the region's fertile basaltic soils. These deep, well-drained soils, known as ferrosols, are rich in iron and ideal for both native rainforests and agriculture, supporting a range of land uses, including intensive horticulture. The basalt's resistance to weathering has helped maintain the high elevation of Millaa Millaa, which sits at approximately 830 meters above sea level. This elevation brings cooler temperatures and higher rainfall compared to surrounding areas, fostering rich biodiversity and supporting a gradient of ecological zones, from lowland rainforests to open woodlands. The region is known for its steeply sloping hills and is home to several iconic waterfalls, such as Millaa Millaa Falls, Zillie Falls, and Ellinjaa Falls. These features, along with volcanic craters, highlight the area's geomorphological history shaped by erosion and water flow. The climate is predominantly humid subtropical, with most rain falling in the summer months, averaging around 2,250 millimetres annually.

This high rainfall, combined with the area's fertile soils, makes it ideal for agriculture while also requiring careful land management to prevent erosion, especially on steep slopes. Millaa Millaa is surrounded by three national parks—Wooroonooran, Maalan, and Herberton Range—all part of the Wet Tropics of Queensland World Heritage Area, which contains the largest remaining rainforest in Australia and boasts the highest national level of biodiversity. These rainforests are relics of the great Gondwanan forest from 50 to 100 million years ago. They contain one of the world's most complete and diverse living records of the evolution of land plants, and important living records of marsupials and songbirds.

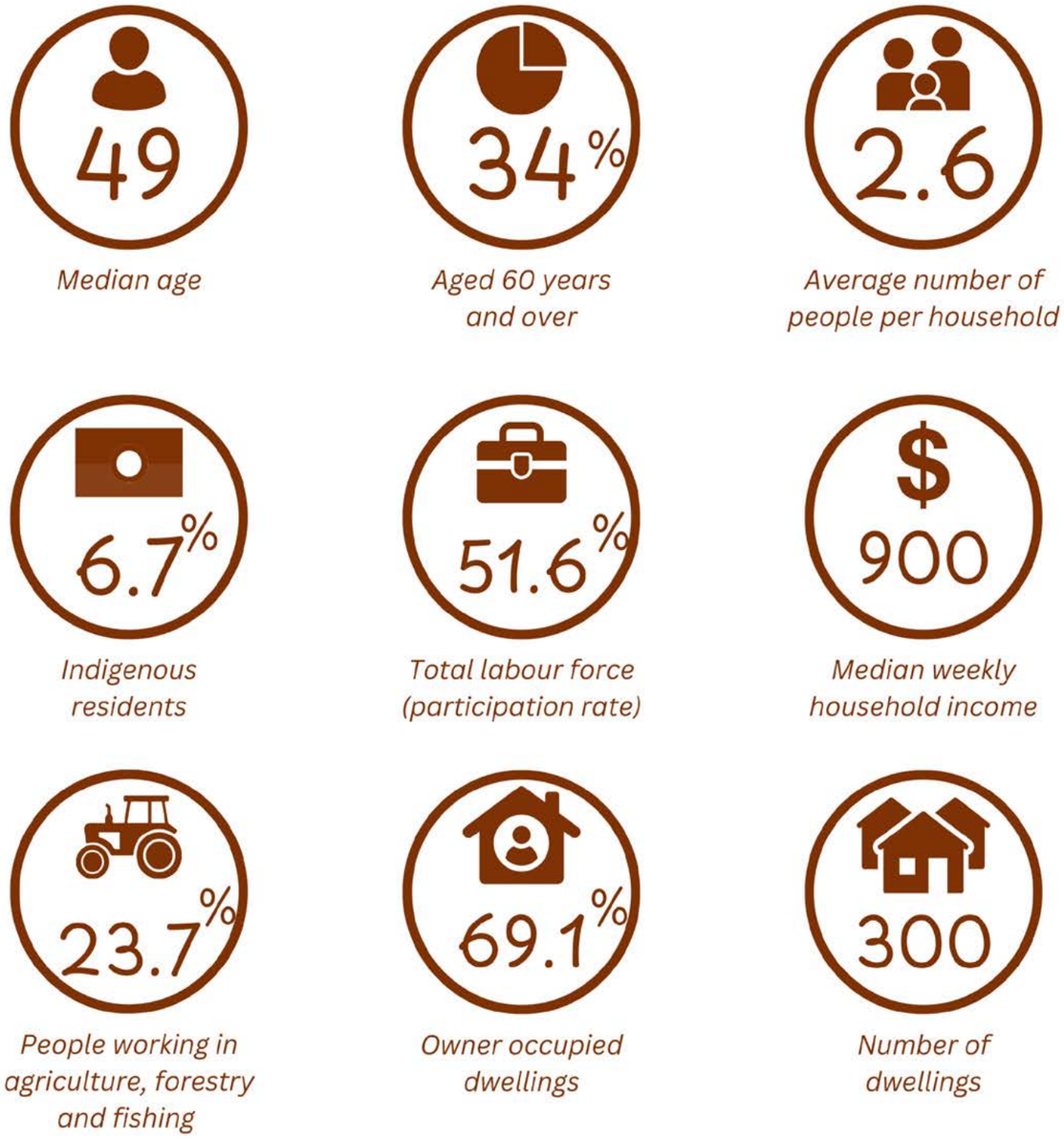


2.5 DEMOGRAPHY

Millaa Millaa has a population of approximately 523 people, 6.7% of whom are Indigenous community members. The median age in Millaa Millaa is 49 years, with a significant proportion of the population (34%) aged 60 years and over. Addressing the needs of this older demographic is essential, while also fostering a community that appeals to younger families and individuals, particularly given Millaa Millaa's scenic and peaceful environment.

The Census reported that 51.6% of Millaa Millaa's population is in the labour force, with more than 23% working in the Agriculture, Forestry, and Fishing industries, reflecting the area's agricultural base. There is a growing workforce in the tourism and hospitality sectors due to the town's appeal as a destination for visitors to the Waterfall Circuit.

The median weekly household income of $900 is lower than the median QLD household income of $1,517, indicating that Millaa Millaa has a relatively low-income level, due to its rural setting and the nature of employment in the area (ABS, 2021; Profile ID, 2021).



2.0 CONTEXT

2.6 ACCESS AND SIGNAGE

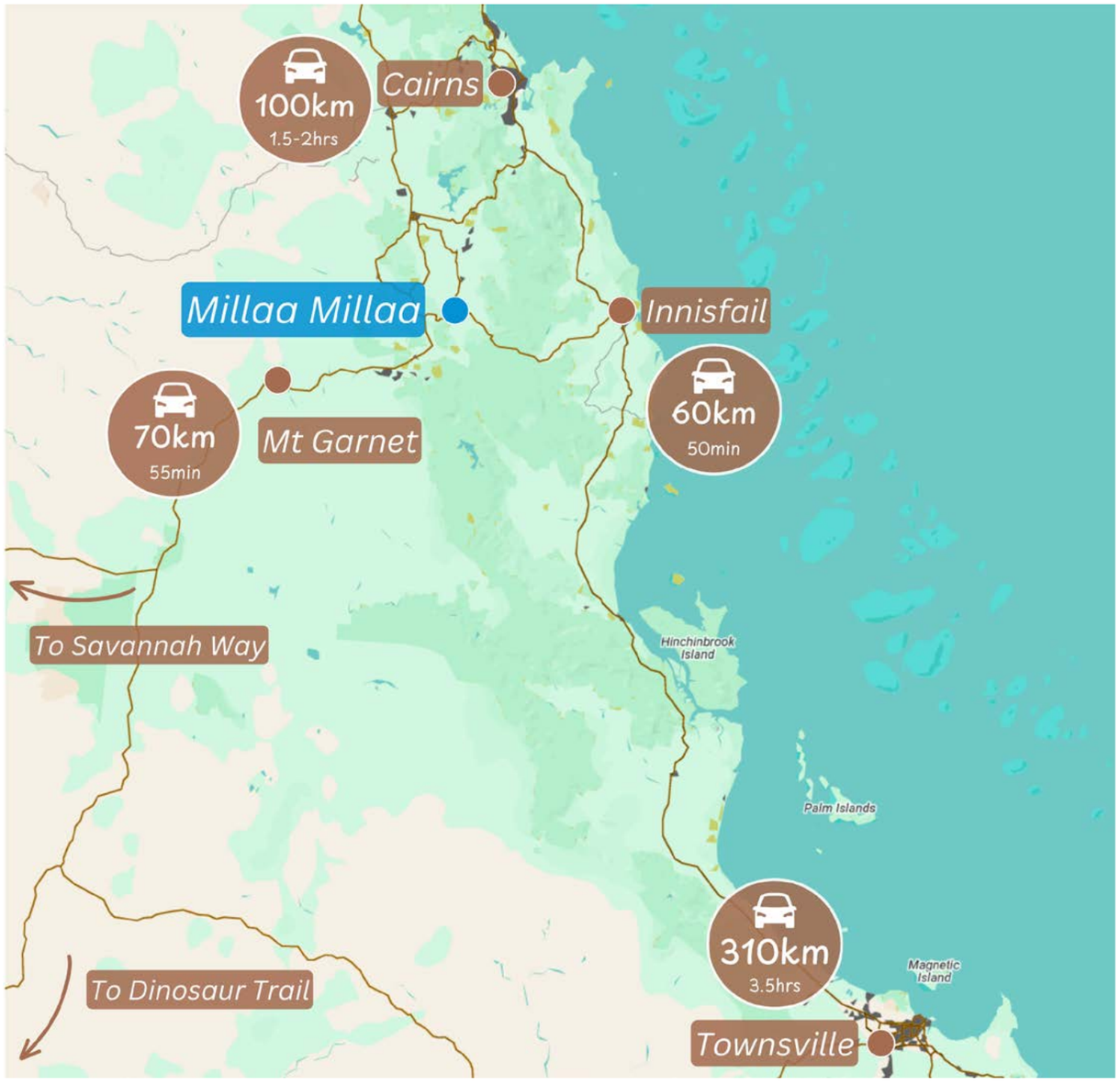
Millaa Millaa is 1.5 to 2 hours from Cairns, a 50-minute drive to Innisfail and 35 minutes to the nearby town of Atherton. Many visitors pass through the town as part of their journey to explore the Atherton Tablelands and the iconic Waterfall Circuit.

To enhance the visitor experience and support local businesses, it is crucial to improve access and signage throughout the greater Millaa Millaa area. A comprehensive wayfinding strategy is needed to clearly signal arrival in Millaa Millaa, which can be achieved not only through updated signage but also by revitalising the town's public spaces. Key initiatives include updating directional signage to improve wayfinding and make it easier for visitors to navigate the town. This includes clear and informative signage for key attractions, such as the Millaa Millaa Falls, and essential information on local amenities.

Additionally, there is an opportunity to build on existing initiatives by creating informative heritage markers that highlight significant historical and cultural sites in Millaa Millaa. These markers will not only tell the town's rich history but also enhance the visitor experience by providing educational insights.

Improving pedestrian pathways is also essential for ensuring safe and accessible movement throughout the town. This includes upgrading footpath infrastructure, creating well-marked pedestrian crossings, and developing walking trails that connect key areas of Millaa Millaa.

Together, these efforts will strengthen the town's identity, enrich the visitor experience, and promote Millaa Millaa as a destination with both natural beauty and cultural significance.

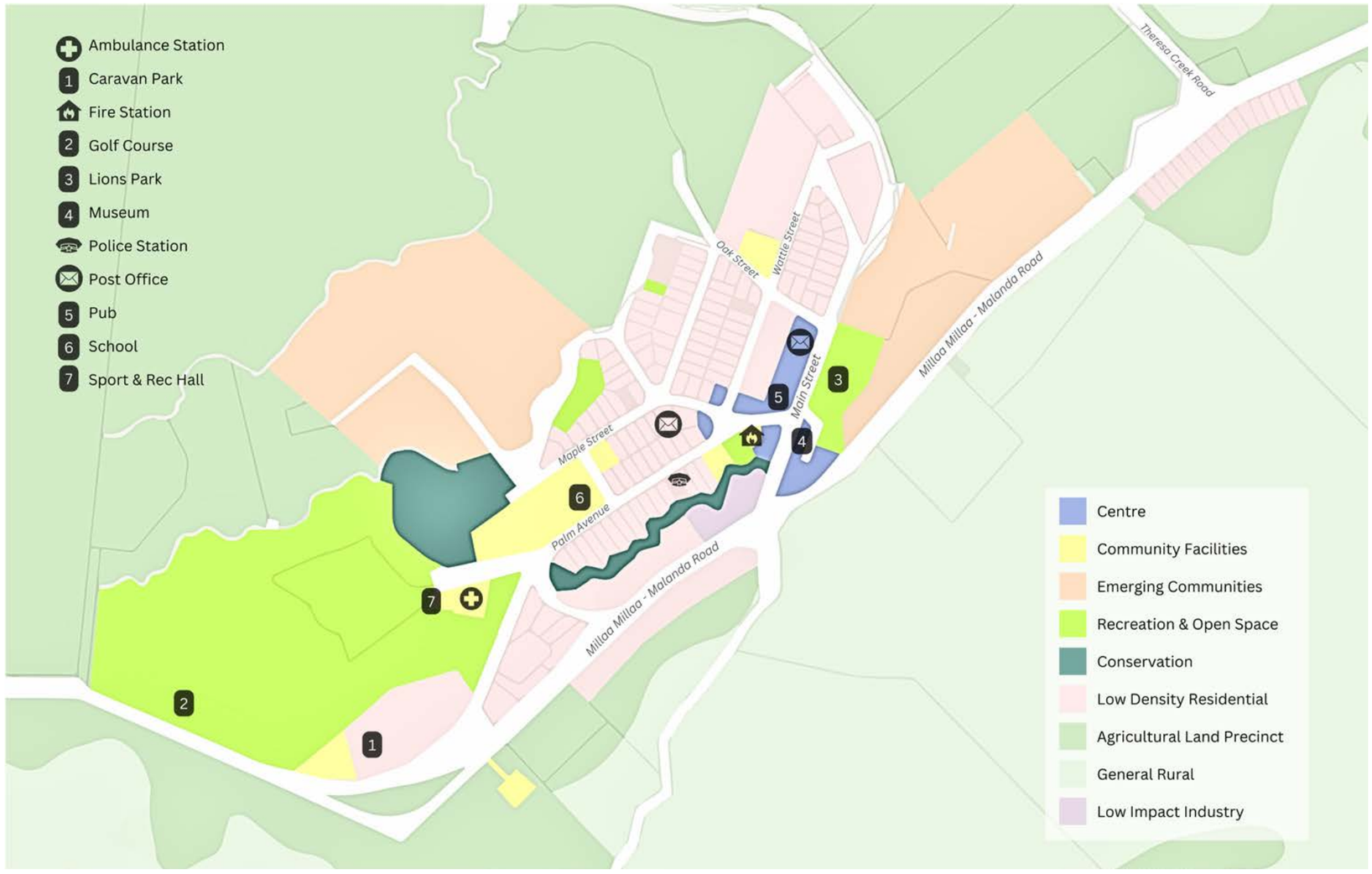


2.7 LAND USE

The village of Millaa Millaa has developed primarily along Main Street, which serves as the town's central thoroughfare. Millaa Millaa, whilst smaller than nearby Malanda, functions as an important local hub within the region. The town features some essential services and convenience stores, including a general store and a local café. While the retail offerings are modest, Millaa Millaa caters to the daily needs of its residents and visitors, with the potential to enhance its role as a key service center for the surrounding agricultural districts, and leveraging its tourism appeal to those exploring the Waterfall Circuit.

Beyond its natural attractions, Greater Millaa Millaa boasts fertile agricultural precincts that support dairy farming, crops, and sustainable agriculture. This blend of lush landscapes and productive land offers prime opportunities for eco-tourism ventures focused on environmental conservation, as well as agri-tourism activities that immerse visitors in the region's farming heritage.

The area is also becoming increasingly popular for hobby farms and lifestyle blocks, appealing to those seeking a rural lifestyle close to a village centre. These smaller parcels of land are ideal for boutique farming, organic gardens, or tranquil retreats. With a strong commitment to preserving its natural and agricultural heritage, Greater Millaa Millaa is poised to balance tourism, agriculture, and conservation, making it an attractive destination for rural living and eco-tourism



3.0 COMM



UNITY INSIGHTS & STRATEGIC OPPORTUNITIES



3.1 WHAT WE HEARD









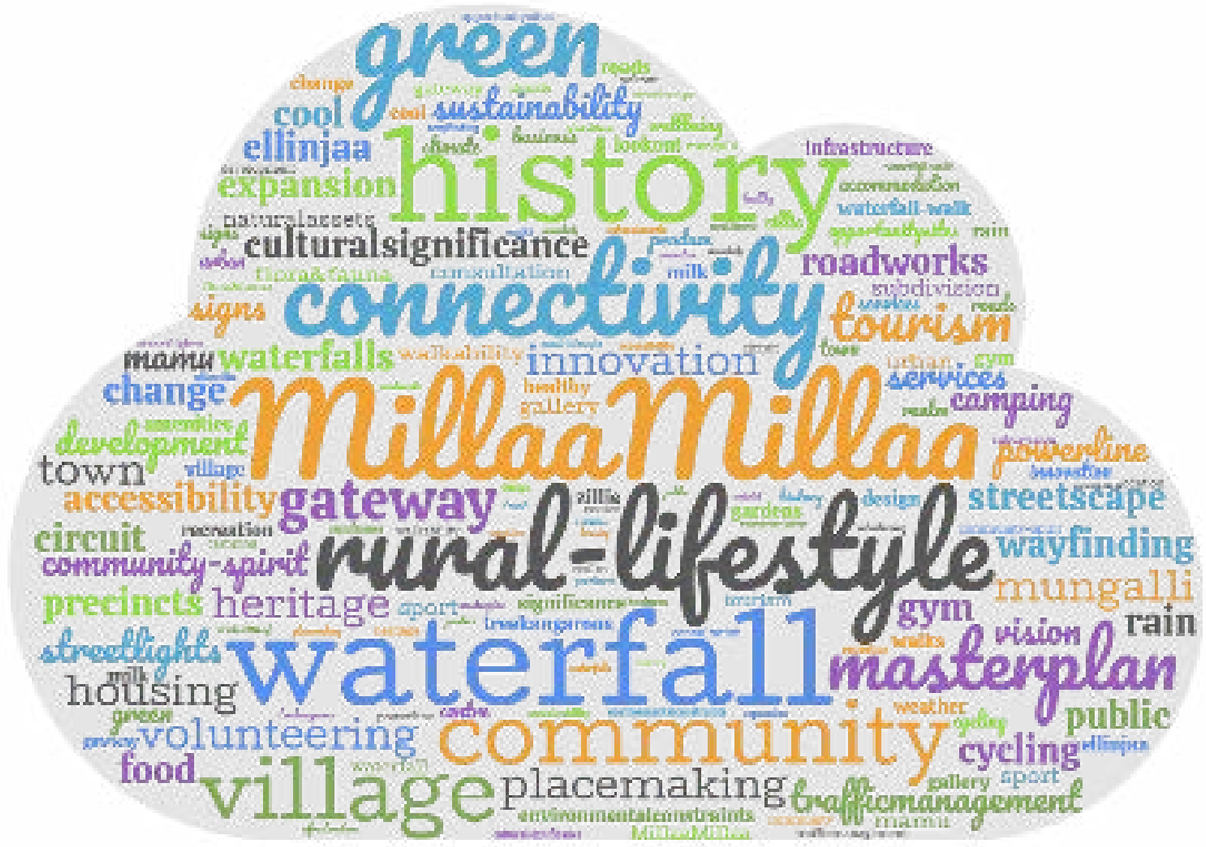
Millaa Millaa Design Workshop with the Millaa Millaa community, where participants contributed ideas and feedback on proposed design concepts. The community were brought to the hall by the Town Crier of Millaa Millaa.

In June 2024, the Masterplan team carried out an extensive initial community consultation in Millaa Millaa. This involved face-to-face meetings with over 100 residents, including traditional custodians, local businesses, and schools to gather a broad spectrum of opinions and ideas.

The feedback collected during these consultations was meticulously processed using a word cloud program, which visually represents the frequency of terms mentioned. In this image, the size of each word indicates how often it was referenced, highlighting key topics and concerns.

The insights gained from these consultations were instrumental in shaping the Millaa Millaa Masterplan. The diverse input from community participants, encompassing their voices, ideas, and local knowledge, has directly influenced the formulation of the themed sections that follow.

This approach ensures that the Masterplan is not only reflective of the community's needs and aspirations but also fosters a sense of collective ownership and commitment to the plan's success.





3.2 EXPERIENCING MILLAA MILLAA

Finding Millaa Millaa





- Millaa Millaa needs better wayfinding to help orient visitors
- Signage around the region needs regular upkeep and maintenance
- Millaa Millaa village is often not on tourist maps and many visit Millaa Millaa Falls without coming into the town

Stunning surroundings ‘A place of views and vistas’





- Millaa’s vistas are easily missed or hard to access for ‘Instagram’ moments
- McHugh’s lookout is spectacular but not well-known or well-signed for visitors
- Brooks Road and Junction Road to Mungalli is a scenic drive, but not promoted as such

A land of tumbling waters





- A distinctive volcanic history has shaped the region’s landscape
- Seven waterfalls are located within a short driving distance from Millaa Millaa
- Millaa Millaa is an ideal hub for the waterfall circuit but is by passed by most tourists

A place that gets a lot of rain





- Millaa Millaa has a unique climate with lots of rain and a cozy feel
- Damage from moisture is noticeable, and buildings, public art and signage need regular cleaning
- Responsibilities could be divided between Council and community working bees for cleaning and a refresh

An Indigenous heritage to be told





- Indigenous heritage stories should be shared
- Tourists actively seek Indigenous histories and landscape interpretations
- Connecting to these histories fosters truth-telling and reconciliation opportunities

A timber history





- Timber clearing brought the railway and revealed Millaa Millaa's rolling hills, opening the dairy industry
- There is potential for more interpretation of logging and reforestation in the region

Rich agricultural and dairy land





- Millaa Millaa's agricultural significance is underrepresented in the Tablelands narrative
- There are opportunities to highlight local innovation and produce
- Farmstays can enhance the visitor experience
- Developing a food trail could promote local agriculture

A main street that has lost its civic buildings





- Few heritage buildings are left, especially on the main street
- The old and lost civic buildings could be better remembered in the current landscape
- The modern pub and old cheese factory do not tell the story of Millaa Millaa's history


Diner

3.2 EXPERIENCING MILLAA MILLAA

A series of walks through a pretty country village





- Several walks throughout the village provide opportunities for nature encounters with unique flora and fauna
- Residents can undertake leisurely strolls throughout Millaa Millaa
- Opportunities exist for further trail development, and to connect existing trails

Vehicle dominated streetscape and poor lighting





- Millaa Millaa village had wide streets and a lack of continuous footpaths
- Poor visibility is combined with missing pedestrian crossings which creates acessibility issues
- Fewer people use the street, impacting local businesses and liveability

A museum and cafes with limited capacity





- The availability of staff influences the trading hours of businesses
- Opening times can conflict with the needs of tourists and other visitors
- Aging staff, lack of staff and reduced volunteer numbers also influence opening hours
- The museum collection can be overwhelming and needs professional curating

Under-showcased art and interpretation





- Local art and interpretative elements are not clearly visible
- Many artworks and signs are hidden from view
- A lack of effective showcasing fails to engage visitors with the town's cultural narratives
- The large fibre glass sculpture of Palmerston and Pompo is a poorly executed deteriorating artwork that needs decommissioning


SOUVENIRS
POST
GIFT SHOP
Rumours
Diner
CARAVAN
PARKING
CIRCUIT

3.3 BIG IDEAS



1
A PLACE TO LIVE

Future development should focus on connecting the community to the centre, through creating an accessible, tidy, and safe town with drawcards such as indoor and outdoor activity, sports, arts, and education, along with events, and entertainment. Future development should provide usable and accessible spaces and infrastructure to connect, work, and play.



2
A GATEWAY TO ICONIC NATURAL ATTRACTIONS

As the gateway to the district's waterfalls, Millaa Millaa plays a key role in welcoming visitors. The village should strengthen its role offering visitors multiple ways to experience the area's natural beauty, through enhanced signage, information, education, and accessibility to improved trails, iconic sites, and visitor facilities. Wecoming visitors will encourage them to extend their stay.



3
ENTREPRENEURIAL INNOVATION

Building on the town's history of change and innovation, Millaa Millaa aims to be an innovative entrepreneurial community supporting good ideas such as creative start-ups, tourism ventures, micro business and new industry opportunities, pop-up business, and market stalls, along with the development of service delivery opportunities that build on and expand the community's current primary production and other business enterprises.



4
SUSTAINABLE GROWTH

The Millaa Millaa community supports sustainable growth opportunities including options to create a diverse range of accommodation for tourists, retirees, workers, families, single people, backpackers and lifestyle seekers. Enabling the creation of affordable medium density subdivisions, and small acreage land use, while protecting the district's ecology, farmlands, natural wonders, and cultural heritage will enhance Millaa Millaa's sustainability into the future.



5
CARING FOR PEOPLE AND PLACE

Millaa Millaa's wet environment with heavy rain, cyclones, and fog helps create its dramatic beauty. However, planning, preparation, and maintenance of human made and natural assets in this environment creates unique issues. Planning and partnership with Council is essential for the community and business enterprises to develop pride in caring for place to manage the increase maintenance burden and build resilience in the community.

3.4 OPPORTUNITIES AND CONSTRAINTS

1
A VILLAGE IN THE MIST

Opportunities
Millaa Millaa, with its subtropical temperatures and year around rainfall, is surrounded by highlands and lush landscapes which make it a desirable place to live. Its vibrancy and community connectivity can be enhanced through:

- Thoughtful and sustainable landscaping, beautifying the town centre and creating an enticing entry point to improve the centre's appeal
- Design options that add charm, connectivity and functionality, through signage, sustainable landscaping and plantings, along with improved lighting and accessible streetscapes
- Covered entertainment/ activity areas will improve usability
- The design and creation of functional spaces and community buildings for both indoor and outdoor recreation, education, sports, activities and entertainment
- Solar lighting, underground cabling or air bundling will enhance the look of Main Street and increase resilience in cyclones
- Building youth adventure areas like pump tracks, new walk/ cycleways and enhancing existing pathways will add useability, connectivity and safety
- Pedestrian crossings improve access to services and promote active lifestyles

Constraints
- Lack of funding for key projects
- Protecting local ecosystems
- Balancing development efforts with the preservation of Millaa Millaa's unique natural resources and character
- Ongoing upkeep of infrastructure and landscaping can strain local resources, requiring secure arrangements and sustainable practices

2
A GATEWAY TO ADVENTURE

Opportunities
Bounded by world heritage rainforest, Queensland's highest mountains, and abundant waterfalls, Millaa Millaa's natural beauty and historical significance offer a unique opportunity to attract tourists. The town is a gateway, and could play a key role in welcoming visitors and encouraging them to stay and explore the many stunning natural attractions.

Millaa Millaa can become a major regional attraction, leveraging off landmarks like waterfalls, rivers, significant mountain trails, and McHugh's Lookout. This can draw visitors interested in nature, art, photography, and outdoor adventure.

By building and enhancing access to iconic sites including Millaa Millaa Falls, the Falls circuit, outlying waterfalls and Misty Mountains trails, Mungalli Creek district, and McHugh's Lookout, tourists are likely to stay longer especially it they have access to:

- More options for short term accommodation and tourism amenities
- Improved local walking and cycling trails particularly around the town and to the waterfalls circuit, where tourists may encounter local wildlife such as tree kangaroos
- Improved roads and vehicle access, and better signage

Sharing the history and region's ecology, and promoting the town as a destination for events, activities and cultural experiences, will make the town more appealing to visitors.

Constraints
- The town is not seen as a hub or destination and its buildings, main street and town entry need a significant investment/facelift
- Focus needs to include preserving Millaa Millaa's cultural heritage, including promoting significant sites and town history but the museum which contains much of the history is not suited to its current function and is constrained by its current building
- Concerns from some residents wary of change
- Navigate the challenge of balancing development needs with conservation efforts to maintain the district and town's character and natural ecosystems

3
AN ENTREPRENEURIAL COMMUNITY

Opportunities
Millaa Millaa has a history of entrepreneurial change and renewal, from pristine forests to the timber industry, to cow and buffalo dairy, cheese and ice cream making, to beef and bush tucker. On a smaller scale, Millaa Millaa also has sheep farming, tourism, and produce/product development, and service orientated businesses.

There is community interest in supporting entrepreneurial aspirations such as creative start-ups, tourism ventures, micro business and new industry opportunities, pop-up business, and market stalls, along with the development of service delivery opportunities that build on and expand the community's current primary production, tourism and service infrastructure.

New entrepreneurial ventures, along with incubation, training and mentoring will enhance the community and tourist experience and create employment opportunities while maintaining ecosystems.

Improved communications technology and back-up energy sources with secure electricity and communications, as well as business and marketing skills development and business incubation opportunities, will assist this.

Constraints
- ABS data shows Millaa Millaa is a low socio-economic area with limited funding resources to enable and support entrepreneurial ideas
- Access to grants and education is required to help entrepreneurial ventures get off the ground
- Greater access to building space will help grow opportunity
- Access to grants and other opportunities for priority projects is essential for long-term financial sustainability

4
SUSTAINABLE GROWTH

Opportunities
Building on the town's history of change and innovation the community and its infrastructure will continue to grow attracting new residents and businesses leading to increased demand for housing, infrastructure, and services.
Without adequate planning, rapid growth may strain resources, causing housing shortages and traffic congestion.
Working in collaboration with Council's Strategic Infrastructure & Land Use Planning will optimise land use through effective zoning. This organised approach helps prevent bottlenecks, urban sprawl, and inefficiencies, supporting sustainable growth and improving residents' overall quality of life
Council's early identification of available land for development and infill will enable holistic, planned and considered growth including options to create a diverse range of land use for business, accommodation for tourists, retirees and the aging, workers, families, single people, backpackers, lifestyle seekers, in addition to affordable medium density subdivisions, and small acreage land use, alongside continuing rural farming availability.

Constraints
- Maintaining Millaa Millaa's historical and natural heritage while pursuing development is a challenge and current land use planning has growth identified in parcels unlikely to be developed in the foreseeable future
- Thoughtful planning and community-Council partnerships are needed to protect the town's character and accommodate growth, without urban sprawl impacting negatively on the districts ecology, primary production, rural lifestyle, and village charm
- Analysis of water treatment, sewerage, electical and telecommunication infrastructure is needed

5
CARING FOR PEOPLE AND PLACE

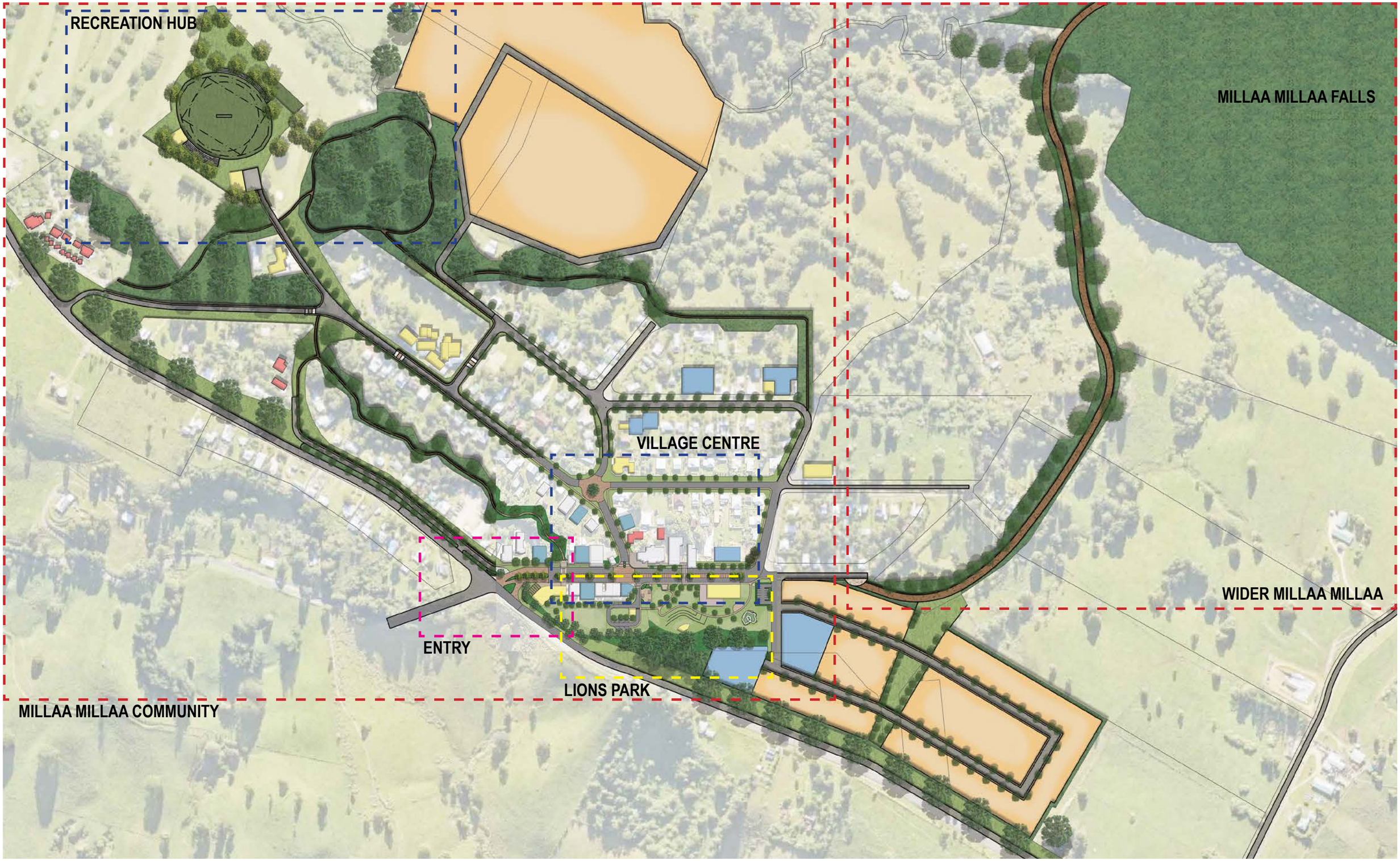
Opportunities
Millaa Millaa's wet environment with heavy rain and fog create its scenic beauty and cosy atmosphere, which during winter months allows visitors and locals to sit in front of a welcoming fireplace. More shelters and covered walkways would improve access around the town.
Preserving Millaa Millaa's natural and cultural heritage, including promoting significant sites, along with town and place history, is an important aspect of showcasing Millaa Millaa to visitors. A new, combined museum and information centre could carry out this important task.
Showcasing the town and district requires a concerted effort to build and support maintenance projects such as mould removal, sign management, weed management, road and walk/cycle way maintenance, creating a tidy town, tidy district mentality.
Rationalising and improving outdoor areas for entertainment, adventure, picnic/BBQ, exercise and sporting facilities for the community and visitors will create greater activity and connection for the community.

Constraints
- Planned maintenance and upkeep are crucial components to consider in terms of new infrastructure and plantings, which may strain existing community resources and capacity
- The weather, particularly in the event of cyclones, creates an increased maintenance burden generally, but particularly for access, safety, building and garden maintenance, signage, roads, mould and weed management, walkways cleaning, and electrical and telecommunication resilience.









OVERALL MASTERPLAN

MILLAA MILLAA MASTERPLAN

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3.5 VISION



At the core of the Millaa Millaa Concept Masterplan is a vision to create a vibrant, connected community that honours the village's rich history while embracing sustainable and innovative growth. This vision builds upon Millaa Millaa's legacy of hard work, resilience, and entrepreneurship, fostering an environment where community well-being and natural beauty coexist harmoniously.

Referred to as the "Village in the Mist," Millaa Millaa's future depends on maintaining its serene charm and identity while thoughtfully integrating modern amenities and infrastructure.

Ultimately, this vision is about more than just development; it is about nurturing a vibrant, connected, and sustainable community where heritage, nature, and modern living thrive in harmony. Millaa Millaa will continue to flourish as a serene yet dynamic village, ensuring its legacy for generations to come.

The Concept Masterplan is guided by key design themes that shape the direction of future growth, ensuring that Millaa Millaa remains a desirable place to live, work, and visit:

A PLACE TO LIVE

Future development will focus on enhancing connectivity within the village, creating an accessible, safe, and inviting community. By improving infrastructure and providing functional public spaces, the Masterplan will support a vibrant social environment with opportunities for sports, arts, education, and events. Thoughtful design will encourage social interaction and foster a strong sense of community pride, making Millaa Millaa a welcoming home for all.

GATEWAY TO ICONIC NATURAL ATTRACTIONS

As the gateway to the renowned Waterfall Circuit, Millaa Millaa plays a crucial role in welcoming visitors to the region's natural wonders. The plan aims to strengthen this role by enhancing arrival experiences, improving trail accessibility, and providing educational resources and visitor facilities. These enhancements will encourage longer stays, deepening visitors' connections to the village and its surrounding natural beauty.

ENTREPRENEURIAL INNOVATION

Building on Millaa Millaa's history of innovation, the village aims to become a hub for entrepreneurial growth and creative ventures. The Masterplan supports initiatives such as start-ups, tourism enterprises, micro-businesses, and market stalls.

By fostering a dynamic environment for new ideas, the village will promote economic resilience and create opportunities for local enterprise, expanding its role as a centre of innovation.

SUSTAINABLE GROWTH

Sustainability is a foundational principle, ensuring that Millaa Millaa grows responsibly while preserving its natural heritage and community values. The plan promotes diverse accommodation options for tourists, families, retirees, and workers, including affordable housing and small-acre subdivisions.

This balanced approach will protect the district's ecology and cultural heritage, ensuring Millaa Millaa's long-term sustainability.

CARING FOR PEOPLE AND PLACE

Millaa Millaa's unique environment, characterised by heavy rainfall, cyclones, and mist, requires thoughtful planning and resilience. The Masterplan emphasises the importance of community collaboration and partnership with local authorities to maintain and enhance infrastructure.

By fostering a culture of stewardship and pride, the village will ensure the sustainable management of its natural and built assets, creating a resilient and thriving community.



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4.0 LIVING IN MILLAA MILLAA

LEGEND

1. Suggested sustainable growth surrounding the Village Centre
2. Careful infill projects within the Village Centre to encourage aged living or medium density development within the community
3. Existing accommodation for visitors
4. Ensure new communities are integrated by walking tracks
5. Proposed locations for significant public building / community hub
6. Ensure growth along the main street
7. Noise buffer and bike path to Theresa Creek Road
8. Community infrastructure

OVERALL MASTERPLAN

MILLAA MILLAA MASTERPLAN

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4.1 A VILLAGE IN THE MIST - A PLACE TO LIVE

Create a liveable community



- Develop a vibrant and sustainable village that harmonises with its surroundings
- Enhance pedestrian-friendly streetscapes with native plantings and shaded walkways
- Use parks, pocket gardens, and gathering spaces to support outdoor living, like the revitalisation of Lions Park
- Incorporate recreational activities such as exercise circuits and walking trails to promote health and well-being
- Improve Main and Maple Streets to boost local business activity and attract more foot traffic

Guide future growth



- Identify areas for future residential and commercial growth, ensuring alignment with the village's character
- Introduce facilities tourist amenities to boost tourism
- Walkable, pedestrian-friendly streets
- Encourage infrastructure planning to consider sewage, water treatment, electrical and telecommunications infrastructure

Preserve village character



- Preserve cultural and historical landmarks, including heritage buildings and natural attractions
- Reflect local culture and history, including First Nations heritage, through interpretive signage, public art and curated museum displays
- Ensure new developments blend with the scenic natural landscape and misty atmosphere of Millaa Millaa
- Modernise public spaces while maintaining the village's rustic charm, integrating traditional elements with modern infrastructure

Integrate environmental design



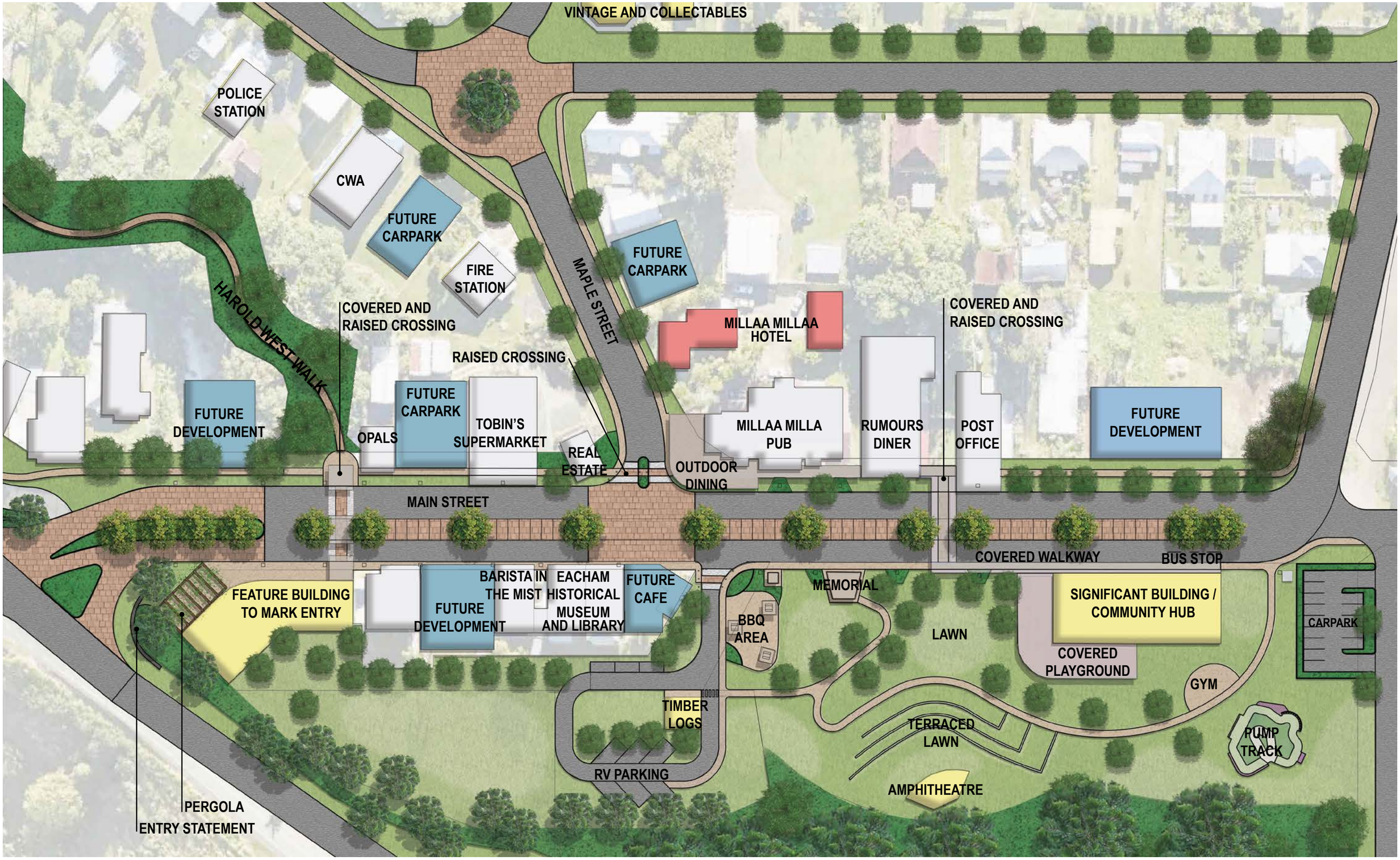
- Use sustainable materials such as stone and timber, to complement the natural environment
- Integrate rain gardens, permeable pavements, and Aerial Bundled Cables (ABCs) to manage stormwater and support healthier street trees
- Promote eco-tourism by developing environmentally friendly trails and green spaces, enhancing Millaa Millaa's reputation for sustainability
- Introduce energy-efficient lighting and infrastructure to reduce environmental impact while improving public safety and ambiance

Millaa Millaa is a scenic region with a distinctive history, environment and ecology. It is an attractive place to live but sustainble future growth requires diversifying the economy and infrastructure planning to maintain environmental values and preseve village character. These key elements will ensure future generations enjoy a vibrant, culturally rich and ecologically balanced community.

Enhancing the town main street and promoting the town as a gateway for tourism can help ensure village's unique charm and natural beauty are protected. Supporting businesses and tourism that align with heritage and enviromental goals will help ensure Millaa Millaa remains a liveable community.

The town has an aging population, and addressing the needs of this demographic as well as younger residents is important to fostering a liveable community. Pedestrian-friendly streets, new buildings and recreational activities meet the needs of both of these demographics.

There are opportunities to integrate green practices into town planning and development in ways that enhance the environment and encourage environmental stewardship. Using local materials and landscaping helps protect the identity and character of the area, as well as working with local environments and ecologies.



MAIN AND MAPLE VILLAGE CENTRE

MILLAA MILLAA MASTERPLAN

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4.2 MAIN AND MAPLE ST VILLAGE CENTRE

Revitalise Main Street



- Upgrade streetscape elements to make Main and Maple Streets more vibrant
- Improve pavements, lighting, and seating areas for a more walkable, appealing street
- Enhance landscaping with native plants to provide shade and beautify public areas
- Introduce wider footpaths to encourage foot traffic and outdoor dining

Promote local businesses



- Design flexible spaces for local markets and pop-up stalls to stimulate commerce
- Encourage the establishment of new businesses by improving street visibility and access
- Promote the area as a destination for local cafes, tourism and history through marketing
- Promote Millaa Millaa as the hub for the Waterfall Circuit and for exploring the southern tablelands and Innisfail attractions

Curate events



- Develop an annual events calendar to attract tourists and engage the community in the village centre
- Promote seasonal activities and take advantage of the seasons to bring different visitors
- Use events to support local businesses
- Display seasonal banners to create a vibrant atmosphere

Create community spaces



- Create gathering spaces like small parks or community hubs for events and meetings
- Develop new facilities, such as multi-use buildings that support business growth and cultural activities
- Promote flexible spaces for community workshops, events, and cultural programs
- Develop a significant building (preferably in the park location) that is a multi-purpose community building that includes a new location for the museum and acts as a start point for the Rail to Trail Waterfall Walk

The transformation of Main and Maple Streets into a vibrant village centre will establish a more attractive and functional heart for Millaa Millaa. This initiative will involve upgrading key amenities such as seating areas, public restrooms, and lighting, ensuring that the centre is both welcoming and user-friendly.

Enhancing local businesses will also be a priority, with initiatives to support entrepreneurs and promote unique offerings that reflect the community's character. By positioning the area as a hub for commerce, culture, and social interaction, the plan seeks to create an inviting atmosphere that draws both residents and visitors alike.

To achieve these goals, the project will focus on improving public spaces, incorporating elements such as green parks, art installations, and pedestrian-friendly walkways. These enhancements will encourage community engagement and foster a strong sense of belonging among residents. Moreover, the revitalisation will honour Millaa Millaa's unique heritage by integrating local history and culture into the design, celebrating the town's identity.

Thoughtful upgrades will ultimately transform the village centre into a lively, engaging space where people can gather, connect, and enjoy the distinctive charm of Millaa Millaa.



BOLLARDS ON RAISED CROSSINGS TO IMPROVE WALKABILITY



SEATING ALONG MAIN STREETS AND OTHER FEATURES



DECORATIVE LAMP POSTS WITH HANGING BASKET



RIVERSTONE RAISED GARDEN BEDS AT ENTRIES
AND OTHER TOWN FEAURES



NEW BBQ AND PICNIC SHELTERS WHERE APPROPRIATE



COLOURED CONCRETE AND STONE PAVEMENT AS HIGHLIGHTS

4.2 MAIN AND MAPLE ST VILLAGE CENTRE

Upgrade walkways



- Upgrade walkways throughout Millaa Milla for pedestrians, cyclists and children
- Use durable, slip-resistant materials for upgrades
- Ensure seamless blending with the village's natural surroundings
- Incorporate shaded areas and seating along pathways

Enhance lighting



- Install energy-efficient, low-glare lighting
- Position lighting to illuminate key public spaces and walkways
- Explore the use of solar lights to create atmosphere along Main Street
- Use designs that complement the village's rustic charm
- Improve visibility around high-traffic areas and entrances

Integrate public art



- Refresh the village centre with public art and interpretive signs reflecting local culture and history
- Collaborate with local artists and Indigenous groups to feature sculptures and murals reflecting local culture and history
- Incorporate art into functional elements like benches and signage
- Rotate art pieces seasonally

Sustainable streets



- Use natural materials like stone, timber, and steel for street furnishings
- Implement Aerial Bundled Cables (ABCs) to protect trees and minimise maintenance
- Incorporate rain gardens and permeable pavements for stormwater management
- Design streetscapes that encourage native plant growth and biodiversity

Refreshing the town's hardscape elements is key to revitalising public spaces and creating a cohesive, inviting environment. Pavement improvements will ensure safe, durable, and aesthetically pleasing walkways, while upgraded lighting will enhance both safety and ambiance.

Public art installations will reflect the town's heritage and natural surroundings, modernising the village's infrastructure while preserving its rustic charm for residents and visitors. The overall look of Millaa Millaa will embrace its natural surroundings, with stone, timber, and steel furnishings complementing the planted streetscape.

The use of Aerial Bundled Cables (ABCs) will further enhance the streetscape by supporting healthier tree growth without the need for excessive pruning. Replacing traditional overhead lines with ABCs will improve aesthetics, promote sustainable landscaping, and reduce power outage risks caused by tree contact.



PERSPECTIVE VIEW - LIONS PARK

MILLAA MILLAA MASTERPLAN

4.3 LIONS PARK VILLAGE GREEN

Reimagine the civic space



- Landscape open spaces with native plants that are hardy and reflective of the local ecology
- Create shaded walkways with seating areas to encourage all weather use
- Use public art that reflects local heritage, ecology and geology
- Create small play areas and exercise circuits

Add a gateway building



- Create a visitor center or information hub with local history and First Nations displays
- A multi-use building can be used for workshops and cultural activities, outreach services and events
- Renew restrooms, picnic areas, and shaded seating
- Use timber and stone to integrate buildings with their natural surroundings

Reinstate pump track



- Use all-weather materials to ensure year-round use for young people
- Create a safe, designated area for biking, skateboarding, and other activities
- Integrate the pump track into the broader recreational network (connect with walking trails and other recreation zones)
- Encourage community events and competitions to foster youth involvement

Hold community events



- Use flexible spaces for markets, festivals, and gatherings
- Create outdoor stages or areas for performances and cultural events, showcasing Millaa Millaa as a hub for tourism
- Use signage and banners to promote seasonal events and activities

Lions Park can be reimagined as a central civic space that functions as both a recreational area and a welcoming gateway to the village. The transformation can include the construction of gateway buildings, upgraded amenities, and RV-friendly infrastructure to support tourism and encourage local engagement.

A key feature is the terraced lawn with an amphitheatre, designed to host community events, performances, and gatherings, making the park a vital social and civic hub. Additionally, the upgraded pump track will provide an exciting space for cyclists and skateboarders, promoting active outdoor lifestyles and engagement with the park.

The goal is to create an inclusive, multi-functional space that reflects the village's values of community and connection to nature. The revitalised park will offer various opportunities for residents and visitors to engage with one another while celebrating the natural beauty of the surroundings.

With thoughtful design and improved facilities, Lions Park will not only serve as a recreational area but also as a vibrant gathering place that embodies the spirit of Millaa Millaa.

LEGEND

1. Lions Park town green
2. Oval sporting precinct
3. Rainforest pocket park
4. Walking circuit
5. Access to Millaa Millaa Falls
6. Town entry landscaping
7. Small subdivision park connections
8. Buffer park
9. Street greening to create alternative walking circuits
10. Safe cycling and pedestrian paths along highway

GREEN INFRASTRUCTURE

MILLAA MILLAA MASTERPLAN

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4.4 A HEALTHY COMMUNITY

Connect town walking trails



- Create a walking trail along the old rail track from Lions Park to the falls
- Create a nature trail between the Recreation Hub and the falls
- Connect the rail trail, nature trail and the Harold West Walk into a circuit
- Engage the Traditional Custodians and Mamu Rangers to establish and maintain the circuit

Enhance useability of green infrastructure



- A walking circuit offers opportunities for physical activity, social integration and environmental protection
- Incorporate shade and seating for rest and relaxation
- Consider exercise circuits along trails to promote outdoor fitness
- Integrate eco-friendly materials and native plants to enhance biodiversity
- A community garden near the school would serve as a hub for nature-based activities

Engage with nature



- Connect walking trails to create green corridors and promote environmental stewardship
- Promote town walks as improving the health and wellbeing of people and nature
- Introduce opportunities to view and learn more about tree kangaroos
- Develop educational programs about the role of blue green infrastructure in safeguarding the Great Barrier Reef

Embrace the landscape



- Feature iconic plants of the region to tell the area's history
- Use native plants to enhance the mountain mist identity of Millaa Milaa
- Celebrate Millaa Millaa's garden club and find new volunteers

Millaa Millaa can effectively embrace green infrastructure through a comprehensive landscape strategy and eco-friendly design principles. By prioritising green spaces, water management systems, and environmentally conscious design, the town can enhance its overall amenity and support sustainable community development. This approach not only enriches the aesthetic appeal of Millaa Millaa but also ensures that the community thrives within a sustainable framework.

Green infrastructure integrates natural landscapes into the urban fabric, promoting sustainability, enhancing biodiversity, and providing accessible spaces for community recreation. A green infrastructure strategy focuses on preserving and restoring existing natural habitats, vital for local wildlife and ecological balance, while creating ecological corridors to facilitate wildlife movement. Features such as walking trails, community gardens, and native plant landscaping will also promote outdoor activities and community engagement.

By fostering a healthier environment that connects residents and visitors with nature, Millaa Millaa can cultivate a vibrant and interconnected community, where urban life and nature coexist harmoniously, benefiting both the environment and the quality of life for all its inhabitants.

GRANDSTANDS

DOG PARK

SPORTS FIELD
(CATERS TO CRICKET,
RUGBY, AFL AND SOCCER)

C.O.L.A

GRANDSTANDS

CARPARK

GYM

RAINFOREST CIRCUIT

RECREATIONAL PRECINCT

MILLAA MILLAA MASTERPLAN

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ARCHITECTS

4.5 THE RECREATIONAL PRECINCT

Upgrade sports facilities



- Rationalise and improve recreational infrastructure
- Improve the oval with better drainage and seating for community events such as 'Celebrate rugby history'
- Upgrade sports fields with lighting for evening use
- Relocate/add new gym equipment to encourage outdoor fitness and well-being
- Ensure facilities support healthy community initiatives

Add a dog park



- Design a fenced, off-leash area for dogs to socialse
- Include seating and shaded areas for dog owners to promote social connection
- Ensure proximity to walking trails for convnience
- Install agility equipment to provide varied recreation options for dogs

Redevelop multi-purpose recreation area



- Design a secure environment for various sports and recreational activities
- Redesign the oval for multi-sport activities such as cricket, rugby, AFL and soccer
- Ensure the area is usable year-round, promoting engagement among youth
- Encourage competitions and social events to foster youth involvement
- Connect this area to walking trails and other recreational zones

Formalise rainforest trails



- Connect recreational precinct to existing rainforest trails with clear signage and designated pathways
- Create a structured circuit that showcases the beauty of the rainforest and provides educational information about flora and fauna
- Develop interpretive displays to encourage visitors to engage with the environment
- Ensure trail maintenance for safety and usability, while promoting sustainable practices
- Promote the walking route to Millaa Millaa Falls as part of the overall rainforest experience

Creating a recreational precinct offers the opportunity to revitalise recreational infrastructure, which in turn offers numerous benefits including community well-being, sustainability and youth engagement. As part of this design strategy, several exciting new features can be introduced, including a dog park for pet owners, upgraded grandstands for community events, and a multi-use sports oval to accommodate cricket, rugby, AFL and soccer.

These enhancements will promote inclusivity, support diverse sporting activities, and reinforce the community's commitment to healthy lifestyles. Remembering the town's rugy history can also fostering a sense of belonging and identity. Active participation in local events cultivates a social interaction for residents and visitors alike.

Connecting the recreational precinct to the wider green infrastructure of Millaa Millaa provides opportunities to engage with the local environment and showcase the beauty of the area.



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5.0 MILLAA MILLAA AS A GATEWAY

COVERED AND RAISED CROSSING

FUTURE DEVELOPMENT

OPALS

FUTURE CARPARK

TOBIN'S SUPERMARKET

REAL ESTATE

FEATURE BUILDING TO MARK ENTRY

FUTURE DEVELOPMENT

BARISTA IN THE MIST

EACHAM HISTORICAL MUSEUM AND LIBRARY

FUTURE CAFE

BBQ AREA

RV PARKING

TIMBER LOGS

BOULEVARD OF TREES AND PLANTED GARDEN MEDIANS

PERGOLA

ENTRY STATEMENT

VEGETATION BUFFER

ARRIVAL IN TOWN - ENTRY AND PARKING

MILLAA MILLAA MASTERPLAN

0 50 250 500m

1:1000

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5.1 ARRIVAL IN TOWN - ENTRY AND PARKING

Celebrate Millaa Millaa as a gateway



- Highlight the village's role as the gateway to the Waterfall Circuit and a hub for tourism and recreation
- Promote Millaa Millaa as the starting point for the Waterfall Circuit
- Develop signature landmarks, such as public art and signage

Enhance highway signage



- Improve highway signage and wayfinding to attract visitors to stop in Millaa Millaa
- Install clear signage highlighting different waterfalls and scenic routes
- Ensure Millaa Millaa is well-marked on Tablelands tourist maps
- Feature key tourism circuits like the 'Rail to Trail' walk on highway signage

Create inviting entry points



- Design attractive, functional town gateways inspired by the 'Village in the Mist' theme that reflects the village's charm and natural beauty
- Landscape entry points with native plants and welcoming signage
- Use banners and public art to reinforce Millaa Millaa's identity at entry points

Organised street hierachy and parking



- Create RV-friendly parking solutions that integrate with the town's character and offer convenience to visitors
- Improve parking on Main and Maple Streets to support local businesses
- Use eco-friendly materials in parking areas to maintain the village's charm

The arrival experience in Millaa Millaa is crucial for setting the tone for both visitors and residents. First impressions matter, and the design of entry points aims to create inviting, functional, and aesthetically pleasing spaces that reflect the village's unique character. Clear and informative signage will guide newcomers through the area, highlighting key attractions and the town's natural features.

Well-organised parking solutions will ensure efficient vehicle accommodation without disrupting the tranquil atmosphere, contributing to a seamless arrival experience.

Enhancing the town gateway will further enrich this experience, incorporating landscaped gardens, native plantings, and artistic displays that celebrate Millaa Millaa's charm. Parking areas will be thoughtfully designed to integrate with the town's character, providing convenience and accessibility for all visitors.

Features will include clearly marked spaces, designated areas for larger vehicles, and safe pedestrian pathways that encourage exploration of local businesses and attractions. By prioritising these elements, the strategy aims to create a welcoming first impression that invites visitors to engage with the vibrant community.

5.1 ARRIVAL IN TOWN - ENTRY AND PARKING



PERSPECTIVE VIEW - ENTRY

Millaa Millaa's entry legibility is crucial in shaping first impressions and functionality, influencing community identity and the overall entry experience. A well-defined entry enhances wayfinding and establishes a clear sense of arrival, reinforcing the village's identity while making navigation intuitive for visitors. Given Millaa Millaa's scenic positioning and eco-tourism reputation, it is essential to have a prominent, organised entry point from the main highway. This singular entry should serve as a focal point, emphasising the village's character and providing a seamless transition for travellers. The secondary entry near the campground should be reorganised to direct wayfinding towards nearby destinations, such as the campgrounds and recreational areas, decluttering the experience and reducing confusion while maintaining clear pathways.

Safety is paramount in the entry design, with measures for speed reductions as visitors approach to ensure safe pulling over or turning into the village. Clear sightlines and proper signage will facilitate smooth navigation for both residents and visitors. A series of carefully designed architectural and landscape elements will define Millaa Millaa's entry statement. Striking Riverstone walls at the primary entrance will prominently display "WELCOME TO MILLAA MILLAA" on one side, complemented by lush garden beds and resilient statement trees. Vibrant flowers will add colour and tranquillity, while a waterfall feature on the wall connects to the surrounding natural landscape and hints at the iconic Waterfall Circuit.

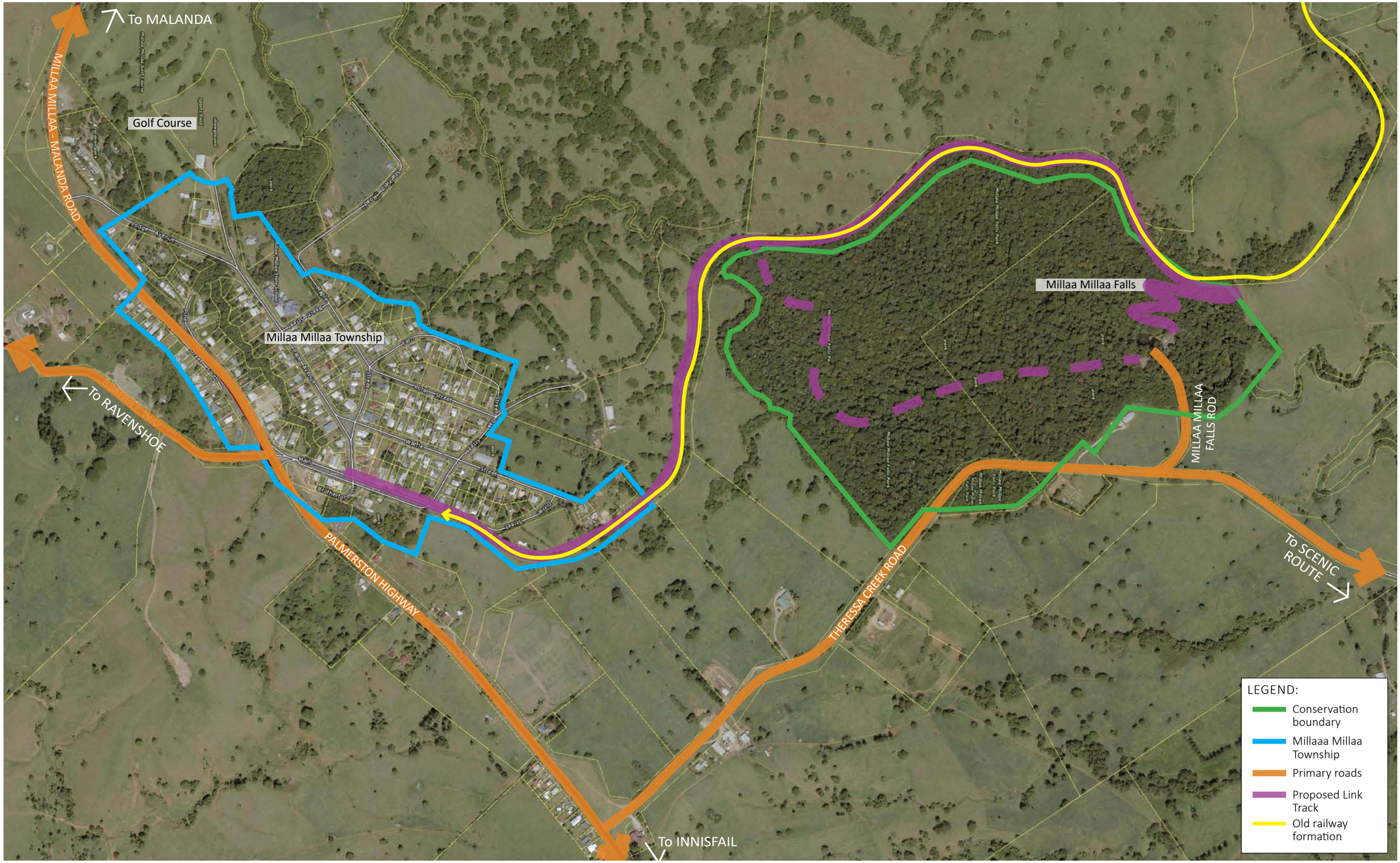
On the opposite wall, the phrase "AMONG THE WATERFALLS - A VILLAGE IN THE MIST" invites exploration, evoking a sense of mystery and charm that harmonises beautifully with the natural elements. This inviting perspective captures the essence of Millaa Millaa, where nature and thoughtfully designed landscapes create a warm and welcoming atmosphere. Engaging the local artist community, designers, and landscape architects in this process will ensure an aesthetically appealing entry that enhances the village's overall identity.



PERSPECTIVE VIEW - ENTRY AND PARKING

Parking throughout Millaa Millaa must be thoughtfully planned to ensure easy access to shops and services, particularly in rural or semi-rural settings. In smaller towns where public transport options are limited, convenient parking directly impacts the local economy and the viability of businesses. Adequate parking allows visitors and residents to access shops with ease, contributing to foot traffic and customer satisfaction. The proximity of parking to retail and service areas encourages frequent visits, supporting local businesses and enhancing the overall experience for both residents and tourists.

Proper integration of parking into the village landscape is crucial for maintaining a balance between accessibility and the village's charm. All parking along the main street is well-maintained, and the RV parking area, strategically positioned near the entry statement, is designed for ease of access and functionality. Clear traffic flows and organised lanes enhance accessibility, while native trees and shrubs surrounding the parking area ensure that this functional space blends with the village's natural landscape. Informational signage and well-defined pathways will guide visitors from their vehicles to the village, creating a seamless connection to the charm of Millaa Millaa. Together, these elements highlight the thoughtful design of Millaa Millaa's entry points, creating a memorable arrival experience that reflects the village's unique character and natural allure.



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RAIL TO TRAIL WATERFALL TRACK

MILLAA MILLAA MASTERPLAN

5.2 RAIL TO TRAIL WATERFALL TRACK

Rail to Trail track



- Create an iconic Rail to Trail multi-use track that encourages walking and cycling to Millaa Millaa Falls from the village centre
- Design interpretive displays that explain the history and geology of the area, the role of the train line and how the waterfalls were formed
- A return walk could provide residents and tourists with a wider circuit for exercise and to enjoy the area's natural beauty

First Nations storytelling



- Integrate stories throughout the track to connect residents and visitors to country
- First Nations storytelling is sought after by tourists and provides opportunities for truth-telling and reconciliation
- Use public art to connect the trail to local history as well as the wider Mamu history down to the coast
- QR codes can enhance the experience of the landscape

Pathways and signage



- Establish multi-use pathways that are easy to follow, with signage that blends with the natural environment
- Ensure trail maintenance aligns with eco-friendly principles to protect natural resources
- Use the Rail to Trail track to connect Millaa Millaa Falls to Zillie and Ellinjaa Falls as part of a wider cycling circuit

Brand as waterfall hub

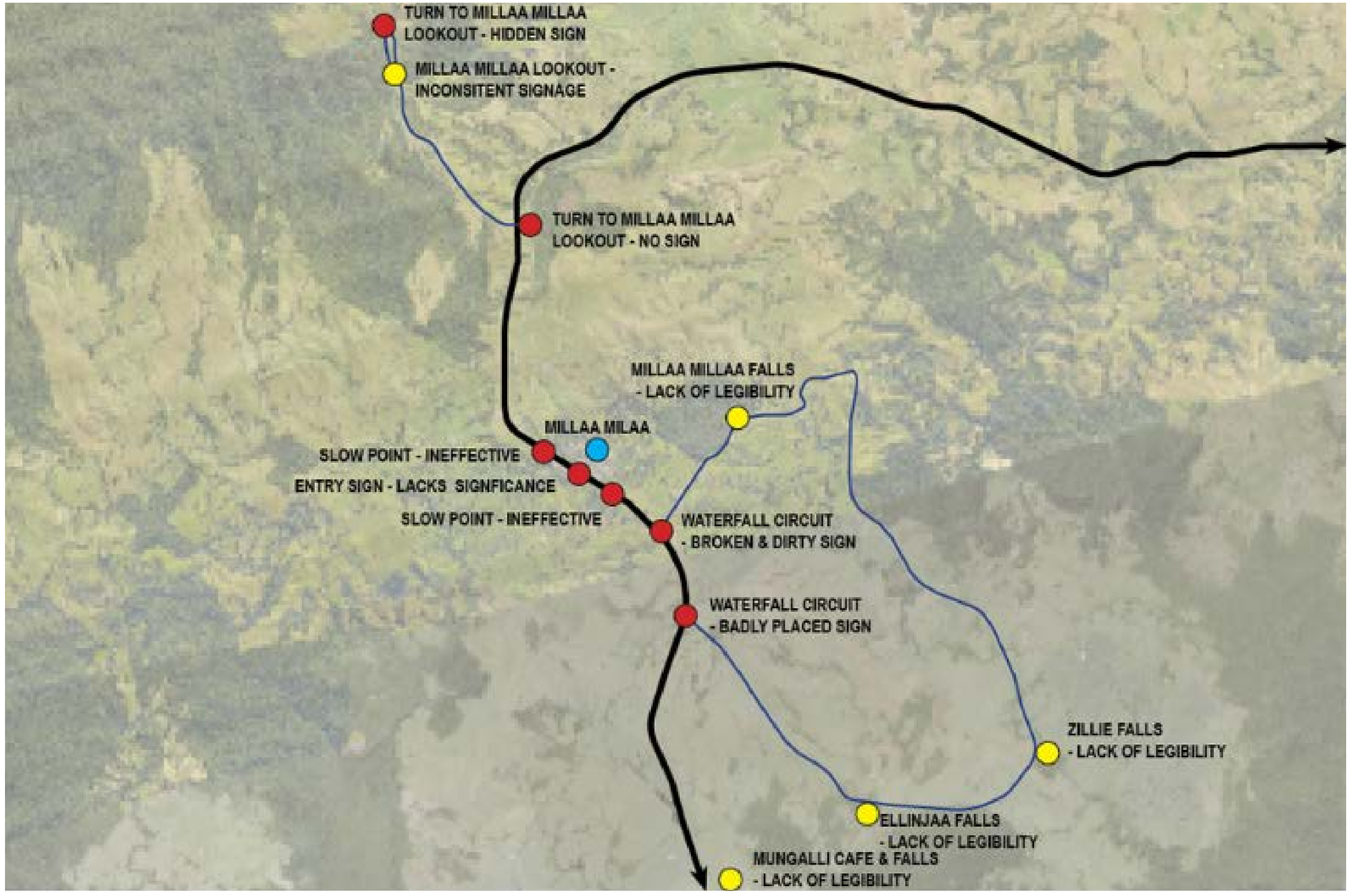


- Celebrate the Rail to Trail track as a key component of the Waterfall Circuit
- Install prominent signage that showcases the village as a premier destination for waterfall exploration
- Develop marketing materials, including maps and guides, to emphasise Millaa Millaa's unique waterfall attractions
- Promote Millaa Millaa's role in eco-tourism and nature-based activities

Millaa Millaa offers a unique experience to travellers and locals alike, but many visitors bypass the village, opting to visit the iconic Millaa Millaa Falls and then leave. Developing a Rail to Trail track will help brand Millaa Millaa village as a waterfall hub and create a unique way to visit the falls. The track will provide more opportunities for people to spend money on local businesses as visitors can buy breakfast, coffee and supplies before or after their walk, with the potential to stay overnight if enough activities are available.

Establishing a walking track not only provides another local attraction, it improves the active transport network and provides opportunities for storytelling. Stories can be told through various strategically placed informational signs, and a purposefully designed landscape, utilising materials and elements that reflect key stories. QR codes linking to further information can be included, pending better network connections. This would help to create a memorable and enjoyable place.

The trail will begin at the intersection of Oak Street and Main Street. The existing site can be improved with a small carpark, an informational board, landscaping, and a footpath connecting the trail to Lion's Park.



LEGEND

- HIGHWAY SIGNAGE OPPORTUNITIES
- WAYFINDING AND INTEPRETATION OPPORTUNITIES

5.3 WAYFINDING STRATEGY - WATERFALLS

Improve signage



- Improve highway signage to slow traffic near the village entry, and to highlight often missed attractions like McHugh's Lookout
- Provide essential information, including distances to key attractions and local points of interest
- Improve location of key highway signs to Millaa Millaa, Zillie and Ellinjaa Falls
- Develop lookout points and photo spots for visitors

Enhance navigation



- Create distinctive wayfinding markers along the highway and throughout the town
- Improve legibility of the entire Theresa Creek Road waterfall loop, complete with consistent and well-maintained signage with travel distances
- Upgrade signage to increase the visibility of McHugh's Lookout
- Digital maps, mobile apps and tradiational signage can work together to inform visitors

Highlight attractions



- Use iconic markers for key sites, especially the village entry and key waterfall sites in the area
- Use consistent signage throughout the Millaa Millaa region as a branding opportunity
- Use local materials and artistic elements that resonate with the natural landscape where possible
- Provide interpretation at each site and ensure regular maintenance and upkeep

Promote cycling



- Explore opportunities to enhance walking and cycling infrastructure along the Waterfall Circuit
- Expand cycling trails to encourage more eco-tourism and different ways to enjoy the region
- Encourage innovative business development around cycling and tourism
- Create multi-use trails through farmland and rainforest to diversify tourism offerings

Millaa Millaa village, McHugh's Lookout and many of the smaller waterfalls in the area are often missed by visitors. A wayfinding strategy can enhance visitor experience by creating clear signage that guides them to key attractions. Signage and other markers can be thoughtfully designed and placed to complement the natural environment while providing practical information and directions.

Wayfinding helps visitors navigate the area, and appreciate waterfalls and scenic beauty. Signage also creates a branding opportunity. A wayfinding strategy enhances the overall experience for visitors, promoting a deeper appreciation of Millaa Millaa's landscapes and cultural significance, and can help position Millaa Millaa as a gateway to adventure. Wayfinding also supports local tourism and economic growth.

As part of this design strategy, wayfinding elements will include informative signs, maps, and interpretive displays that celebrate the area's history and ecology. Designated circuits will be created to guide users through the natural beauty of the region, encouraging walking, cycling, and other forms of exploration.

ZILLIE FALLS (8.4km)

ELLINJAA FALLS (6.1km)

MILLAA MILLA FALLS (3.5km)

THE FALLS TEAHOUSE

RUMORS DINER

MILLAA MILLA PUB and HOTEL

BARISTA IN THE MIST

MILLAA MILLAA CARAVAN PARK

MILLAA MILAA LOOKOUT (7.3km)

TOP OF THE MOUNTAIN LOOKOUT

MUNGALLI CREEK DAIRY CAFE (10.6km)

MUNGALLI FALLS (13km)

PEPINA FALLS (8.5km)

SERENDIPITY FALLS (11km)

LEGEND

- PLACES TO EAT
- PLACES TO STAY
- PLACES TO VISIT
- PRIMARY ROADS
- TOURIST ROUTES

(Distances are from Millaa Millaa village)

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PLACES TO VISIT AND SCENIC DRIVES MAP

MILLAA MILLAA MASTERPLAN

5.4 SCENIC DRIVES AND FALLS UPGRADES

Scenic drives



- Encourage scenic drives through the development of tourist maps with clear information about distances and key attractions
- Promote the numerous waterfalls that are a short drive from Millaa Millaa village
- Connect scenic ridgelines to Indigenous stories of the area as part of landscape interpretation
- Schedule regular maintenance to ensure signage remains visible and informative

Brooks Road



- Upgrade Brooks Road to a designated tourist route to encourage visitation
- Improve road surface and add scenic pull-offs to encourage safe stops to enjoy spectacular views
- Encourage visitors to stop at various points of interest along the way
- Highlight agricultural innovation as part of Millaa Millaa's entrepreneurial identity

McHugh's Lookout



- Celebrate McHugh's Lookout as offering breathtaking panoramic views on a sunny day, and a misty ambience when foggy
- Include McHugh's Lookout on tourist maps and on road signage to encourage visitation
- Upgrade signage on State Route 24 to improve safety and visibility
- Upgrade facilities with weather-proof infrastructure to celebrate the view and create picnic and photo opportunities

Falls upgrades



- Continue upgrade of Millaa Millaa Falls as major draw to the Waterfall Circuit
- Similar enhancements at Ellinjaa and Zillie Falls would improve visitor experience
- Upgrade pathways to create safer access, and picnic areas for relaxation and informal gatherings
- Use signage and interpreation to educate visitors about the ecological significance and cultural history of these sites, enriching their experience

Millaa Millaa's waterfalls and scenic drives are key attractions, offering access to natural wonders and spectacular views of the rolling countryside. All are easily accessible and could be better promoted to improve visitation. McHugh's lookout in particular offers unparalled views of the surrounding countryside, yet is rarely visited by tourists. Publicising and upgrading these sites will significantly enhance visitation and the overall experience for visitors.

Enhancements could include better pathways, viewing platforms and rest areas that provide more comfortable spaces for visitors to relax and take in the natural beauty. All weather materials should be considered.

Upgrades should also ensure these natural wonders remain accessible, well-maintained and enjoyable for all who visit. This approach not only boosts local tourism but also fosters a deeper connection between visitors and the natural environment that Millaa Millaa has to offer.



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6.0 TOWN PRESENTATION AND MARKETING



PERSPECTIVE VIEW - MILLAA MILLAA MAIN STREET

MILLAA MILLAA MASTERPLAN

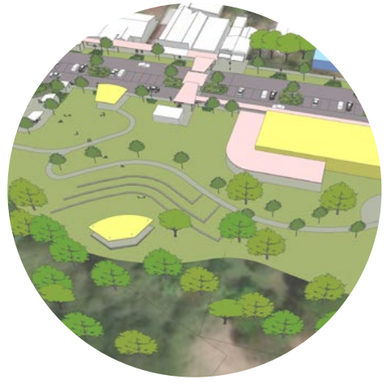
6.1 CIVIC AMENITY

Showcase infrastructure



- Showcase parks, public toilets and community spaces as part of a vibrant village
- Strategically locate and maintain amenities to ensure accessibility
- Promote facilities to attract tourists who value comfortable and convenient amenities
- Signage and informational displays can further enhance awareness of these spaces, encouraging their use

Enhance public spaces



- Revitalise public spaces with hardscape elements when it is time for renewal
- Create a welcoming atmosphere by improving pavement quality, adding comfortable seating, and creating green spaces with native plants
- Invite opportunities for social gatherings, recreational activities and community events
- Create design themes throughout public spaces to strengthen Millaa Millaa's identity and make it a more attractive place to live and visit

Improve walkways and lighting



- Ensuring walkways are safe, durable and accessible to encourage pedestrian movement throughout the town
- Upgraded pathways should be designed with inclusivity in mind, accommodating strollers, wheelchairs and bicycles
- Improve lighting to enhance safety during evening hours
- Ensure lighting is well-placed and aesthetically pleasing to contribute to the ambiance of public spaces

Integrate public art



- Introduce public art that reflects Millaa Millaa's character, heritage and natural surroundings
- Use art installations to create focal points in parks and public spaces, creating opportunities for community interaction and cultural expression
- Collaborate with local artists to ensure the art reflects the unique identity of Millaa Millaa, fostering a sense of ownership and pride among residents.

The marketing of Millaa Millaa's civic amenities should showcase the town's infrastructure and public services as essential components. By highlighting well-maintained parks, accessible public restrooms and inviting community spaces, Millaa Millaa is positioned as a well-equipped and comfortable destination for both visitors and residents.

Civic improvements enhance quality of life, ensuring that potential visitors recognise the town as a welcoming and accommodating place to explore. Refreshing the town's hardscape elements is crucial for revitalising public spaces and creating an inviting, cohesive atmosphere.

Pavement improvements should ensure safe and durable walkways, while upgraded lighting will enhance both safety and ambiance, making evening outings more enjoyable. Thoughtfully integrated public art installations will reflect Millaa Millaa's unique character, heritage and natural surroundings, contributing to a vibrant community identity.

These enhancements modernise the village's infrastructure while maintaining its rustic charm, creating a more enjoyable experience for residents and visitors. Focusing on these strategic improvements will foster a thriving community that embraces its heritage while looking towards the future.

LEGEND
- SIGNAGE OPPORTUNITIES
- PUBLIC ART AND INTEPRETATION OPPORTUNITIES
- BUILDINGS SHOWCASING CHARACTER

WAYFINDING, ART AND INTERPRETIVE SIGNAGE

MILLAA MILLAA MASTERPLAN

0 50 100 300m
1:5000

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6.2 SIGNAGE, CHARACTER AND HERITAGE

An arrival experience



- Create an inviting arrival experience at key entry points to the town
- Feature attractive landscaping, seating areas, and informational displays that highlight local attractions and activities
- Welcome visitors and give a clear sense of direction so visitors are encouraged to stop, explore and engage with the community

Wayfinding signage



- Design clear, easy-to-follow wayfinding signage to guide visitors through town and to nearby landmarks
- Include Indigenous heritage interpretation on signs to connect visitors with the cultural significance of the area
- Install informational kiosks at key starting points like Millaa Millaa Falls and the Rail to Trail walk
- Ensure signage is durable and blends with the natural landscape

Heritage interpretation



- Celebrate Millaa Millaa's history by introducing heritage signs that narrate stories of European settlement, the timber industry, the railway and the rich traditions of First Nations culture
- Strategically place signs to educate visitors and residents, fostering a deeper understanding
- Conduct regular maintenance to ensure signage remains legible and informative
- Enhance the museum's collection by having a professionally curated exhibition with a timeline from the natural and First Nations history through to the timber, logging and dairy industries

Public art opportunities



- Revitalise existing public art that is mouldy or hidden from public view
- Integrate new public art throughout the village to reflect the local culture, history, and natural environment
- Interpretation panels accompanying public art can provide context and narratives, inviting visitors to connect more deeply with Millaa Millaa's unique story

The arrival experience in Millaa Millaa plays a crucial role in setting the tone for visitors and residents alike. This strategy includes the enhancement of town gateways, ensuring they reflect the village's charm and natural beauty.

Additionally, parking areas will be designed to integrate with the town's character while offering convenience and accessibility to all visitors, providing a welcoming and seamless first impression.

A signage strategy would reflect the character and heritage of Millaa Millaa, ensuring that it aligns with the village's historical and cultural identity. This includes consistent, visually appealing signage that not only guides residents and visitors efficiently but also tells the story of Millaa Millaa's rich heritage.

By integrating interpretive elements, historical markers, and culturally significant symbols, the signage will enhance the sense of place, reinforcing Millaa Millaa's position as a village with deep roots and a unique narrative that blends past and present.


Millaa Millaa
on my mind
REMEMBERING
ROCKY CREEK
WWII
A BEND TOO MANY
The Story of the Gillies Highway
MILLAA MILLAA
A PICTORIAL RECORD FROM 1910
Isabel's
CHRISTIE
PALMERSTON
Failure of Justice
Glimpses of Millaa Millaa
Over 100 Years to 2011
The Goldfields
HOLLY THE
HOLSTEIN
Eacham Historical Society
Windows '45
Unknown Stories of the War Years on the Tableland
MURDER
IN THE

6.3 BRANDING

Marketing



- Promote Millaa Millaa as a 'Village in the Mist' and 'Among the Waterfalls' and ideal base for exploring the region's numerous waterfalls
- Showcase the village's unique weather, natural landscapes and opportunities for outdoor adventure
- Highlight Millaa Millaa as a peaceful retreat for nature enthusiasts, photographers and families seeking a nature experience
- Position Millaa Millaa as a must-visit destination on the Tablelands

Natural history



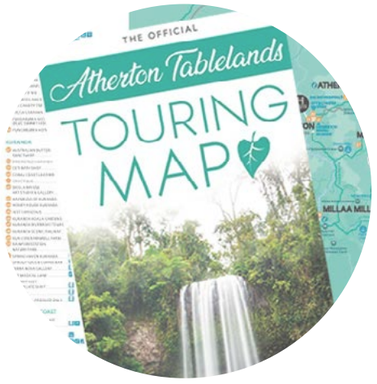
- Share the the area's geologic history at key sites, emphasising the region as a land of tumbling waters
- Create informational displays will detail the unique geological features that have shaped the landscape, providing context for the waterfalls and lush surroundings
- Educate visitors to deepen their appreciation for the natural beauty that defines Millaa Millaa

Connecting To Country



- Integrate First Nations narratives into the story of Millaa Millaa
- Collaborate with local Indigenous communities to weave cultural heritage into the visitor experience
- Use interpretive signage, storytelling sessions, and cultural events to highlight traditional practices and the significance of the land

Mapping



- Ensure visitors can easily find Millaa Millaa on clearly marked Tablelands tourist maps
- Create tourist maps that highlight key attractions, natural features, and local businesses to encourage exploration of the village and its surroundings
- Digital maps, mobile apps and tradiational signage can work together to inform visitors

The branding strategy for Millaa Millaa will focus on building a cohesive identity that authentically reflects the village's natural beauty, rich heritage, and status as the gateway to the region's stunning waterfalls. This identity will draw inspiration from the lush landscapes, vibrant community, and unique cultural narratives that define Millaa Millaa.

Our goal is to create a strong, recognisable brand that resonates with both locals and visitors, positioning the village as a unique and attractive destination within the broader Tablelands region. To achieve this, branding elements will be consistent across all platforms—online, print, and on-site.

This will include a visually cohesive logo, colour palette, and typography that capture the village's charm, alongside narrative elements that celebrate local culture and history. Informative materials such as brochures and maps will engage visitors, providing insights into what makes Millaa Millaa special.

Leveraging social media and digital marketing will allow us to share compelling stories and visuals, attracting new visitors while fostering pride among locals.

By crafting a unified message and aesthetic, we aim to create lasting connections with our audience, inspiring them to experience, engage with, and share the wonders of Millaa Millaa.



Artisan Community Markets

Showcases local Millaa Millaa produce and art



Waterfall Festival

Highlights mist and waterfalls through live music events, light projections, stalls, photo comp, kids' water play



Rugby League Celebration Matches

Celebrating over 100 years of rugby through an annual match-day event



'After the Wet' Working Bee & Fair

Celebrating end of rain Community clean up



Open Mic Nights

Showcases diverse town artists (poetry, music, stories) with a monthly themes like history, mist, nature, youth



Outdoor Adventures

Hiking or bike races marketed as adventure challenges highlight the surrounding natural areas and have potential for fundraising



Christmas in July Feast

Highlights artisan food, celebrates 'misty', cosy atmosphere, bonfire with storytelling

Mungalli Biodynamic

Cheese & Wine Events

Showcase the region's cheese making as well as other hand crafted foods

6.4 CALENDAR OF EVENTS

Engaging community events



- Curate a calendar of events to foster year-round engagement for residents and tourists
- Promote a diverse range of regular and seasonal activities to celebrate Millaa Millaa's culture, community spirit and natural environment
- Organise events such as sports tournaments, recreational activities and cultural festivals to draw participants but also create a sense of unity, encouraging locals and visitors to come together
- Cultural celebrations can include First Nations performances and art to promote awareness exhibitions that promote awareness and appreciation of the area's heritage

Seasonal celebrations



- Hold seasonal events to attract visitors and highlight local traditions
- Organise harvest festivals to showcase the region's agricultural bounty, featuring local produce, crafts, and entertainment
- Christmas markets can provide a festive atmosphere, with vendors offering unique gifts and seasonal treats
- Enhance community spirit and boost local tourism by curating a dynamic mix of seasonal attractions

Supporting local businesses



- Use events to promote local businesses and artisans, providing a platform to showcase products and services
- Involve local vendors in markets and festivals to strengthen the local economy but also enrich the visitor experience
- Use an integrated approach to build a vibrant community atmosphere while encouraging tourists to explore and engage with the town's offerings

Marketing and promotion



- Develop a marketing strategy to support the calendar of events, utilising social media, local publications, and tourism websites to reach a wide audience
- Produce regular updates and engaging content to highlight upcoming events, attracting both returning visitors and newcomers
- Promote Millaa Millaa as a lively destination, encouraging visitors to experience the diverse activities and cultural richness the town has to offer throughout the year

A robust calendar of events is vital for engaging both residents and tourists in Millaa Millaa year-round. This strategy promotes a range of regular and seasonal events that celebrate the town's culture, community, and natural beauty.

Sports tournaments and recreational activities can foster local participation and community spirit, while outdoor fitness classes or fun runs encourage active lifestyles. Cultural festivals showcasing local artists and musicians will highlight Millaa Millaa's unique heritage, alongside markets that support local businesses and artisans.

Seasonal events like spring fairs, summer movie nights, autumn harvest celebrations, and winter festivities will enhance the town's appeal throughout the year. By cultivating a dynamic calendar of events.

Millaa Millaa can foster a sense of belonging among residents and attract visitors, boosting local tourism and the town's overall vitality. These gatherings create connections, lasting memories, and promote the unique character of Millaa Millaa as a vibrant destination for all.



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ARCHITECTS

7.0 LANDSCAPE STRATEGY



7.0 LANDSCAPE STRATEGY

LANDSCAPE THEME

In any township or urban area there are always ongoing landscape works. These range from parkland and street tree maintenance and replacement plantings to maintaining road verges and traffic island plantings. The landscape strategy for landscape works and plantings in Millaa Millaa provides theming for these ongoing works along with garden club streetside pots. The theme draws upon the town and region's existing botanical attributes to reinforce a distinct and memorable identity of Millaa Millaa. The selection is primarily from endemic species to the area. The town's active Landcare group that could assist with propagation and growing of some plants that may be uncommon at commercial nurseries. The following selection is provided as guidance with final selection prior to planting to be undertaken with further design development and consultation.

ENTRY FEATURE TREES

The entrance to Millaa Millaa off the highway is surprisingly easy to pass by. The location in the dip in the highway gives traveler's limited notice to decide to turn in, while travelling south the two turnoffs confuse. To highlight the Main Street entrance to town plantings of tall and dramatically shaped trees are proposed to herald the arrival point. The use of tall columnar trees to accent arrival points has had a long tradition in Australian towns and homesteads using species such as Lombardy Poplars, Bunya Pines and Hoop Pines.

To mark Millaa Millaa, signature trees would be the iconic plants of the district such as Kauri Pines, Illawarra Flame Trees and Bunya Pines. The Kauri Pines occur throughout the tablelands, the red of the flame trees emerge from the forest canopy when in flower while the Bunya selection references the disjunct population of Bunya Pines at the nearby Cannabullen Falls. These are underplanted with splashes of colour from the yellow flowers of the Golden Satinash and the purple of the Native Lasiandra. The drop of pinecones can be managed by a mass planting of Matt Rush and Native Gingers to restrict access to under the trees

STREET TREES

Additional street tree plantings are proposed along the main street and within the village using a selection of small to medium-sized trees. The light green foliage of the variegated Mimusops enliven streets during misty weather while the spectacular flowering Ivory Curl Trees, Golden Satinash, and Native Crepe Myrtles create a floral effect to complement the village's gardens. In locations where a larger, more spreading tree is appropriate, the Silk Handkerchief Tree with its flushes of trailing new foliage is a good candidate. Watery Rose Apples and Weeping Lilli Pillis with their edible fruits add a bush tucker element to the streets along with their own beautiful flowers

TRAFFIC ISLAND PLANTINGS

The traffic islands in Main Street already have spectacular display of Impatiens making memorable images that visitors to Millaa Millaa carry away with them. These should be retained with the addition of other icon plants such as the local tree ferns enhancing the mountain mist atmosphere along with accents of tropical foliage from Australian Fan Palms and Giant Palm Lilies. Planting the purple flowing Native Lasiandra builds on the existing floral displays of Impatiens, while low growing Gardenia Glennie River around the edges assists to maintain vehicle sightlines

STREETSIDE POT PLANTS

To contrast with the mass plantings of exotic Impatiens in the traffic islands, the pot plants on the street footpaths are proposed to be planted with Australian tropical ferns and other plants such as Callistemon Hinchinbrook and Shipton's Glory. These native plants, not usually seen in streetside container plantings, will give added interest to residents and visitors. These permanent plantings reduce the need for intensive maintenance that annuals need and assist in reinforcing Millaa Millaa's distinct character.

HANGING BASKETS

A memorable feature of nearby Yungaburra is the town's hanging baskets of Impatiens. There is scope in Millaa Millaa to introduce a series of hanging baskets in Main Street and Maple Streets to highlight these streets as the main retail and services streets in town for both residents and visitors. The point of difference and contrast to Yungaburra would be to have hanging baskets of native ferns and feature plants such as the Daintree Medinilla and Misty Bells. The misty climate of Millaa Millaa would be well suited to trailing these plantings.

PERGOLA VINES

Proposed pergolas are planted with spectacular flowering native vines such as the Shower of Gold Vine, the Red Hoya and the sweetly scented native Wax Flower Vine. To reinforce a sense of locality the town's namesake, the Millaa Millaa vine is an obvious selection and, with its edible berries, adds to the town's bush tucker story.

PARKLAND PLANTINGS

The town's parks provide an opportunity to plant some of the larger growing spectacular flowing trees of the Queensland rainforest such as Tree Waratah, the Golden Bouquet Tree and the Firewheel Tree. These trees provide an added point of interest to the townscape for residents and visitors. Seeing the range of seasonal flowering trees, shrubs and vines in parks and the streets can assist in keeping visitors in town for longer periods contributing to the economy.

INTERPRETATION PLANTINGS

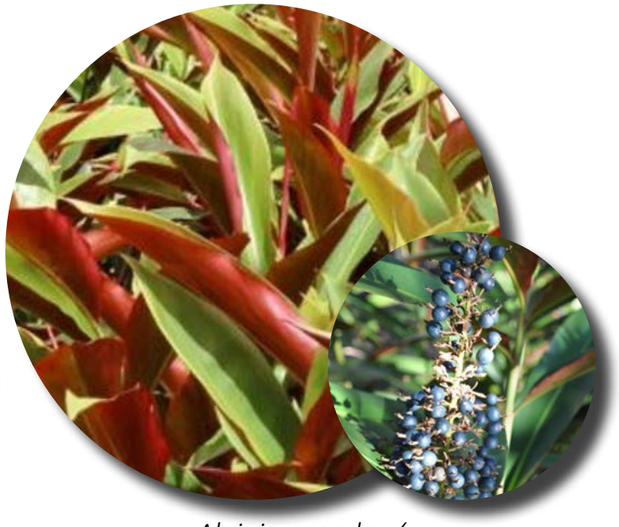
There is the scope to introduce a series of interpretation walks around town building on the existing Harold West Walk, the proposed Rail to Trail Waterfall Track and the proposed Rainforest Circuit near the sports oval. The interpretation walks could be linked to information leaflets given out at venues and the historical society through to QR codes reflecting themes that may feature in the historical association's collection. These enticing themes that residents and visitors may explore in interpretation plantings include:

- Evolution of plants and ecological associations
- First Nation use of plants for medicine and bush tucker
- Trees of the timber industry

7.1 ENTRY FEATURE TREES AND PLANTINGS



Agathis robusta
Kauri Pine



Alpinia caerulea ‘Atherton Red’
Atherton Ginger



Araucaria bidwillii
Bunya Pine



Brachychiton acerifolius
Illawarra Flame Tree



Lomandra longifolia ‘Daliance’
Lomandra Daliance



Melastoma affine
Native Lassiandra



Syzygium wilsonii
Powderpuff Lilly Pilly



Thaleropia queenslandica
Golden Satinash

7.2 STREET TREES



Buckinghamia celissima
Ivory Curl Tree



Lagerstromia archeriana
Native Crepe Myrtle



Maniltoa lenticellata
Silk Handkerchief Tree



Mimusops elengi variegated
Variegated Mimusops



Neolitsea dealbata
White Bolly Gum



Syzygium aqueum
Watery Rose Apple



Syzygium luehmannii
'Rocky River'
Riberry Lilli Pilli



Thaleropia queenslandica
Golden Satinash

7.3 TRAFFIC ISLAND PLANTINGS



Cyathea cooperi
Tree Fern



Cordyline manners-suttoniae
Giant Palm Lily



Gardenia psidioides
Gardenia Glennie River



Impatiens walleriana hybrids
Impatiens



Cyathea robertsiana
Lacy Tree Fern



Licuala ramsayi
Australian Fan Palm



Melastoma affine
Native Lassiandra



Mimusops elengi variegated
Variegated Mimusops

7.4 STREETSIDE POT PLANTS



Adiantum hispidulum
Rough Maidenhair Fern



Blechnum gibbum
'Silver Lady'
Blechnum Silver Lady



Callistemon sp.
'Hinchinbrook'
Callistemon Hinchinbrook



Dimorphocalyx australiensis
Shiptons Glory



Diospyros rheophila
Roaring Meg Ebony



Memecylon pauciflorum
Poor-flower Tree



Molineria capitulata
Palm Grass

7.5 HANGING BASKETS



Adiantum aethiopicum
Native Maidenhair Fern



Doodia aspera
Prickly Rasp Fern



Lobelia membranacea
Native Lobelia



Medinilla balls-headleyi
Daintree Medinilla



Paphia meiniana
Misty Bells



Platycerium superbum
Staghorn ferns



Rhododendron lochiae
Native Rhododendron



Rumohra adiantiformis
Leather Fern

7.6 PERGOLA VINES



Elaeagnus triflora
Millaa Millaa Vine



Hoya australis
Wax Flower Vine



Hoya macgillivrayi
Red Hoya



Tristellateia australasiae
Shower of Gold Vine

7.7 PARKLANDS PLANTINGS



Alloxylon flammeum
Tree Waratah



Deplanchea tetraphylla
Giant Palm Lily



Sintenocarpus sinuatus
Firewheel Tree

7.8 INTERPRETATION PLANTINGS



Agathis microstachya
Bull Kauri



Cardwellia sublimis
Northern Silky Oak



Darlingia darlingiana
Brown Silky Oak



Endiandra palmerstonii
Queensland Walnut



Toona cilata
Australian Red Cedar

STAGING

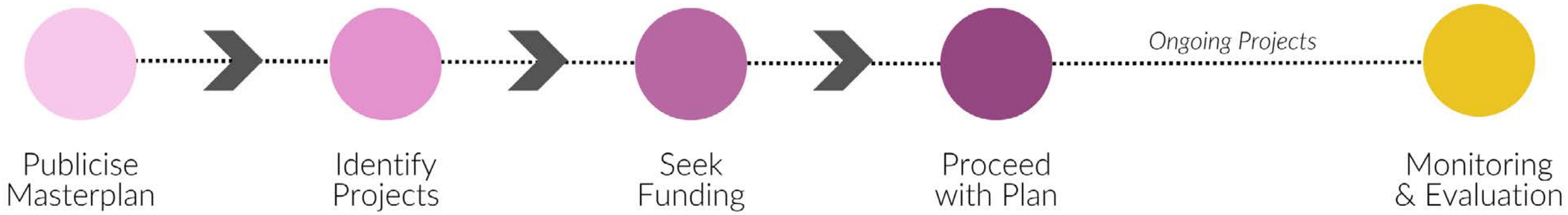
Initiatives		Key Projects
	**Identity & Infrastructure Foundations** — Establish the village's overall plan, enhance public spaces (pavements, lighting, art), and improve town entry points and parking to create a welcoming and cohesive atmosphere.	**Refresh Millaa Millaa** *Hardscape: Pavement, Lighting, Public Art* **Arrival in Town** *Town Entry and Parking*
	**Village Centre & Civic Space Development** — Upgrade Main and Maple Streets with new amenities and facilities, and develop Lions Park into a central civic space, including RV access and gateway buildings.	**Main and Maple St Village Centre** *Upgraded Amenities and Offers* **Lions Park & Civic Park** *Gateway Buildings and RV Amenities*
	**Recreation & Green Infrastructure Expansion** — Focus on developing the recreational precinct (paths, sports facilities), and implement a wayfinding strategy to highlight key natural attractions like waterfalls and scenic drives.	**Green Infrastructure Plan** *Waterfall Tracks and Recreation Precinct* **Wayfinding Strategy** *Water Falls and Scenic Drives*
	**Branding, Marketing, & Attraction Upgrades** — Launch town branding and marketing efforts, improve signage, and upgrade waterfall attractions and scenic drives to strengthen Millaa Millaa's identity and appeal to visitors.	**Town Marketing** *Branding and Wayfinding Strategy* **Upgrading the Falls** *Scenic Drives*
	**Civic Amenities & Event Programming** — Enhance civic amenities and introduce a comprehensive events calendar that highlights sports and recreational activities, leveraging the improved public spaces.	**Civic Amenity Improvements** *Arts & Culture* **Calendar of Events** *Markets, Sport and Recreation*
	**Landscaping, Signage, and Final Touches** — Complete the town's beautification with a detailed landscaping plan, focusing on feature trees and public spaces, and finalise signage and heritage markers to enhance navigation and identity.	**Landscaping and Planting Schedule** *Entry, Feature Trees, Main and Maple* **Finalise All Signage** *Heritage Markers*

CONCLUSION

For the Millaa Millaa Concept Masterplan to succeed, it must be embraced and championed by the community, as their active involvement is key to transforming the vision into reality.

The community's role as champions cannot be overstated; without their commitment, the plan will not achieve its full potential. While Tablelands Regional Council plays an important part, success will only come through a strong partnership with local champions who can sustain and drive the momentum forward.

Establishing a dedicated team to lead implementation is essential, but equally critical is fostering ongoing collaboration with community leaders. A clear succession strategy will ensure continuity, empowering future generations to secure Millaa Millaa's future as a thriving, sustainable village.



TRC

TABLELANDS REGIONAL COUNCIL

MILLAA MILLAA PROGRESS ASSOCIATION INC

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