

Local plan for Roma, Hodgson, Orange Hill and District

This local community plan is a direction-setting document with objectives setting out “what” the district communities, businesses, government agencies and Council propose for the Roma, Hodgson, Orange Hill and District.

Action plans will set out “how” the objectives are to be achieved. They are separate documents. Action plans are prepared when people, organisations, businesses or governments are ready to provide leadership and allocates resources to a project.

The objectives in the local plan are to be read in conjunction with Maranoa region-wide objectives (refer to the Maranoa region-wide strategies for Business & Industry, Tourism, Arts & Culture, Sport & Recreation and community lifestyle in the Maranoa Economic and Community Plan).

Because the objectives in this local plan have community support, the objectives can be used by local organisations and businesses to support applications for grants and other funding.

Adopted on 26 July 2018 by Maranoa Regional Council on behalf of its regional and local communities.
Council Resolution No. GM/07.2018/01

Local plan for Muckadilla and District

Roma is the regional centre for the Maranoa region and located approximately one hour's drive from each of the major towns in the region. The town is a regional base for the agricultural, timber and gas industries and for federal, state and local government with supporting transport, industrial, commercial, legal, financial, training, education, health and aged care services. The surrounding district produces livestock (primarily cattle), grain, gas and quarry materials. The district includes the village of Hodgson and clusters of larger lifestyle blocks at Orange Hill, Dargal Road and Roslyn Drive.

The growth of Roma will lead to a greater range of specialised services being available to the rest of the region. To encourage health and other professionals to live in the Maranoa, Roma needs to be attractive in appearance and offer accommodation, retail, education, sport, recreation and other services which will support and engage residents and families. Roma also needs to be supported by attractive and interesting surrounding towns and villages which offer weekend venues and activities for socialising, exploring and adventure.

The continued consolidation of the Roma CBD and its ongoing beautification are fundamental to its appeal. The expansion of well-defined, safe and well-maintained walking and cycling trails joining the CBD to all Roma's residential districts and its recreation, sport, culture and heritage features is part of a wider plan for encouraging visitors, promoting healthy lifestyles and providing for alternatives to car transport.

The network should extend to Roma Bush Gardens (and railway dam), Lake Neverfill and Campbell Park. To increase the town's appeal during the hotter months, the expansion of shade is needed, for vehicles as well as pedestrians. The CBD improvements are leading the way in demonstrating the type of environment required.

Further improvements in parking for residents, workers and visitors, including caravans and campervans, are part of a wider campaign for enticing visitors and facilitating use of Roma's commercial, sport and recreation assets. The Roma Saleyards redevelopment has provided facilities and parking for large trucks in eastern Roma, complemented by the road train breakdown pad west of Roma.

There is significant scope for boosting the local education pathways available to regional residents by strengthening Roma's capacity to be an education and training hub, building upon its current services and engaging with providers to create new education and training opportunities suited to regional communities.

The expansion of tourism in the Maranoa is linked to the high quality airport in Roma which is a one hour flight from Brisbane and the cruise ships near Brisbane airport. Roma airport has opportunities to link to the Gold Coast international airport and the Sunshine Coast domestic airport which are also a one hour flight distance. Comfortable aircraft like the Q400 bring Sydney just within direct range.

The enhancement of the tourism potential of the Roma Saleyards and The Big Rig in conjunction with other regional activities and attractions (especially the rock art of the

Carnarvon area) is essential to anchoring the Maranoa as a destination and increasing international visitors. The railway, railway precinct, railway dam, Avenue of Heroes and former Romavilla Winery are underutilised resources..

For Roma residents and visitors, the retention of surviving heritage elements, the collection, preservation and presentation of social history and the encouragement of arts and cultural activities are part of sustainable and enjoyable lifestyles.

Many of the broader aims for the Roma, Hodgson, Orange Hill and District local communities are set out in the Maranoa-wide objectives contained in the Maranoa Economic and Community Plan. This district local plan documents those local objectives which are specific to the Roma, Hodgson, Orange Hill and District local communities. These local objectives provide the framework for local action plans.

NOTE:

References to the "Maranoa region" in this document refer to the Maranoa Regional Council Area as defined by the Queensland Government.

OBJECTIVES

What we want to achieve

Community Life

What we want to achieve...

1.1

Together, we will continue to ensure that Roma and its district communities, as part of the Maranoa region, are well known for their friendly, relaxed and welcoming community spirit and where every resident is a valued respected member of the community

To achieve these aims, Roma and its district communities support the Community Life objectives in the Maranoa Economic and Community Plan.

Specific Community Life objectives for Roma and its district communities are set out below:

1.1.1

The following precincts and places continue to be enhanced as the focal points of local community activities:

- Council Library, Roma on Bungil Art Gallery and Hibernian Hall precinct
- Cinema
- Roma school campuses
- Roma kindergarten and childcare centres
- Roma Anglican and Catholic churches
- Roma aquatic centre
- McDowall Street precinct playground and skate park
- Lions Park and playground
- Apex Park
- Big Rig parklands
- Adungadoo pathway
- Bassett Park
- Roma RSL
- Roma Cultural Centre complex, PCYC recreation centre, Girl Guides and tennis courts precinct
- Scouts Hall
- Bungil Street ovals
- Colts-Echidnas Oval
- Cities Ovals
- Roma Bowls Club
- Roma Golf Club
- Roma Bush Gardens and Railway Dam
- Campbell Park (Lake Neverfill)

1.1.2	Mayors meet and Greet sessions, club sign on days and local media are used to welcome new residents
1.1.3	Weekly, monthly, annual and seasonal events are well-publicised and continue to be a highlight of Roma and its district community activities with opportunities for wider social engagement between residents and visitors in Roma and its district
1.1.4	Events in Roma and its district continue to engage the regional community in Roma and elsewhere and encourage them to pursue opportunities to share and integrate their events with the region.
1.2	Together we will continue to create an environment where our older residents are safe, secure, valued, included and continue to actively participate in community life

To achieve these aims, Roma and its district communities support the Community Life objectives for older residents in the Maranoa Economic and Community Plan.

Specific Community Life objectives for older residents of the community are set out below, acknowledging that most specialists and high care accommodation services are in Roma:

1.2.1	Council and the Roma communities review disabled and mobility restricted access to halls, recreation and tourist facilities and other key areas of Roma and its district.
1.2.2	Roma maintains its capacity to provide aged care extending from independent living accommodation to high care.
1.3	Together, we will continue to create an environment where our children and young people are cared for, safe, actively engaged, and have access to support networks and developmental pathways which will encourage and stimulate them to reach their full potential.

To achieve these aims, Roma and its district communities support the Community Life objectives for children and younger people in the Maranoa Economic and Community Plan.

Specific Community Life objectives for children and younger people of Roma and its district communities are set out below, acknowledging that most activities and education services are in Roma:

1.3.1	Roma and its district communities continue to integrate and mentor young people in Roma district organisations. (See also 7.1.2)
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1.3.2	Roma and its district communities continue to provide opportunities for young people to actively participate and have roles and responsibilities in local community events.
1.3.3	<p>Suitable areas continue to be enhanced as spaces that welcome and engage children and young people, particularly:</p> <ul style="list-style-type: none"> • Council Library and Hibernian Hall precinct • Roma school campuses • Roma kindergarten and childcare centres • Roma Anglican and Catholic churches • Roma aquatic centre • Roma Hospital precinct playground and skate park • Lions Park and playground • Apex Park • The Big Rig parklands • Adungadoo pathway • Bassett Park (parts of the facilities) • Maranoa Netball precinct • Cultural Centre complex, recreation centre and tennis courts • Bungil Street ovals • Colts-Echidnas Oval • Cities Ovals • Roma Bowls Club • Roma Pony Club grounds • Roma Bush Gardens and Railway Dam • Lake Neverfill
1.4	<p>Together, we will continue to ensure that Roma and its district communities, as part of the Maranoa region, helps create local and regional communities that are proud of their heritage, culturally dynamic, nurture inspiring artistic expression and stimulate viable creative enterprises.</p>

To achieve these aims, Roma and its district communities support the “Community Life” objectives for arts and culture in the Maranoa-wide Arts and Culture Strategy and the Maranoa-wide Community Plan.

Specific “Community Life” objectives for arts and culture in Roma and its district communities are set out below:

<p>1.4.1</p>	<p>The heritage and cultural precincts in Roma and its district continue to be progressively enhanced, in particular:</p> <ul style="list-style-type: none"> • Walkabout Parklands and its cultural displays • Hibernian Hall, library and art gallery precinct • Roma CBD, especially historic buildings • Anglican Church and former Roma State School precinct • War memorial precinct • RSL precinct • Anzac Avenue of Heroes • Largest Roma bottle trees • Airport precinct • Roma Courthouse • Roma cemetery • Roma railway station and butter factory precinct • The Big Rig and parklands • Apex Park • Roma churches • Hospital Hill Heritage Walk features • Roma Saleyards • 3D Heritage Mural in the Roma Cultural Centre • Older character housing of Roma, and their streetscapes
<p>1.4.2</p>	<p>The collection, preservation and presentation of social history of the district is coordinated through a social history museum in Roma, using the former butter factory and former railway precinct building as its base.</p>
<p>1.4.3</p>	<p>The following places continue to be maintained or developed as sustainable community hubs, providing spaces for learning, skill development, cultural activities and exhibitions:</p> <ul style="list-style-type: none"> • Roma Cultural Centre and Recreation Centre • Roma Community Arts Centre and Council Library • Roma schools and TAFE college • Golden West facility • Roma church halls • Big Rig • Roma Saleyards Interpretive Centre • Explorers Inn conference venue • Former butter factory and precinct • Former Romavilla winery • Bassett Park

<p>1.4.4</p>	<p>The following venues continue to be enhanced as festival and event precincts:</p> <ul style="list-style-type: none"> • Roma CBD • Bassett Park • Precinct containing Roma Cultural Centre, recreation centre, Girl Guides, tennis courts war memorial and senior citizens hall • Big Rig and surrounding parklands • Bungil Street ovals • Council Library, Roma on Bungil Art Gallery and Hibernian Hall precinct • Roma school campuses • Roma swimming pool • Lions Park and playground • Bungil Street ovals • Colts-Echidnas Oval • Roma Golf Club • Roma Bowls Club • Polocross grounds • Pony Club grounds • Roma Gun Club grounds • Cities Ovals • Roma Bush Gardens and Railway Dam • Campbell Park (Lake Neverfill)
<p>1.4.5</p>	<p>Expansion of well-defined, safe and well- maintained walking and cycling trails which:</p> <p>Join the CBD to all Roma’s residential districts and its recreation, sport, culture and heritage features, especially:</p> <ul style="list-style-type: none"> • the Roma Bush Gardens (railway dam) • Hospital Hill heritage trail • Extend to Roma Saleyards and Campbell Park (Lake Neverfill).
<p>1.4.6</p>	<p>Roma and its district communities continue to engage with arts and culture groups across the region to strengthen regional arts and culture and to enhance the prospects of local commercially viable enterprises.</p>
<p>1.4.7</p>	<p>Roma and its district communities continue to support the Regional Arts Development Fund, Council Community Grants and other grants as vital elements in the nurturing of the arts in regional communities.</p>
<p>1.4.8</p>	<p>Roma and its district arts and culture organisations ensure that their organisations, facilities and events are included in regional organisation lists and event calendars and up-to- date..</p>
<p>1.4.9</p>	<p>Installation of permanent electronic sign boards at key locations to advertise events.</p>

Active, Healthy, Community

What we want to achieve...

2.1 Together, we will continue to enhance the delivery of a high standard of healthcare which is holistic, innovative and services the needs of all residents locally with an emphasis on preventative health programs

To achieve these aims, Roma and its district communities support the “Active Healthy Community” objectives in the Maranoa Economic and Community Plan.

Specific “Healthy Community” objectives for Roma and its district communities are set out below, acknowledging that most health services are in Roma, Toowoomba and Brisbane:

2.1.1 Roma and its district communities support the enhancement of Roma Hospital and its allied health services as important and accessible local health services (Currently undergoing \$70 million upgrade by Queensland Government).

2.1.2 Roma and its district communities support the enhancement of Roma as the regional hub for healthcare services, including dental, mental health, general, allied and specialist services.

2.1.3 To attract and retain health and other professionals in Roma and other towns in the region, Roma district communities continue to enhance the town’s appearance, district attractions and local lifestyles to offer pleasant venues for sport, socialising, exploring and adventure.

2.1.4 The Roma and district communities support actions by other communities in the region to offer pleasant venues for sport, socialising, exploring and adventure as a range of alternative venues outside of Roma is essential to attracting and retaining professionals in Roma

2.2 Together, we will continue to positively contribute to community wellbeing through the provision of a diverse range of sporting and recreational opportunities, facilities and open spaces for all residents which encourage active lifestyle options and high levels of participation and facility utilisation

To achieve these aims, Roma and its district communities support the “Active Healthy Community” objectives in the Maranoa Economic and Community Plan and the Maranoa-wide Sport and Recreation Strategy

Specific “Active Community” objectives for Roma and its district communities are set out below, acknowledging that most major sport and recreation activities are in Roma and larger towns in the Maranoa region:

2.2.1 Council, Roma and its district communities and the regional community ensure that the development and implementation of integrated management plans for sports precincts across the Maranoa takes account of the needs of all communities in the Maranoa region.

2.2.2	Maintenance and enhancement of high grade multi-purpose recreational spaces for young people which are engaging, safe and encourage inter-generational interaction (SEE 1.3.3, 1.4.3 and 1.4.5)
2.2.3	Council and Roma and its district communities continue to define, develop and improve a network of walking paths and cycleways for Roma and district residents which will also serve as heritage and tourist walks (SEE 1.4.5).
2.2.4	Roma and district sport and recreation organisations ensure that their organisations, facilities and events are included in regional organisation lists and event calendars and up-to-date.

Naturally Sustainable Environment

What we want to achieve...

3.1

The Roma and district communities will strive to conserve, restore and enhance the Maranoa’s natural environment and assets and proactively seek out opportunities to reduce our ecological footprint at local level.

To achieve these aims, Roma and its district communities support the “Naturally Sustainable Environment” objectives in the Maranoa Economic and Community Plan and the Maranoa-wide Business and Industry Strategy

Specific “Naturally Sustainable Environment” objectives for Roma and its district communities are set out below, acknowledging that many environmental activities contribute to larger regional, state, national and global plans:

3.1.1

The following areas are enhanced as significant environmental assets:

- Walkabout Parklands
- Bungil Creek
- Long Drain environs
- The Big Rig
- The Big Rig parklands
- Adungadoo pathway environs
- Roma Bush Gardens and railway dam
- Lake Neverfill and Campbell Park

3.1.2

Natural environment interpretive signs are incorporated on walking trails in Roma and its district.

3.1.3

Businesses and organisations seeking to engage in sustainable, low impact resource recovery activities are encouraged.

3.1.4

Continue to upgrade the Roma refuse collection facility to best practice, including maximising resource recovery and creating business opportunities and increase publicity of resource recovery work.

3.1.5

Council, businesses and residents continue to pursue alternative and renewable energy

3.1.6

To reduce the impacts of wild dogs on livestock, wild dog measures continue to be implemented, including use of exclusion fencing

3.1.7

Parthenium and other high impact weeds continue to be the target of control programs on stock routes and other lands.

Where we live

What we want to achieve...

4.1

Together, Roma and its district communities, in conjunction with Council, government agencies and business, will provide accommodation options which meet the lifecycle needs of existing and potential residents in safe, liveable, affordable, well planned and sustainable neighbourhoods

To achieve these aims, Roma and its district communities support the "Housing and Neighbourhood" objectives in the Maranoa Economic and Community Plan, the Maranoa-wide Business and Industry Strategy and the Maranoa Planning Scheme

The Maranoa Planning Scheme sets out most of the factors that are to be considered in land use, including locations of housing, other forms of accommodation, industry, commerce and neighbourhood design

Specific "Housing and Neighbourhood" objectives for Roma and its district communities are set out below, acknowledging that housing supply in Roma and its district is affected by wider economic, social and environmental considerations:

4.1.1

Council and the Roma and district communities assess housing supply and other accommodation in Roma and its district (particularly to determine need for additional building lots, permanent accommodation options for gas industry workers and their families and staged accommodation for older residents).

4.1.2

Continue to pursue the permanent relocation of operational phase gas industry workers and their families to Roma (SEE ALSO 2.1.3 and 2.1.4)

4.1.3

Aged care accommodation providers, government agencies, Council and Roma and its district communities pursue options for maintaining and enhancing aged care accommodation in Roma (including scope for partnership with services in other towns within the Maranoa region).

4.1.4

Council and Roma and its district communities review the local place-making plans for Roma and develop more detailed place-making plans (with particular attention to increasing shade, improving footpaths, connecting places and parking for larger vehicles and caravans), especially for:

- Railway and butter factory precinct
- Road route from Bungil Creek to CBD
- Raglan Street near industrial areas
- Lake Neverfill and Campbell Park
- Bush Gardens frontage to Quintin Street
- The Big Rig parklands

4.1.5	In conjunction with the “Active Community” objective for trails, Council and Roma and its district communities continue to define, develop and improve a network of walking paths and cycleways which improve connectivity and accessibility within the town while also serving as heritage and tourist walks. (ALSO SEE 1.4.5 and 2.2.3)
4.1.6	Link the reviews of local place-making plans and trail network plans for Roma and its district to local tourism plans.
4.1.7	Local communities and Council use the Connected Futures local community planning tool to document and share local knowledge, options, project information about place-making plans, trails, facilities and tourism plans
4.1.8	Roma and its district communities use the Connected Futures community planning hub flood hazard mapping as a tool for helping the community consider flooding prevention and/or damage mitigation strategies.
4.2	Together, Roma and its district communities, Council and government agencies will continue to maintain and enhance efficient public facilities and infrastructure which supports the liveability of the Roma, Hodgson, Orange Hill and district.

To achieve these aims, Roma and its district communities support the “Public Facilities and Infrastructure” objectives in the Maranoa Economic and Community Plan, the Maranoa-wide Business and Industry Strategy and the Maranoa Regional Council Corporate Plan

Specific “Public Facilities and Infrastructure” objectives for Roma and its district communities are set out below, acknowledging that the availability of facilities and infrastructure in Roma and its district is influenced by the supply across the Maranoa region and wider economic, social and environmental considerations:

4.2.1	In conjunction with the reviews of local place-making plans for Roma, trails networks and the local tourism plans, identify and prioritise key public infrastructure improvements (particularly for local halls, shade, footpaths, park facilities, parking and signage).
4.2.2	Local communities and Council use the Connected Futures local community planning tool to document and share local priorities for key public infrastructure improvements.

Maranoa on the move

What we want to achieve...

5.1

Together, Roma and its district communities, in conjunction with business, and government, will strive to provide transport systems that are well connected and enable the efficient movement of people and products throughout the Maranoa.

To achieve these aims, Roma and its district communities support the “Maranoa on the Move” transport objectives in the Maranoa Economic and Community Plan, the Maranoa-wide Business and Industry Strategy and the Maranoa Planning Scheme

Specific “Maranoa on the Move” transport objectives for Roma and its district communities are set out below, acknowledging that the availability of transport infrastructure and services in Roma and its district is closely linked to those across the Maranoa region, Queensland and Australia:

5.1.1

Roma and its district communities support the further exploration of alternative Uber-type flexible, affordable transport options to connect Roma with the other Maranoa region towns and villages.

5.1.2

Explore options for using visitors to Carnarvon as leverage for an inter-town bus service between Roma and Injune.

5.1.3

Examine increased packaging of Qld Rail passenger services with rental cars, return sector flights, accommodation and tours to improve viability of rail service (as a regional asset).

5.1.4

Consider further improvements to Roma airport and its general aviation facilities to facilitate charter flights to other regional airports.

5.1.5

Enhance the capacity of Roma airport as a tourist information centre for both arriving and departing passengers, including the ability to sell rental car, tour and accommodation packages at the airport.

5.1.6

Review footpaths, trails and public facility access to identify and prioritise improvements to assist access by people with disabilities, parents with strollers, older residents and cyclists. (also see 1.4.5, 2.2.3 and 4.1.4)

5.1.7

Continue to create safer, more comfortable locations for children and other bus users in Roma and its district.

5.1.8	Review parking opportunities for heavy vehicles, caravans and motorhomes in Roma, especially in: <ul style="list-style-type: none"> • Roma CBD (caravans and motorhomes for safety and to encourage longer visits by visitors) • The Big Rig parklands precinct (and reopening the bridge) • Raglan Street and adjoining industrial precincts
5.1.9	Encourage use of Roma truckstop at the Roma Saleyards as the primary parking area for trucks in Roma.
5.1.10	Manage the district road network so that all local roads are maintained and renewed in accordance with asset management plans that adhere to road standards in accordance with road use.
5.1.11	Review aviation freight services, Australia Post services, Qld Rail freight services, general carrier and contractor freight services to ensure overnight delivery is achieved in Roma and other towns across the Maranoa region

Foundations of the future

What we want to achieve...

6.1

Roma and its district communities will continue to work with the Maranoa regional community, government and business to enhance learning and skill development pathways for all residents.

To achieve these aims, Roma and its district communities support the “Learning and Skills Development” objectives in the Maranoa Economic and Community Plan and the Maranoa- wide Business and Industry Strategy

Specific “Learning and Skills Development” objectives for Roma and its district communities are set out below, acknowledging that Roma is the education and training hub for the Maranoa region:

6.1.1

Provide Roma and district communities support to the delivery of workforce capacity building workshops to address skills such as resume writing, interview skills, customer service, workplace etiquette and professional writing.

6.1.2

Encourage Roma and district communities participation in workshops to assist and support small business owners and potential owners.

6.1.3

Encourage Roma and district communities participation in guest speaker programs intended to inform, inspire and motivate the local business community and support them with their professional and business development.

6.1.4

Support the development of an education and training hub for Roma to allow students to study externally with the support of a local well- resourced learning centre and provide alternative and flexible pathways for education, training and employment

6.1.5

Roma and its district communities provide support and participate in projects and programs which continue to enhance accessibility to information on improved agricultural and grazing practices to support continued industry growth, efficiencies and encourage best practice.

6.2

Roma and its district communities will continue to work with the Maranoa regional community, Council government and business to enhance a smart economy which fosters innovation and sustainable and underpinned by a highly skilled and energetic labour force.

To achieve these aims, Roma and its district communities support the “Smart Economy” objectives in the Maranoa Economic and Community Plan and the Maranoa-wide Business and Industry Strategy.

Specific “Smart Economy” objectives for Roma and its district communities are set out below:

6.2.1	Strengthening Roma's role as a strong regional centre which can attract specialised services and people who help support a smarter economy and acknowledging that increased provision of specialised services in Roma benefits all the communities in the Maranoa region
6.2.2	Further enhance the Roma CBD as a lively, easily accessible, safe, well designed retail, hospitality and commercial precinct which helps serve all the communities in the Maranoa region.
6.2.3	Roma and its district communities promote and encourage the benefits of professional development for individuals and the advantages of high service standards and customer focus within a business.
6.2.4	Continue to enhance the capacity of the Roma Saleyards to handle electronic bidding and other technologies to keep its competitive edge.
6.2.5	Encourage and promote the benefits of partnerships and collaborations within Roma and its district communities and with the wider regional communities.
6.2.6	Encourage creative and ongoing re-invention of businesses enterprises in Roma and its district to service the retail, business and personal needs of local residents and visitors.
6.2.7	Continue to work with the resources companies to support local businesses in the provision of supplies and services and to actively engage the community in decision making on issues impacting on the local community.
6.2.8	Pursue strategies to ensure the ongoing sustainability and viability of the cypress pine timber industry within Roma and district.
6.2.9	Encourage Roma and its district communities and local business use of the "Connected Futures" local community planning hub as a tool for business and the community.
6.3	Roma and its district communities will continue to work with the Maranoa regional community to enhance the region's ability to communicate globally through reliable contemporary telecommunications technologies and networking systems.

To achieve these aims, Roma and its district communities support the "Smart Telecommunications" objectives in the Maranoa Economic and Community Plan and the Maranoa-wide Business and Industry Strategy.

Specific "Smart Telecommunications" objectives for Roma and its district communities are set out below:

6.3.1	Continue Roma and district communities support for the enhanced provision of information and delivery of initiatives which ensure that local residents, businesses and industry are aware of and have access to contemporary and new technologies, programs and services.
6.3.2	Roma and its district residents and visitors have access to reliable landline and mobile phone services as well as 24hour public telephone and internet access points.
6.3.3	Continue Roma and district communities support for the role of the Roma Library, Roma schools and Roma TAFE as a key local providers and facilitators of techno-literacy, internet access, accessibility to technical devices, e-books and audio items.
6.4	Together we will have a visitor economy where Roma and its district are key partners in making the Maranoa a prominent destination for outback tourists, events and visitor experiences

To achieve these aims, Roma and its district communities support the “Visitor Economy” objectives in the Maranoa Economic and Community Plan, Maranoa-wide Tourism Strategy and the Maranoa-wide Business and Industry Strategy.

Specific “Visitor Economy” objectives for Roma and its district communities are set out below:

6.4.1	Big Rig incorporates the visitor information centre for Roma, which is one of the five primary (existing and proposed) visitor services centres of the Maranoa (others are at Mitchell, Surat, Wallumbilla and Injune with supporting visitor information facilities in Jackson, Yuleba, Muckadilla, Amby and Mungallala).
6.4.2	Roma VIC to act as a dispersal centre to other parts of the region, incorporating commercially viable activities such as travel booking services and cafe
6.4.3	Integration of The Big Rig, museum facilities and educational facilities is explored as part of the enhancement of the The Big Rig
6.4.4	Big Rig night show to be a major tourist drawcard for Roma.
6.4.5	Roma Saleyards experience continues to be enhanced and expanded as a major attraction in the Maranoa.
6.4.6	Signage, publications and electronic media are used to present visitors with a network of recreation, heritage and tourist trails and experiences around Roma and its district

6.4.7	Progressive development of pathways around Roma for walking and cycling that link all major attractions and facilities to the Roma CBD (includes links to Lake Neverfill and Roma Airport) (ALSO SEE 1.4.5, 2.2.3, 4.1.4 and 5.1.6)
6.4.8	Maranoa network of visitor economy organisations is enhanced to seek agreement across the Maranoa about regional branding and the sharing of stories between communities
6.4.9	In considering the roles of particular districts in the Maranoa region to tell specific tourism stories, Roma could have the oil & gas story, cattle sales and saleyards story. Roma could share the bushranger stories and the Mandandanji cultural stories with other districts.
6.4.10	Muckadilla businesses become partners in the packaging of flights, local transport, events, visitor experiences and accommodation in the Maranoa
6.4.11	Greater use of electronic media, including electronic sign boards along roads and in the Roma CBD to provide current information about events and services
6.4.12	Facilitate international visitor experiences in the Maranoa by using electronic media and multi- language to increase communication with international visitors
6.4.13	Explore use of other towns in the Maranoa region as drop-off facilities for rental cars hired in Roma (especially in conjunction with charter flights, accommodation and self-drive tour packages).
6.4.14	Roma Airport to be the main entry point for international visitors in a strategy that sees ancient Aboriginal rock art in the Carnarvons as an international tourist attraction, with a key part of the visitor experience being a rock art centre established in Injune.
6.4.15	Develop a unique Roma and district product.

Progressive, inclusive and strong local leadership

What we want to achieve...

7.1

Together, Roma and its district communities, as part of the Maranoa regional community, will continue to foster a network of community, business and industry organisations which have long term plans combined with innovative and responsive leadership

To achieve these aims, Roma and its district communities support the "Local Leadership" objectives in the Maranoa Economic and Community Plan and the Maranoa Regional Council Corporate Plan

Specific "Local Leadership" objectives for Roma and its district communities are set out below:

7.1.1

Local community, industry and business organisations in Roma and its district adopt long term plans and invest in the skill development of existing and future leaders.

7.1.2

Local community, industry and business organisations in Roma and its district nurture innovation and responsiveness as part of their corporate culture so as to remain flexible in how their long term plans are achieved.

7.1.3

Grants are sought and used to encourage community capacity building and sustainability.