



Tablelands Regional Council

# PRIORS CREEK DEVELOPMENT

ATHERTON TABLELANDS  
FAR NORTH QUEENSLAND

A photograph of a brown and black lemur sitting on a tree branch in a lush green forest. The lemur is looking towards the camera. The background is filled with vibrant green foliage and tree trunks, creating a natural and serene setting.

# UNLOCKING THE POTENTIAL

The \$20M Priors Creek Development (PCD) will be transformational — set to attract investment and generate long-term jobs in Atherton, the commercial hub of the Tablelands region.

Improving liveability and amenity, the PCD will create a sense of place that enhances our economy, brings together our community, enhances our natural environment, and rejuvenates our major town centre.

It will provide new community infrastructure and unlock commercial development opportunities, including units and short-stay accommodation, fostering and supporting the region's growing population and visitor offering.

It is an economically desirable development that will deliver significant social, cultural, environmental, and built environment outcomes, providing the Brisbane 2032 Olympic and Paralympic Games a legacy opportunity.

# The Opportunity

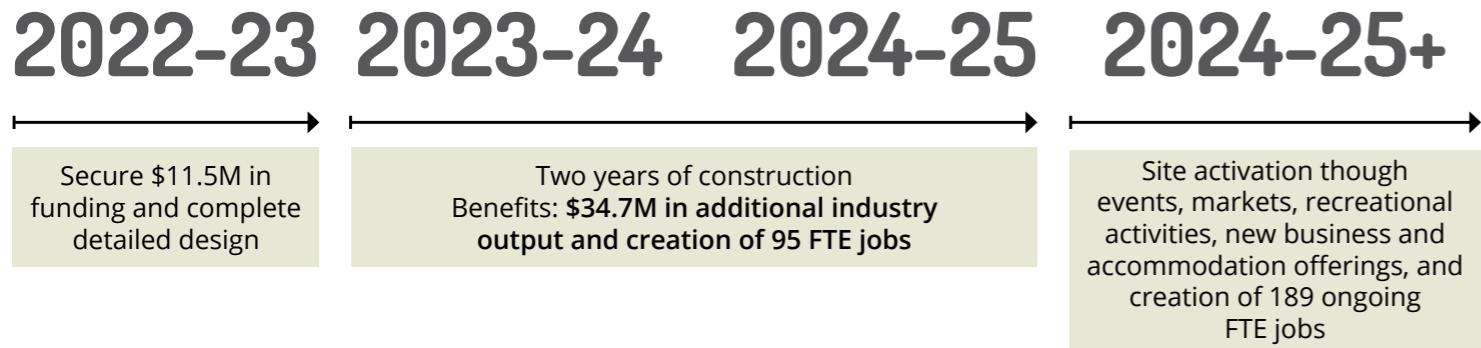
The PCD is a project that will create a family-orientated mixed use and leisure area in Atherton, adjacent to the Atherton main street in the heart of the CBD. Developing the open space will provide a sense of place for residents, while establishing the location as a principal destination on the Tablelands.

It will build upon established biking activities (Mountain Bike Park and Rail Trail), expand recreation facilities, and provide multi-functional public spaces. Activating the CBD, improving accessibility, encouraging physical activity and providing a connected space to allow residents and visitors to meet, play, chat and connect are the project's major benefits.

The site will become the key location for all public events and activities with the development of an amphitheatre, major playground, plaza for markets, shared pathways and showcasing Indigenous culture and public art.

The project includes commercial development opportunities with a focus on short-stay accommodation and unit developments. The increase in accommodation will help meet the unprecedented demand for housing in the region, support population attraction and retention, and the availability of high-quality tourism accommodation.

The ongoing growth and development of the Atherton Tablelands will be critical in helping spread the region's (Cairns SA4) growing population.

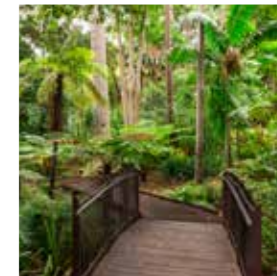


## The development will generate a number of benefits including:

<p>Support a resilient tourism industry, generating \$1.2M per annum in additional visitor expenditure</p>	<p>Increase business activity, reaching an additional \$6.8M from 2030-31 per annum</p>	<p>Celebrate our unique flora, fauna and natural environment and authentic story telling of the cultural heritage of the Tablelands region</p>
<p>Provide high quality open public space, improving liveability, wellbeing and mental health</p>	<p>Provide high quality, short-stay accommodation</p>	<p>Priors Creek</p>
<p>Increase resident and visitor safety through activation, the provision of lighting, accessible footpath network and CCTV</p>	<p>Create accommodation to meet the demand for medium-density residential housing</p>	
<p>Enable an additional \$15.5M in private development and 189 ongoing jobs</p>	<p>New infrastructure and experiences supporting cycling, walking, playing, gathering, events, retail and dining</p>	



# Our Plan for the Priors Creek Development



Walking trail & nature-based experiences

1000 person shaded amphitheatre

Bicycle skills track & pump track

Meeting areas & market space

Picnic shelters & BBQ facilities

Play & fitness equipment

Shared pathways & accessible parking

Multi-functional event areas

Public art & cultural storytelling

Landscaping enhancing natural attributes

# Economic Return on Investment

The \$20M development (\$18M 2022\$) and subsequent \$15.5M in private development will generate significant ongoing benefits for the region including:

	Construction	Operations (Full Development)
Supporting revenues for Atherton Tableland Businesses	<b>\$34.7M</b> (including \$21.8M in direct impacts)	<b>\$28.6M</b> (including \$20.9M in direct impacts)
Supporting jobs for the Atherton Tablelands community	<b>95 FTE</b> (including 51 FTE in direct impacts)	<b>189 FTE</b> (including 159 FTE in direct impacts)

# Socio-Economic Return on Investment

**The project will deliver a benefit to the Tablelands region of \$1.33 for every dollar invested.**

This project is economically desirable and beneficial for the local community, with key benefits including:

- ✓ Support for business activity and urban renewal
- ✓ Reduction in crime and anti-social behaviour
- ✓ Commercial activities and services from private development
- ✓ Additional household expenditure
- ✓ Enhanced identity of the Atherton and the Tablelands region
- ✓ Increase in visitation and visitor spend
- ✓ Meeting current and future demand
- ✓ Increase in liveability and amenity
- ✓ Increase in property prices
- ✓ Health benefits
- ✓ Supporting COVID-19 recovery

**Investing in this project will significantly boost economic activity, support continued growth and development whilst delivering critical infrastructure to meet current and future community needs of our growing population. It will be transformative and inclusive for our region, catering for youth, families, elderly and visitors.**

Net Present Value (7% discount rate)	<b>\$10.5M</b>
Benefit Cost Ratio (7% discount rate)	<b>\$1.33</b>



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