

THE BIG PINEAPPLE RENEWAL MASTER PLAN LODGED

The **Big
Pineapple**
Renewal

SEPTEMBER 2017

MASTER PLAN LODGEMENT

A whole-of-site master plan has been completed and a development application lodged with Sunshine Coast Council.

The development application seeks a preliminary approval for a master plan that proposes expanded land uses across the site, consistent with stakeholder feedback and responsive to the site context and history.

This will advance the Big Pineapple's future prospects and repositioning as a tourism icon.

MEDIUM TERM PLANNING AND DEVELOPMENT OUTLOOK:

If Council and the State Government provide preliminary approval for the master plan, development applications for specific uses will then follow, as guided by the master plan and ongoing community engagement.

PROGRESSIVE, CAREFULLY EXECUTED ROLL-OUT:

Any approved uses will be progressively built in stages.

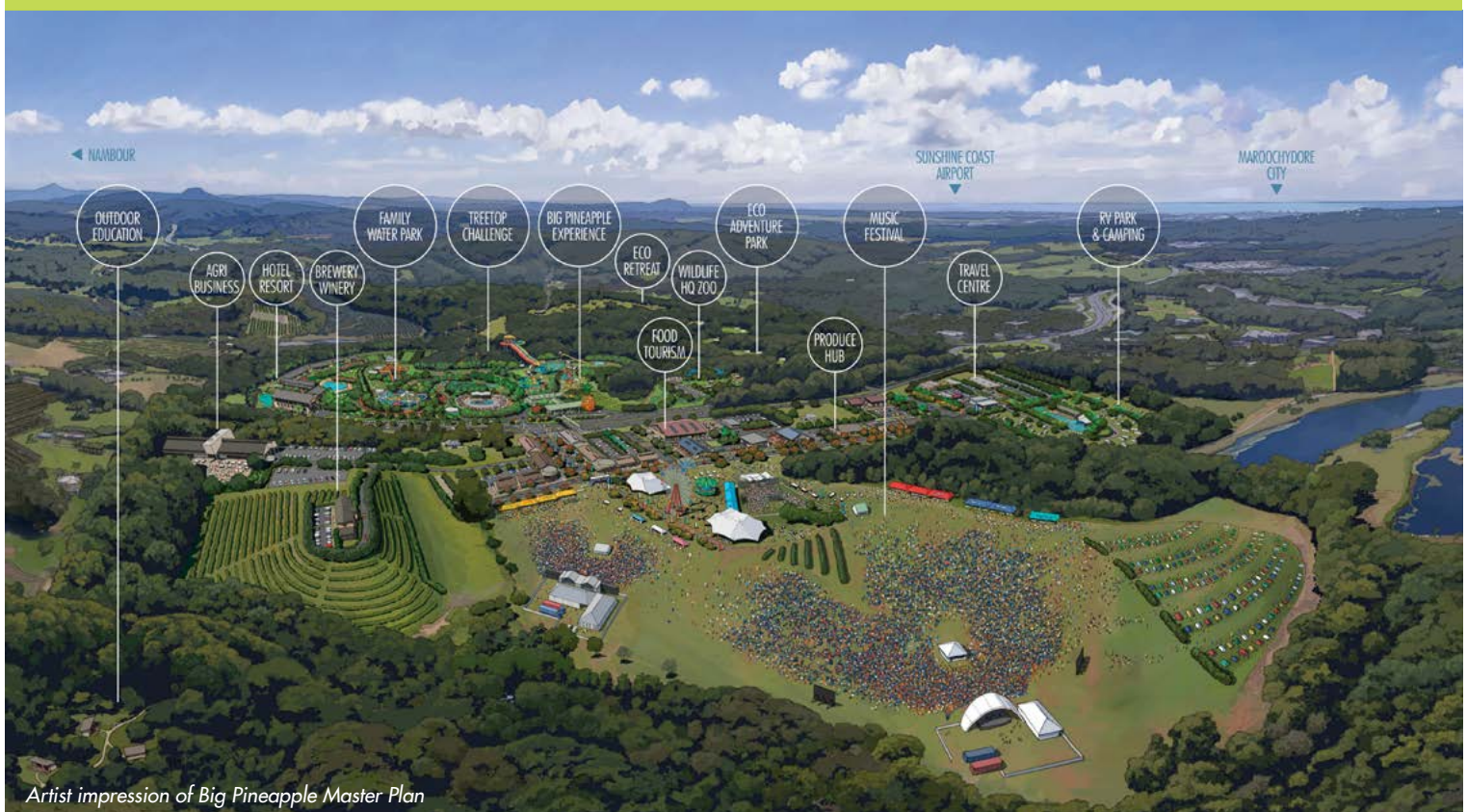
PLANNING FLEXIBILITY TO REMAIN RELEVANT:

The planning framework will also allow for new opportunities to be considered in future, as prospects and new ideas emerge over the years to come.

The master plan and application material may be viewed online on Council's PD Online system.

THE MASTER PLAN INCORPORATES A RANGE OF USES:

- Events space
- Different accommodation types, including: resort style hotel, cabins within nature-based tourism area, recreational vehicle (RV) park, and campground
- Food and tourism hub to showcase the region's produce
- Eco-tourism including the soon to be established TreeTop Challenge adventure course
- Travel centre including a service station
- Educational elements including a school camp and food production learning site
- Enhancing the Big Pineapple experience with the inclusion of new tourist attractions



Artist impression of Big Pineapple Master Plan

BIG PINEAPPLE ENTERTAINMENT EXPERIENCE

The Big Pineapple Renewal master plan leverages the success of the Big Pineapple's expanding events program and the activation of new attractions onsite.

The sold-out Big Pineapple Music Festival in May, and the Midnight Oil October gig that sold out in days, demonstrate the site's success as a premier Australian outdoor entertainment venue.

An expert events governance plan will be in place for future Big Pineapple events.

FACILITATING A HUB FOR THE FUTURE OF THE SUNSHINE COAST'S FOOD AND TOURISM

Food and agricultural production will be highlighted through the proposed Agribusiness Centre and Tourism Business Centre within a Food and Tourism Hub.

The hub, a first for the region, will bring together a wide variety of organisations dedicated to the business of food, while focusing on food production, distribution and research.

- Food hub site within the Big Pineapple is a precinct of about 18 hectares with provision of more than 15,000m² of floorspace
- Brings together tourism and agribusiness
- Developed in stages with online hub included
- Agribusiness centre will include an incubator program, training and exchange program with national and international hubs

Adventure high-ropes course to reach new heights at The Big Pineapple



Images taken at TreeTop Challenge Mount Tamborine

HIGH-ROPES COURSE

TreeTop Challenge is planning to launch a new high-ropes adventure course set amongst the trees on the northern portion of the Big Pineapple site.

TreeTop Challenge is Australia's largest high-ropes adventure park operator, with locations across the Gold Coast and Brisbane. With a proven track record operating a highly successful eco-tourism business, TreeTop Challenge will offer more than 100 activities designed to fit the natural topography of the Big Pineapple site.

CONTACT THE BIG PINEAPPLE RENEWAL PROJECT TEAM

As planning continues for the renewal of the Big Pineapple, be sure to stay informed. You can keep in touch with us by:

- » Calling **1800 132 289** (FreeCall from a landline)
- » Emailing at: contact@bigpineapplerenewal.com
- » Visiting: www.bigpineapplerenewal.com