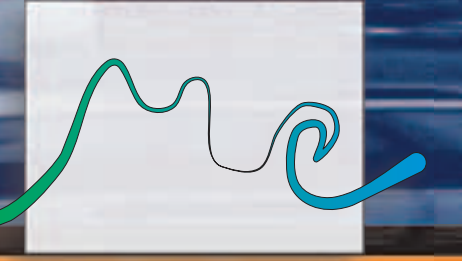


REVITALISING TWEED HEADS TOWN CENTRE

background study by QUT urban and regional planning students



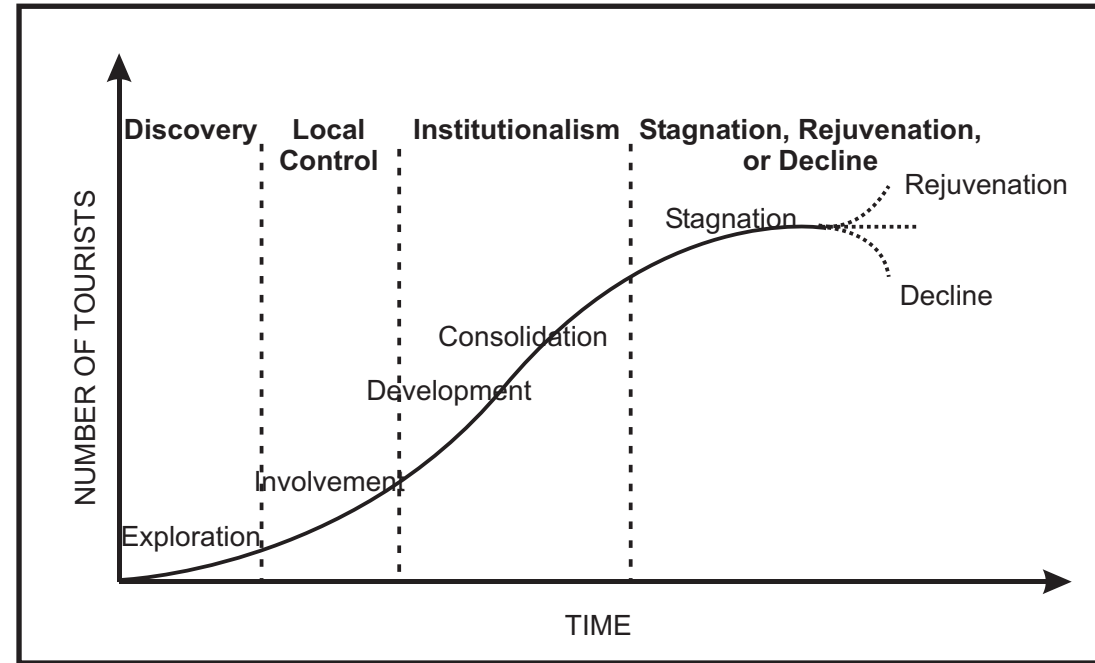
TOURISM



With Changed gambling legislation and generational change, it can no longer be assumed that the large clubs will remain the mainstay of tourism.



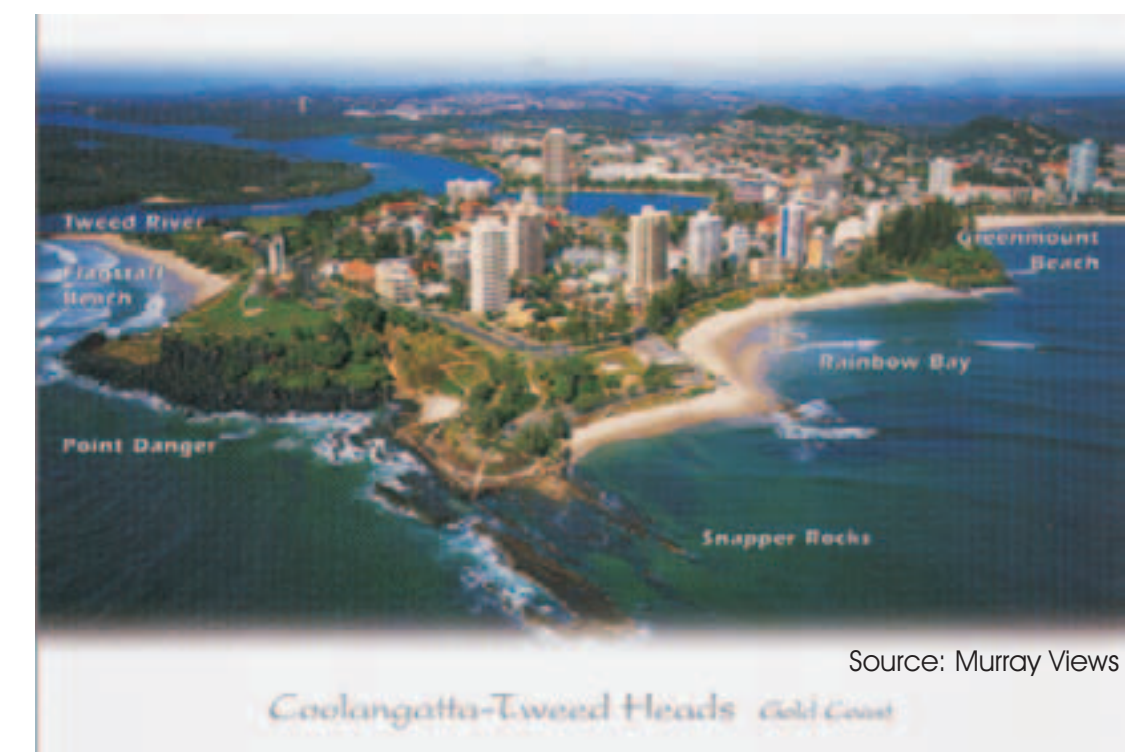
The town's natural attributes, and the quality of the town centre, are likely to assume greater tourism significance.



Butler's (1980) tourist area life cycle model: Tweed Heads needs to be positioned for rejuvenation rather than decline. Tweed Heads should not seek to mimic either the Gold Coast or Byron Bay, but to build on its own unique natural and cultural setting.

NATURAL ENVIRONMENTAL SETTING

Tweed Heads is sited in one of Australia's outstanding natural environments. Future development should both conserve and celebrate its natural setting



POTENTIAL CATALYSTS FOR REVITALISATION

Provided by: Debra Mbeche, Suh Ho, Adam Brown

CULTURE



DIVERTING GAMBLING PROFITS INTO NON-GAMING ENTERTAINMENT



LEISURE AND TOURISM



MUSEUMS



MARKETING ASSISTANCE PROGRAMS



Source - www.shop-a-docket.com.au/images/body/

The student project

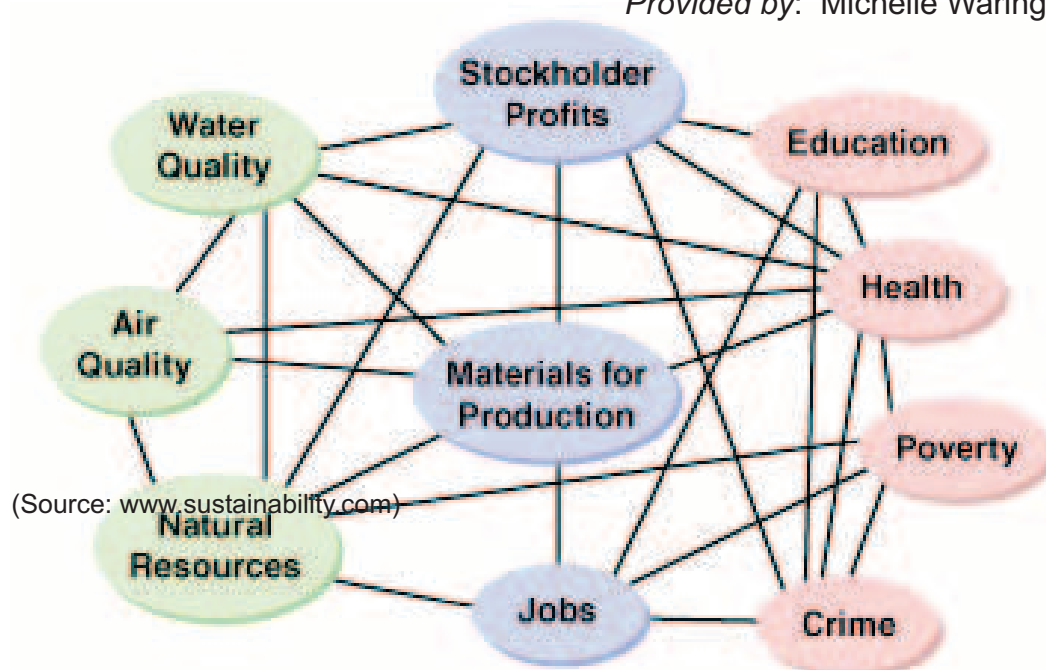
38 Third Year Urban and Regional Planning students spent six weeks from February to April 2003 getting to know Tweed Heads through undertaking a comprehensive urban analysis. Highlights of that analysis are presented on display boards ii-iv.

Working in ten groups, the students then spent a further eight weeks, from April to June 2003, preparing Urban Design Frameworks for Revitalising Tweed Heads Town Centre. Their design approaches and planning ideas are summarised on the remaining twenty display boards (two boards for each proposal).

The School of Design and Built Environment at QUT gratefully acknowledges the support of the Tweed Heads Taskforce for this project, and particularly the briefings provided by Magdy Youssef, Jo Gardner and Ronnie Hoskisson. Thanks also to Councillor Bronwyn Luff for assisting with the students' initial fieldtrip. Tutorial assistance was provided by planning practitioners Nigel Poulton and Mark Doonar.

SUSTAINABLE REVITALISATION

Provided by: Michelle Waring, Mallani McArthur



(Source: www.sustainability.com)

Communities are a web of interactions among the environment, the economy and society, these are all influenced by culture.



Sustaining the Tweed
(Source: www.tweed.nsw.gov.au)



Queensland University of Technology
School of Design and Built Environment

EXHIBITION OF PLANNING IDEAS



Sponsored by Ministerial Taskforce for the Revitalisation of Tweed Heads Town Centre