**Mission Beach Town Centre Revitalisaton Project**

**Mission Beach Cassowaries Inc EOI**

**2) Who do you represent?**

Mission Beach Cassowaries Inc (MBC)

**3) Why do you want to be a representative on the group?**

MBC has played an active role in community engagement over the last 13 years. We have participated in two Visual Amenity Groups, the first being convened by Jennifer Downs former Division 3 councillor, the second by MBCA to inform the Foreshore Management Plan.

The consistent messages received within these groups and the many other community workshops held over decades giving opportunity for feedback determining directions for the future at Mission Beach underpin a strong community sense of identity based on the natural environment and low key character of our villages.

The key points of difference at Mission Beach are summed up in ‘Mission Beach Naturally’, a publication produced by MBC with Terrain NRM funding and input from Tourism, CCRC, QPWS and other community representatives. The publication was very well received in the tourism sector with the natural beauty and village character of Mission Beach being the predominant reason for the high visitation rate in Mission Beach.

It is with this knowledge and understanding along with initiating and organising many inclusive community events and projects focused on raising awareness of the special natural values of Mission Beach that we believe MBC can have valuable input to the reference group.  
  
**4) Attachment to the town centre**

A town centre both expresses and reflects the community’s sense of place. For Mission Beach this is essential for its tourism appeal.   
The Village Green and proximity to the beach creates the low key relaxed village atmosphere Mission Beach is known for both as a meeting place and entertainment area.

The design of the town centre can capture the points of difference which are obvious at Mission Beach. i e villages set within rainforest and farmland nestled between two World Heritage areas. (Outlined in question 3) MBC believes it is important that any upgrade of the built environment is sympathetic to these intrinsic values while taking an holistic approach that can be referenced and expanded on for future projects in the greater Mission Beach area where it can add definition to the overall character of Mission Beach.

**5) Skills and experience**Mission Beach Cassowaries has been raising awareness of what makes Mission Beach special for the past 13 years through the Mission Beach Naturally promotional material online and at community events. We believe MBC has the background, creative skills and long term knowledge (outlined in questions 3 and 4) to have meaningful input to the village centre design detail.