

### 8.3 DRAFT INTEGRATED TRANSPORT STRATEGY

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*The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.*

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#### SUMMARY/PURPOSE

The purpose of this report is recommend the draft Integrated Transport Strategy (ITS) be adopted by Council.

The strategy examines the ways people living in and travelling to Central Goldfields access the various key destinations and how transport options could be improved. The strategy has explored the current transport networks including, active, public, private and community transport.

The strategy defines four outcomes and a number of actions that need to be undertaken to achieve these outcomes. The outcomes are:

- *An Active and Engaged Community*
- *Safe and Healthy Townships*
- *A Vibrant and Mobile Economy*
- *A Connected Shire*

#### LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Community

Outcome: A supported, cohesive community, living full and healthy life.

Objective: 1.8 Maximise all forms of transport for the community

Initiative: Deliver local Community Transport Plan

Loddon Campaspe Transport Strategy (refresh) 2018

Central Highlands Regional Transport Strategy 2014

#### BACKGROUND INFORMATION

Central Goldfields Shire Council and the Victorian Government Department of Transport (DoT) have developed an ITS to demonstrate how Council will seek to address access and transport needs across the municipality. Movement and Place Consulting (M&PC) have been contracted to complete this work.

The strategy seeks to examine the ways people living in and travelling to Central Goldfields access the various key destinations and how transport options could be improved. The strategy has explored the current transport networks including, active, public, private and community transport.

As part of achieving Council's vision: 'To be a vibrant, thriving and inclusive community', Council is planning for Central Goldfields Shire's transport future to explore ways of offering higher levels of transport choice, particularly in enhancing the viability of lower cost options such as walking, bicycle riding and public transport. These recommendations will be implemented in an integrated way, by communication, involvement and action with various departments of Council.

## **REPORT**

Following an analysis of transport networks, census data and community engagement taken over the past eight months, Council is presented with a draft strategy.

The strategy defines four outcomes:

### *An Active and Engaged Community*

People across the Central Goldfields of various ages and backgrounds are actively engaged in a range of activities from learning to drive, to engaging with improving streets to carpooling.

Understanding this as a key strength enables the ITS to address how this can be further built to continue to achieve highly effective transport solutions.

### *Safe and Healthy Townships*

Transport safety Shire-wide is a key issue. Improving this situation requires addressing critical gaps in the active transport network and ensuring the network is well-integrated with public transport. These outcomes will be key to making walking and bicycle-riding viable transport options for people.

### *A Vibrant and Mobile Economy*

Increasing transport cost savings for households will also increase spending capacities in the local economy, creating additional opportunities for development.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.

### *A Connected Shire*

There are a number of regional public transport links to centres such as Ballarat, Bendigo and Castlemaine that need to be improved.

Addressing these links will enable higher levels of connectivity to key services and activities available in the regional centres. It will also better enable people to visit the Shire, generating higher benefits from tourism.

The strategy has identified key issues, opportunities outcomes and actions and explains in detail how these concepts were drawn out from the research and community engagement. The consultants have worked continually with the community, council and DoT during the formation of this strategy.

*Consultation July 2020*

The second consultation round held during July 2020 resulted in two detailed written responses being received. This information was fed back into the strategy and shows the strong interest the community has regarding local transport. The submissions to the strategy discussed topics such as:

- Material for DoT to consider and Council to advocate, such as a freight and passenger train between Maryborough and Castlemaine; a passenger service between Dunolly and Maryborough; a rail service between Maryborough and Ararat, and greater passenger services on the Ballarat-Maryborough line;
- Support for encouraging industry to utilise rail for freight transport;
- Support for the tourism option for the existing track between Maryborough-Castlemaine (as an engine-based tourism attraction);
- Support for engaging with SteamRail for tourism opportunities

One response noted that the “proposed strategy which encourages mobility around the Shire by using community transport supporting the need for buses to meet trains and the upgrade of train services and connectivity is just what the Shire needs”. This response also asked that the strategy reconsider several footpath recommendations and consider that smaller towns should be included within the community bus route with further consultation.

## **CONSULTATION/COMMUNICATION**

A second round of community consultation via digital media was conducted between 14 and 24 July, 2020. This ITS draft was shared on Council social media and website to encourage community comment. The notice about commenting on the draft ITS was also shared in the Maryborough Advertiser and smaller town local papers.

Community members who had provided comment either via telephone or email in the initial consultation were contacted directly. Council received detailed responses from four individuals, a summary of this is included as Appendix 2. As a result of these comments there has been some changes to the draft strategy.

The initial consultation period for the ITS was over several months, so a shorter two week targeted response time for the draft was considered adequate.

## **FINANCIAL & RESOURCE IMPLICATIONS**

The strategy has been funded by DoT and Council, there are no additional financial or resources required.

## **RISK MANAGEMENT**

This report addresses Council’s strategic risk Government policy changes - change in government policy and/or funding resulting in significant impact on the delivery of critical services by identifying the issues and options available for transport in the Shire, and making a raft of actions and methods of implementation.

## **CONCLUSION**

The Draft Integrated Transport Strategy has been completed after a prolonged consultation period with numerous stakeholders from various sectors and groups within the community represented.

It is considered that the strategy will integrate with Council’s existing and proposed strategies and plans.

**ATTACHMENTS**

1. ITS: Strategy Draft
2. ITS: Community comments

**RECOMMENDATION**

*That Council adopt the Integrated Transport Strategy in the form of the attached draft (Attachment 1)*



# Central Goldfields Shire Council

Integrated Transport Strategy  
2020 - 2030



## Disclaimer

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## Report Date

**Image on front cover supplied by Richard Gibbs**



Image 1: Dunolly Station freight terminal

## Acknowledgement of Country

Central Goldfields Shire Council and Movement & Place Consulting acknowledges the ancestors and descendants of the Dja Dja Wurrung. We acknowledge that their forebears are the Traditional Owners of the area we are on and have been for many thousands of years. The Jaara people have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.

## Acknowledgements

M&PC gratefully acknowledges the contribution made by stakeholders who contributed to the consultation phase by attending interviews and completing surveys, including:

- Community members;
- Local businesses;
- Government agencies;
- Community transport volunteers;
- Schools; and
- Central Goldfields Shire Council.

## Acronyms

**ABS** - Australian Bureau of Statistics

**CASA** - Civil Aviation Safety Authority

**CFA** - Country Fire Authority

**CWS** - Co-operative Wholesale Society

**DDA** - Disability Discrimination Act

**DEDJTR** - Department of Economic Development Jobs Transport and Resources

**DELWP** - Department of Environment Land Water and Planning

**DoT** - Department of Transport (*Victoria*)

**FLTS** - Flexible Local Transport Solutions (*program*)

**CGSC** - Central Goldfields Shire Council

**HACC** - Home and Community Care

**HACC PYP** - Home and Community Care Program for Younger People

**HPFV** - High Performance Freight Vehicle

**ITS** - Integrated Transport Strategy

**L2P** - Learner to Probationary [driver's licence] (*program*)

**MDHS** - Maryborough District Health Services

**PTV** - Public Transport Victoria

**RRV** - Regional Roads Victoria

**ROSS** - Recreation & Open Space Strategy

**SES** - State Emergency Service

**TAFE** - Technical and further education

**TAC** - Transport Accidents Commission

**TC** - Transport Connections (*program*)

**TGSI** - Tactile Ground Surface Indicator



# Contents

**6**

## **Executive Summary**

**Executive Summary**  
(6)

**Key Issues & Opportunities**  
(8)

**Key Outcomes & Actions**  
(12)

**16**

## **Project Background, Vision & Themes**

**Project Background**  
(16)

**Vision & Strategic Framework**  
(18)

**20**

## **Background & Context**

**Location Context**  
(20)

**Strategic Context**  
(22)

**Demographic Snapshot, Survey Results & Trips Snapshot**  
(24)

Image 4: Annual Energy Breakthrough race held in Maryborough, 2019







**28**

**An Active & Engaged Community**

**Issues**  
(30)

**Opportunities**  
(36)

**Outcomes & Actions**  
(38)

**40**

**Safe & Healthy Towns**

**Issues**  
(42)

**Opportunities**  
(48)

**Outcomes & Actions**  
(52)

**54**

**A Vibrant & Mobile Economy**

**Issues**  
(56)

**Opportunities**  
(62)

**Outcomes & Actions**  
(68)

**70**

**A Connected Shire**

**Issues**  
(72)

**Opportunities**  
(74)

**Outcomes & Actions**  
(76)

**78**

**Implementation Plan**

**An Active & Engaged Community**  
(78)

**Safe & Healthy Towns**  
(84)

**Vibrant & Mobile Economy**  
(92)

**A Connected Shire**  
(100)



## Executive Summary

As part of achieving Central Goldfields Council's vision 'to be a vibrant, thriving and inclusive community', Council is preparing for the community's transport future. This Integrated Transport Strategy (ITS) has been jointly commissioned by Council and the Department of Transport (DoT) to address the challenges and opportunities that the Shire's network currently faces in achieving this vision.

The Central Goldfields Shire of 13,000 people consists of many small rural townships and the central sub-regional hub of Maryborough, where over 80% of the Shire's jobs, most of the Shire's residents and the vast majority of services are located. Most people travel long distances for work, education, shopping and other errands and find it difficult to make these trips by means other than driving. For many people the annual cost of transport is significant and low-cost transport options such as walking, riding a bicycle or using public transport are considered a last resort.

This can make transport particularly difficult for people with limited weekly budgets, especially the 38% households in the Shire who earn less than \$650 a week. After spending most of this income on housing and other bills, some households need to make difficult decisions every week about whether they should spend their remaining income on food or driving costs. In rural areas currently, cars on average make up \$300 of weekly household expenses which includes fuel, insurance, registration and vehicle maintenance.

Council aims to provide greater transport choice to our community by making low-cost and healthy transport options more safe and desirable.

This Strategy is informed by independent research and analysis, as well as consultation with the community, representatives of community groups, organisations, businesses and Local Government and State Government stakeholders. Our strategy showcases our community's voices from artworks, photographs and stories.

The Key Issues and Opportunities section has been prepared to understand various challenges we face as a community and the opportunities we can take advantage of in improving our levels of transport access and choice. Through achieving this, the community will benefit from reduced costs of living, improved health outcomes and increased economic activity.

The Project Background, Vision and Themes section details how the strategy was researched, developed and the consultation methods used. Council's role, the strategic vision and objectives, context and relevant legislature for the development of this ITS is explained in detail. From the outcomes of this research and analysis, transport in our community supports several themes.

These four themes for transport in our community are revealed in the Background and Context section as:

- An active and engaged community
- Safe and healthy towns
- A vibrant and mobile economy
- A connected shire

We developed these by understanding our location, context and auditing our assets. The surveys taken during consultation revealed further data about our community's transport behaviour. There are many opportunities for Council to implement improvements, drawing from local, regional, state and international examples.

Finally, we have a detailed implementation plan focusing on achieving our themes on concrete, specific and achievable outcomes. Council aims to provide greater transport choice to our community by making low-cost and healthy transport options more safe and desirable.



Image 2: Maryborough Station

Transport should support the development of the following four outcomes:

**1. An Active and Engaged Community**

People across the Central Goldfields of various ages and backgrounds are actively engaged in a range of activities including learning to drive, improving streets and carpooling.

Understanding this as a key strength, enables the ITS to address how this can be further built on to achieve highly effective transport solutions.

**2. Safe and Healthy Townships**

Transport safety Shire-wide is a key issue. Improving safety requires addressing critical gaps in the active transport network and ensuring the network is well-integrated with public transport. These outcomes will be key to making walking and bicycle-riding viable transport options for people.

**3. A Vibrant and Mobile Economy**

Increasing transport cost savings for households will also increase spending capacities in the local economy, creating additional opportunities for the Shire’s local economy.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders’ and industries’ transport and freight needs are met.

**4. A Connected Shire**

There are a number of regional public transport links to centres such as Ballarat, Bendigo and Castlemaine that need to be improved.

Addressing these links will enable higher levels of connectivity to key services and activities available in the regional centres. It will also better enable people to visit the Shire, generating higher benefits from tourism.

## Key Issues

### Reliance on car ownership and use, social isolation & socioeconomic disadvantages

The salient issue identified in this report is the lack of transport alternatives people have to owning and driving a car. The Shire has the highest rate of socioeconomic disadvantage in Victoria. The median income for households is \$775 and about half of this is spent on transport due to the need to own and use a car to get around. Enabling households to make savings on their transport costs will not only substantially relieve financial pressures, but will also increase capacities for spending locally, and help the Shire's local economy.

**(Read more in: [A Vibrant & Mobile Economy](#))**

### Transport access for senior residents and young people

Over 28% of residents in the Central Goldfields Shire are over 65 years old. These people find it challenging to finance their car ownership and useage. Most senior residents earn \$650 a week or less and some lack the ability to drive.

The lack of transport access young people face makes it highly difficult to 'get started' in the Shire. There are a number of services available to young people such as education support, employment services and health services, but many of these require a car to access due to poor public transport connections. Access to tertiary education and training is also difficult for local residents as the nearest university campuses are in Bendigo, Ballarat, and Creswick.

**(Read more in: [An Active & Engaged Community](#))**

### Obesity and other health issues

The Central Goldfields has some of the highest rates of obesity and related health issues in Victoria. 69% of adults are overweight or obese; only 51% of adults meet the guidelines for physical activity; and 15% of households reported they had run out of food and could not afford to buy more. A likely substantial factor contributing to these results is a reliance on driving for most errands. Car reliance impacts households financially and limits opportunities for residents to be physically active in their transport.

**(Read more in: [Safe & Healthy Towns](#))**

### Local public transit issues

A key reason why people find it difficult to get around without a car is because of the limited public transport services available. Most of the population live and work in Maryborough, which is served by four local bus routes. These routes however are complex, infrequent and counter-intuitive to rely on. Additionally, connections between townships in the Shire are limited to one or two return trips a day.

**(Read more in: [A Vibrant & Mobile Economy](#))**

### Road safety

Road safety is a particular issue for the Shire. The Shire's small population has been over-represented in crashes and fatalities on the road over the last five years. Many of these crashes including struck bicycle riders and pedestrians have happened in Maryborough and other townships.

**(Read more in: [Safe & Healthy Towns](#))**

### Safe & healthy access to school

The vast majority of trips to school are made by car and some by school bus or public transport, however very few are made by walking. This is due to a lack of safe walking and crossing facilities near schools which results in low confidence levels in walking or riding (especially independently).

**(Read more in: [Safe & Healthy Towns](#))**

## Footpath network and access for all

Many people live within walking distance of key services and employment, though most townships in the Shire have a sporadic footpath network that is not ideal for many walking trips. For people with severe mobility impairments, footpaths are essential to access the services within walking distance, including connections to community transport and public transport. Council have mapped their 'all abilities' footpath network and could identify priority areas for improvement. A key issue is how to fund increased concrete footpaths in our townships.

**(Read more in: [Safe & Healthy Towns](#))**

## Parking availability and pressures on economy

Some locations in the Shire - such as High Street in Maryborough experience high levels of parking demand at some times. The levels of demand do not exceed parking supply in the whole town or activity centre. However, drivers find it difficult to find a car space in the location they want (or expect) to. Providing these spaces, however is highly costly for the community and they should be more optimally managed.

**(Read more in: [A Vibrant & Mobile Economy](#))**

## Regional freight connectivity

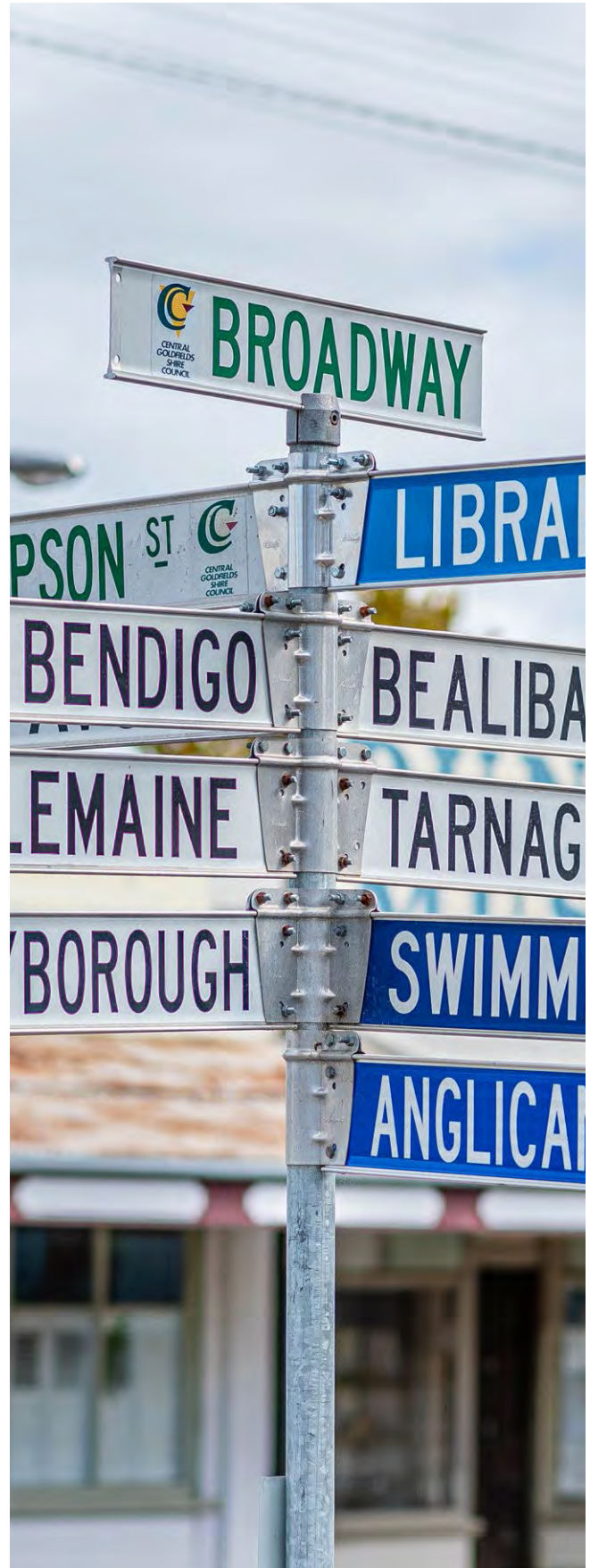
Most businesses in the Shire rely on road freight to move their produce or products due to the limited rail routes. Routes for HPFV routes are also limited, reducing viability for external investment.

**(Read more in: [A Connected Shire](#))**

## Regional public transport connectivity

There are many people in the Shire who choose not to drive, or struggle to afford the cost of driving long distances. There are V/Line coach and train services fill this gap, but people need to plan their travel around the limited service timetable. This is highly relevant for tertiary students, tourists and some employees.

**(Read more in: [A Connected Shire](#))**



## Key Opportunities

### Optimising community transport

Community transport in the Shire is primarily organised by Council, but there are many other groups such as community groups, MDHS's 'Wellness in Motion' transport service and HACC provide services for medical appointments and social groups as well as meals on wheels and home care. These meet a critical service gap for elderly residents, particularly for medical appointments.

There are many ways in which these services can be run more efficiently and more effectively for the community. There are also opportunities to support trials for alternative routes using existing Council-owned transport assets.

**(Read more in: [An Active & Engaged Community](#))**

### Promoting sharing economy for cars, bikes rides and parking

The community are actively engaged in sharing transport on a mostly informal basis. Supporting initiatives for car sharing, bike sharing and parking spaces is a key way the community can meet a variety of transport needs without needing many additional resources. There have many successful initiatives launched in other regional areas in Victoria and Australia that demonstrate key lessons from which the Shire can draw from.

**(Read more in: [An Active & Engaged Community](#))**

### Improving road safety

Safety on rural roads is managed by Central Goldfields Shire (on local roads) and Regional Roads Victoria (for arterial roads). A range of funding sources exist to maintain and upgrade roads to improve safety for all road users (including bicycle riders and pedestrians). Council works with the Department of Transport, Regional Roads Victoria and the Transport Accident Commission to improve road safety across the Shire. Members of the community can also notify the relevant authority to resolve road safety issues as they appear using mobile phone apps such as [Snap, Send, Solve](#).

**(Read more in: [Safe & Healthy Towns](#))**



## Improving safe & healthy access to school

Local communities benefit in a wide range of ways when school students walk or ride bicycles to school. Council can improve infrastructure and promotion to facilitate and encourage parents and students to rediscover the joy of walking and riding bicycles to school. There are currently some curriculum-based programs that support this and there are many opportunities to develop these programs in other schools. There are also opportunities for Council to work with DoT and the community to make safer walking and riding environments.

**(Read more in: [Safe & Healthy Towns](#))**

## Encouraging civic engagement in improving streets and public spaces

Council have recently taken steps to organise some low-cost active transport infrastructure projects. In addition to being quick, cheap wins for improving pedestrian and bicycle safety and priority, they offer opportunities for engaging with the community in 'tactical urbanism'. This not only achieves a quick result in enhancing active transport options, but also promotes higher levels of community ownership and partnership with Council.

**(Read more in: [Safe & Healthy Towns](#))**

## Transit-oriented hubs for arts tourism, industry and innovation

Agglomerating key services near key public transport nodes is the most efficient way of enabling access by public transport. Where commercial and civic services and residences continue to expand beyond the existing network, resources are strained and the ability for routes to be direct, quick and frequent becomes limited. As commercial and civic services diversify and densify near transit hubs, transport services improve substantially in order to ensure people can travel to them.

**(Read more in: [A Vibrant & Mobile Economy](#))**

## Transport Tourism

A key opportunity for the Shire to deepen the Shire's tourism offer is to use existing road and rail corridors or traditional owner pathways to connect places of interest. The wider community can play a significant role in building up this offer through indigenous interpretation guides, farmstay opportunities and a range of transport related products and services that would appeal to various tourist segments.

**(Read more in: [A Vibrant & Mobile Economy](#))**

## Capitalising on upcoming and recent infrastructure

There are substantial opportunities to build from recent and upcoming state and federal projects such as Regional Rail Revival and Murray Basin Rail Project to improve freight and public transport regional connections.

**(Read more in: [A Connected Shire](#))**

## Improving regional scheduling for tourists, students and workers

Council can work with V/Line to understand why some transport connections are scheduled in ways that are unsuitable for many travelers, and the extent to which they can be improved. The community can highlight any poor transport connections that are reducing their transport options and highlight these to Council and the State Government.

**(Read more in: [A Vibrant & Mobile Economy](#))**

## Key Outcomes & Actions

### Outcome 1. Improved access for senior residents and people with a disability

Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads

Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire

Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise

### Outcome 2. Improved access for young people

Action 2.1. Build a shared path with priority across roads to each school including:

2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.

2.1.2. Along Prince Alfred Street to Talbot Primary School

2.1.3. Along Davies Street to Bealiba Primary School

2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)

2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School

2.1.6. Along Kars Street to Highview College and St Augustine's Primary School

Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground

Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options

Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians

### Outcome 3. Improved community transport efficiency, resilience and effectiveness

Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels

Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday

Action 3.3. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents

### Outcome 4. Access to rideshare, carshare and bikeshare

Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council

Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire. Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields

Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others

Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries

### Outcome 5. Safe local and regional roads

Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)



Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:

5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough

5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough

5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook

5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly

5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot

Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways and regional roads within local townships, such as the Pyrenees Highway and Ballarat-Maryborough Road and Broadway (Dunolly)

Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)

## Outcome 6. Increased levels of health and wellbeing

Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly

Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods. This should be developed from the ‘all-access’ footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network

Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network

Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails

## Outcome 7. Safe, healthy and fun streets for all

Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres

Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot

Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres

Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently

## Outcome 8. 20-minute neighbourhoods and reduced reliance on car ownership

Action 8.1. Amend the Planning Scheme in the Municipal Planning Strategy (MPS) section (or Vision and Purpose section) to include walkability and accessibility as objectives in:

- Clause 02.3-1 Settlement
- Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods
- Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options

Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:

- Clause 18.01-2L Transport Modes
- Clause 18.02-1L Walking and cycling
- Clause 18.02-2L Public transport,
- Clause 18.02-4L Car parking

Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions

Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability

Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy

## Key Outcomes & Actions

### Outcome 9. Improved parking

Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the “Column B” rates within 1.5km of the Maryborough town centre

Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights:

- When community will be consulted
- What policy objectives will be set in the Council chamber
- What operational decisions will be delegated to appropriate staff

Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened

### Outcome 10. Improved transit options

Action 10.1. Advocate for provision of Myki validators at Maryborough Station

Action 10.2. Liaise with DoT to simplify Maryborough’s bus network and optimise efficient use of the assets to run more direct and frequent services

Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling

Action 10.4. Support increased mixed activity development within 400m of each town centre

### Outcome 11. Testing grounds for innovative transport technologies

Action 11.1. Advocate to the State and Commonwealth Government to designate the Central Goldfields Shire as the primary ‘trial zone’ for UberAir and all aerial automated services before services are trialed in Melbourne.

Also investigate establishing an ‘area of excellence’ for aviation innovations and technologies

Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)

### Outcome 12. Improved regional public transport

Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat continues to Maryborough via Creswick, Clunes and Talbot

Action 12.2. Partner with neighbouring local government areas to advocate for a timetable that meets the needs of employees travelling between the Central Goldfields and other regional and rural townships

Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:

12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for ‘day trip’ tourism market and for employees travelling between Maryborough Talbot and Ballarat

12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire

12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station

### Outcome 13. Improve transport related tourism opportunities

Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire’s Walking and Cycling Strategy (2017)

Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire’s Tourism Strategy (2020)

Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for ‘day trip’ visitors from Bendigo, Ballarat and Melbourne

Action 13.4. Liaise with V/Line to investigate potential to create a ‘Central Goldfields’ tourist package as part of the annual Victoria Seniors Week in October

Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully

## Outcome 14. Improved freight access for businesses and industries

Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)

Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road

Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task

Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:

14.4.1. More direct link from Gladstone Street to Elgin Road

14.4.2. Long term connection from Dooleys Road to McClure Street

Action 13.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day



Image 3: General Store, Timor

# Project Background

**Movement & Place Consulting is preparing an Integrated Transport Strategy to improve transport options across the Central Goldfields Shire.**

**The Strategy will identify ways to improve transport connectivity and accessibility throughout the Shire, particularly seeking to strengthen links within and between key townships of Maryborough, Talbot, Carisbrook, Bealiba and Dunolly.**

**This project has been funded by the State Government through the Department of Transport and Central Goldfields Shire.**

To inform the Strategy, this Issues and Options Report has been prepared to identify the challenges we need to address and the opportunities that we can take advantage of.

This Report is informed by independent research and analysis, as well as consultation with the community, representatives of community groups, organisations, businesses and Government stakeholders.

**The process also involved surveying local residents, businesses and employees. Local school students were asked to explain how they currently travel around and how they would like to travel.**

**Council invited input and feedback from all members of the community on the content of this Strategy and we will continue to liaise with the community as we implement the strategy's actions.**

**Key questions we needed the community to answer were located on the Council webpage.**

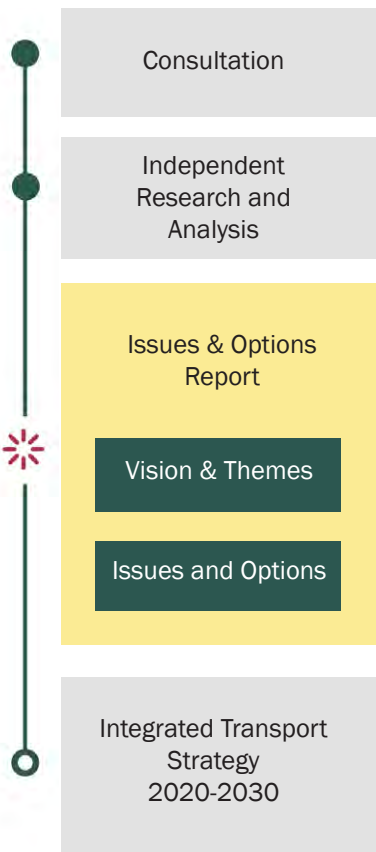
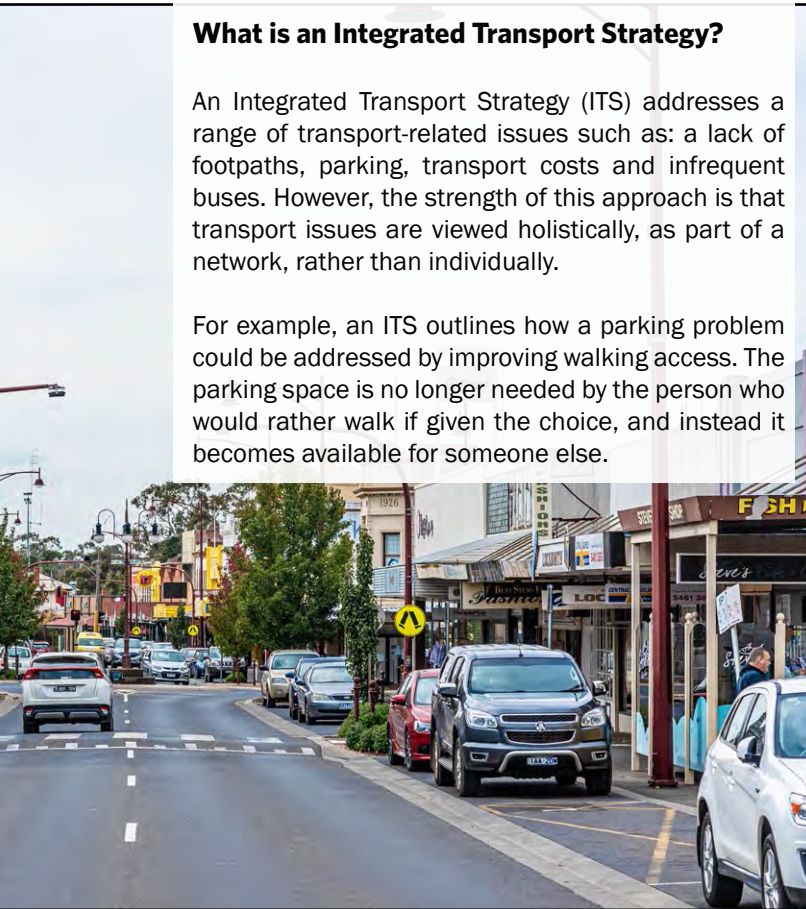


Image 5: High Street, Maryborough

### What is an Integrated Transport Strategy?

An Integrated Transport Strategy (ITS) addresses a range of transport-related issues such as: a lack of footpaths, parking, transport costs and infrequent buses. However, the strength of this approach is that transport issues are viewed holistically, as part of a network, rather than individually.

For example, an ITS outlines how a parking problem could be addressed by improving walking access. The parking space is no longer needed by the person who would rather walk if given the choice, and instead it becomes available for someone else.



### Council's role regarding transport

Council are responsible for various transport assets, infrastructure and services throughout the Shire. Chiefly, these include:

- Local roads and streets, but not arterial roads such as the Pyrenees Highway
- Community transport services
- Footpaths
- Most bicycle paths (except for on-road lanes on State controlled corridors)
- Street trees and other vegetation
- Street furniture
- Parking
- Hiking and Cycling Trails
- Maryborough Aerodrome (Council is responsible for organising leasing of land)

Council works closely with the Department of Transport (DoT) in strategic transport planning. Council can also play a key advocacy role for the community in identifying critical public transport improvements. DoT are responsible for:

- V/Line train and coach routes, scheduling and operations
- Funding and managing local bus services such as Routes 1, 2, 3 & 4 in Maryborough
- State roads such as the Pyrenees Highway
- Road safety improvements and law enforcement

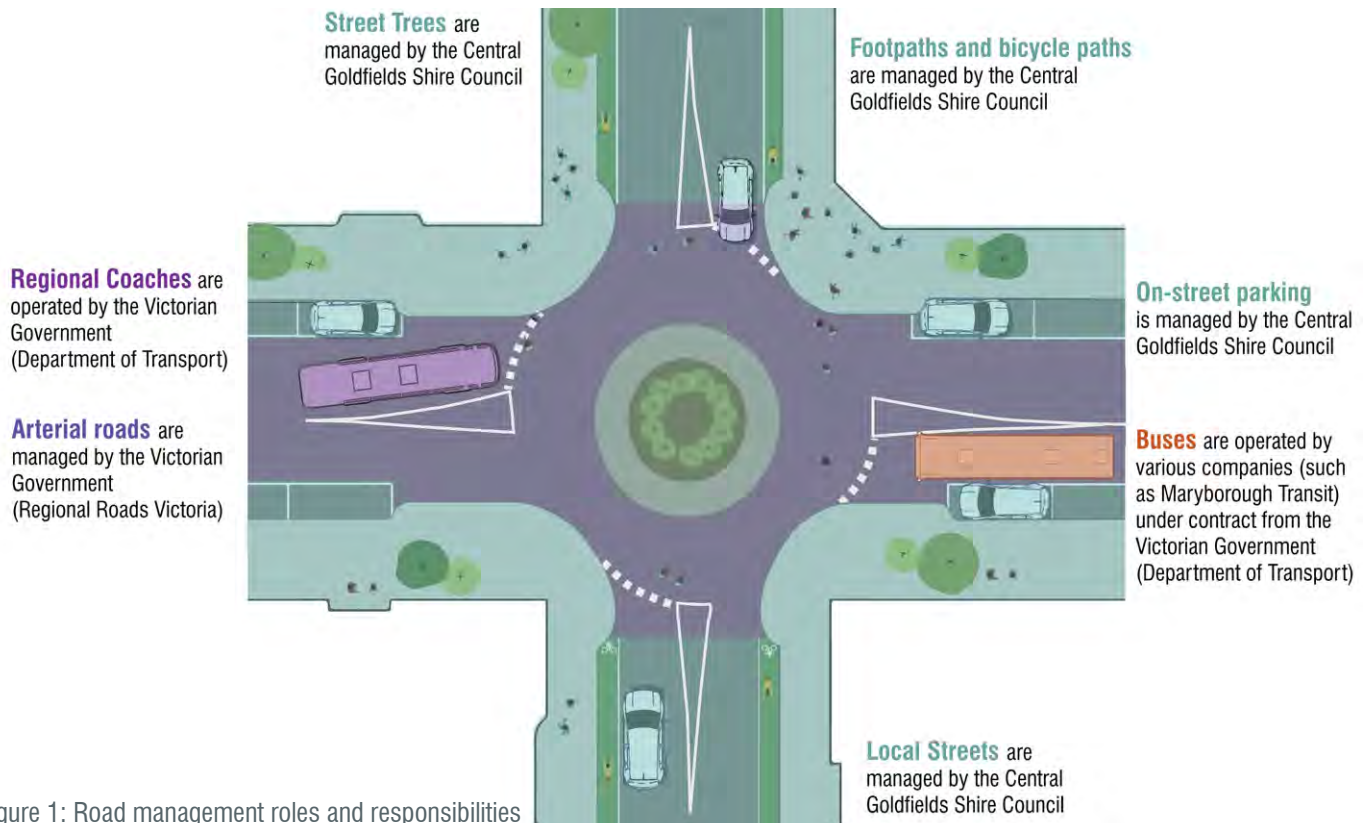


Figure 1: Road management roles and responsibilities



## Vision & Strategic Framework



Image 6: Cyclist in Phillips Gardens, Maryborough

Council’s vision for this strategy sits within its overall vision for the Central Goldfields community and specific objectives for the local economy, as expressed in the Council Plan.

**Our Vision:**

*‘To be a vibrant, thriving and inclusive community.’*

**Our Purpose:**

*‘To achieve the best outcomes for the local community and having regard to the long term and cumulative effects of decisions.’*

---

**Transport Outcome:**

*‘Residents and visitors of the Central Goldfields Shire should be provided with a diversity of transport alternatives to driving that meet or exceed their needs.’*

*In doing so, the community will share dividends of financial, economic, social, health and environmental benefits.’*

---

**Transport objectives:**

- Promote Central Goldfields as a place of choice to live, work and play.
- Improve costs of living for all households.
- Improve access to work and education to reduce levels of socioeconomic disadvantage.
- Capitalise on community transport and other community initiatives to enhance connections
- Provide safe and enjoyable transport choices to all residents
- Leverage the Shire’s transport heritage assets to promote local tourism.
- Enhance conditions for external investment and economic growth for new and existing businesses.
- Enhance tourism experiences and create further opportunities for additional tourist services.



Image 7: Talbot Railway Station Gallery, Heritage Train Carriage

# Themes

Based on the research and analysis conducted, transport in Central Goldfields should support the development of the following outcomes:

## 1

### An Active & Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a wide range of transport activities including:

- Learning to drive;
- Improving streets and the public realm;
- Car sharing; and
- Beautification schemes.

This is key strength, that the community should leverage to achieve highly effective transport solutions.

## 2

### Safe & Healthy Towns

Transport safety and health outcomes are both key issues across the whole Shire. Improving this situation requires addressing critical gaps in the active transport network and attention to road safety black spots.

These outcomes will be key to making walking and bicycle-riding viable transport options for all members of the community.

## 3

### A Vibrant & Mobile Economy

Minimising the transport costs incurred by households will increase local economic activity, create local jobs and provide new development opportunities.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.

## 4

### A Connected Shire

There are a number of regional transport links that need to be improved.

Addressing these links will enable higher levels of connectivity to key regional centres such as Bendigo and Ballarat. It will also better enable people to visit the Shire, generating higher benefits from tourism.

# Location Context

## Location

Central Goldfields Shire is located at the geographic heart of Victoria approximately 150 km north west of Melbourne. It is located between two regional cities, approximately 40 km north of Ballarat and 55 km south west of Bendigo (as shown in figures 2 and 3).

Central Goldfields Shire is home to just over 13,000 people. Maryborough is the Shire’s major business centre and is a health and retail centre for surrounding towns including Castlemaine, St Arnaud, Avoca, Talbot and Dunolly. The Shire hosts a number of food manufacturing businesses that add value to agricultural produce from the Shire and the surrounding region.

The Shire is part of the Goldfields Tourist Region, with many visitors coming to see the historic buildings and townships that date back to the 1850s when the region supported a prosperous gold mining industry. The Shire also hosts a number of cultural events including Energy Breakthrough and the Highland Gathering which will celebrate its 160th year in 2021.

## Regional Transport Overview

Dja Dja Wurrung People have lived on and cared for Country including Central Goldfields Shire over many thousands of years. Some of today’s transport networks align with pathways that have been used for many millenia. The Dja Dja Wurrung People have clear expectations that infrastructure and enterprise development will be designed to minimise harmful impacts on Country.

The Central Goldfields Shire is mainly connected by roads vehicular tracks. There are a limited number of dedicated walking and bicycle riding routes for long distance travel. There are also a small number of regional public transport services and a local bus network in Maryborough. This network however, is seldom relied on as a mode of travel for work. In 2016, over 70% of people from the Central Goldfields either drove to work (68%) or shared a car with someone else (5%). Some walked to work (5%), very few rode a bicycle and even fewer people caught public transport (less than 1%).

In 2016, most residents in the Central Goldfields worked locally (81%). The remaining 19% worked in surrounding areas including Ballarat (5%), Mt Alexander (4%) and Bendigo (2%). Most of the jobs in the Shire (80%) are located in Maryborough as are two thirds of the Shire’s residents. Because of this, the public transport network is highly Maryborough-centric, forming a north-south corridor from Ballarat through to Bealiba.

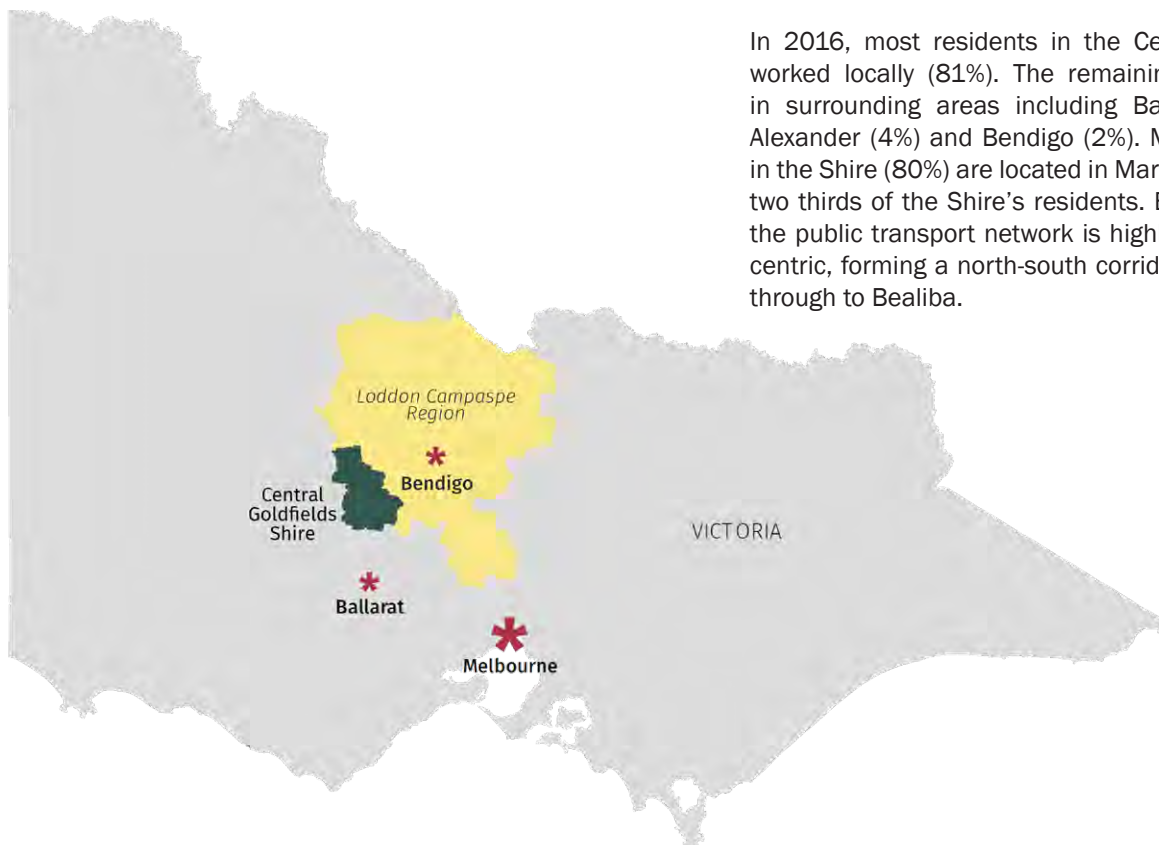


Figure 2: Regional context



Links to Castlemaine and Bendigo are limited to five services or less on weekdays and two on weekends. low level of service significantly weakens the potential for public transport to provide for work journeys and any degree of travel spontaneity. Tourists can arrive by public transport, but traveling around without carefully considering the service schedule is difficult.

Public transport investment from the Government in this region is limited due to the sparsity of population and services. Previous State Government initiatives such as Transport Connections from 2006-2010 have helped start-up community initiatives. These have had varying degrees of success across the Shire, including bus loops in Maryborough which have since become State-funded Regional Urban Bus routes.

Many other community driven initiatives across the Shire including community transport, car pooling and tactical urbanist interventions to redesign public spaces. Through these ongoing initiatives, the local community shows a high level of care for helping out with each other's transport needs. This strategy aims to identify ways which the community and Council can continue to strengthen connectivity in the Shire and provide a broader range of low-cost, safe and reliable transport options for people.

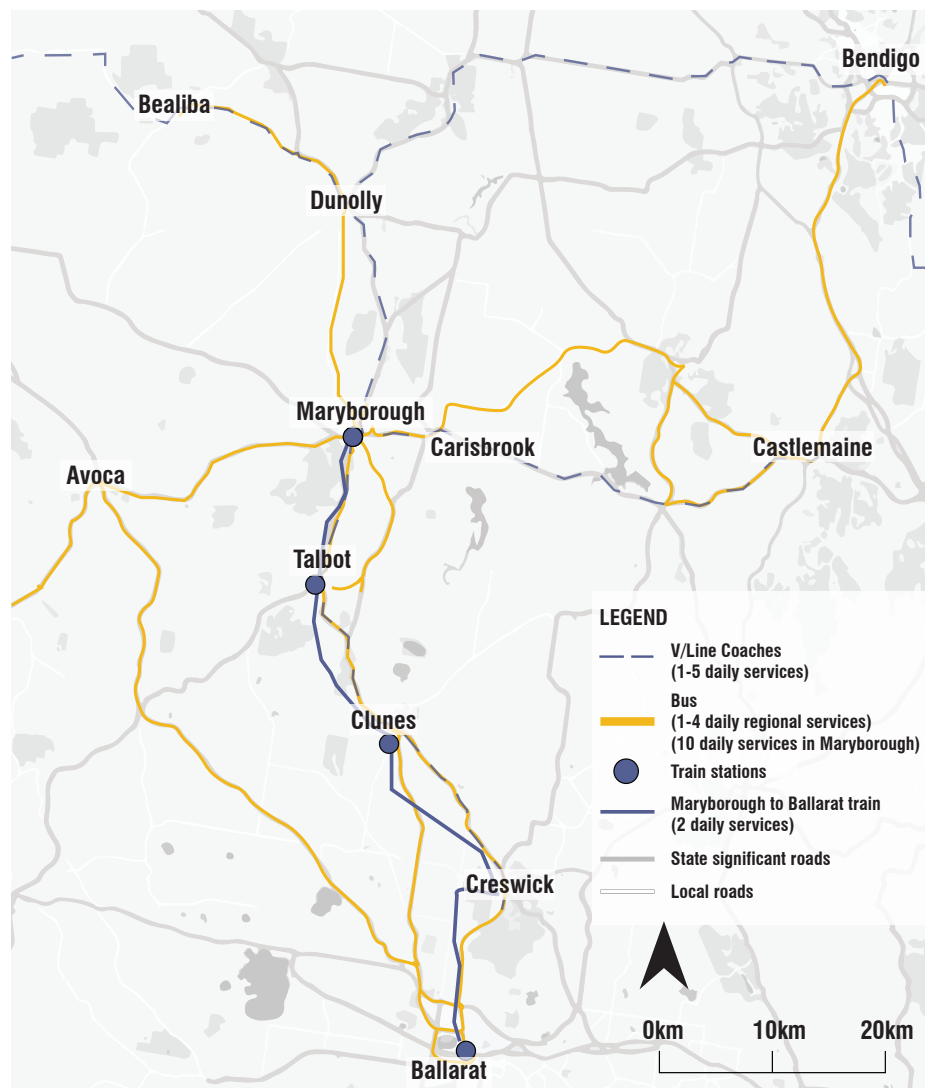


Figure 3: Regional public transport context

# Strategic Context

## Relevant Strategies

This strategy aligns with the following State Government and Local Government Strategies:

### Custodians

- Dhelkunya Dja: Dja Dja Wurrung Country Plan 2014-2034

### Victorian Government

- Connecting Regional Victoria: Regional Network Development Plan (2016)
- The Victorian Freight Plan (2018)
- Victoria's Road Safety Strategy & Action Plan (2013-2022)
- Rail Revival Study: Geelong-Ballarat-Bendigo (2013)
- Murray Basin Region Freight Demand & Infrastructure Study (Murray Basin Rail Project) (2014)
- Victorian Cycling Strategy (2018)
- Loddon Mallee South Regional Growth Plan (2014)
- Loddon Campaspe Regional Integrated Transport Plan (2019)
- Loddon Campaspe Freight Hub Study (2018)
- Loddon Campaspe Regionally Significant Trails Strategy (2018-2023)
- Central Highlands Regional Growth Plan (2014)
- Central Highlands Regional Transport Strategy (2014)
- Healthy Heart of Victoria: Central Goldfields Report (2019)

### Central Goldfields Shire Council

- Action Plans (2018-2019 & 2019-2020)
- Sustainability Action Plan (2012-2020)
- Health and Wellbeing Plan (DRAFT)
- Council Plan (2017-2021)
- Walking & Cycling Strategy (2017)
- Economic Development Strategy (DRAFT) (2020)
- Tourism Strategy (DRAFT) (2020)
- "Cool It" Regional Summary & Recommendations (2018)
- Draft Council Plans for: Maryborough, Talbot, Dunolly, Bet Bet, Carisbrook, Majorca, Bealiba, Timor (2020)
- Planning Scheme Review (2019)

This strategy aligns with a range of strategic policy which provides a guiding framework for transport. These policies have been prepared for the Central Goldfields and surrounds at a local, regional and state level.

## Local Strategies

Existing local strategies support careful management of existing road and parking assets to ensure continued investment is cost-effective and sustainable. Key to this has been improvements to road safety and a shift towards more sustainable modes of transport such as public transport, walking and cycling. There has been substantial recent investment in road projects to achieve this, such as:

- Treatments to Majorca Road
- A bicycle corridor between Maryborough and Carisbrook
- Street tree planting and landscaped swale drains along the Pyrenees Highway
- Treatments to Majorca Road, including a bicycle lane on the shoulder

Additionally, there has been continued support for community transport initiatives, particularly strengthening links to Dunolly and Bealiba. There have also been proposals for integrated transport and land use precincts such as Maryborough station arts and cultural hub and improving links from the Talbot station to the core township.

Regarding freight, there is substantial local strategic support for safely improving freight connections, separately from local roads within townships to further attract external investors without increasing crashes.

Recent Council strategies also support key links to Ballarat and Bendigo for additional economic development and tourism opportunities.

## State Strategies

Key state strategies such as Connecting Regional Victoria, Central Highlands Integrated Transport Plan and Loddon Mallee Integrated Transport Plan all recognise the need to strengthen links between Maryborough and key regional centres such as Ballarat, Castlemaine and Bendigo particularly for freight, tourism and for making some work trips viable. Recent strategies have also identified opportunities to enhanced railway freight connections to Ararat via Avoca and Mildura along with reintroducing passenger rail services to Dunolly.

## Major Recent and Upcoming Projects

Notable examples of major projects that have either recently been completed or will be in the next year that impact the Shire include:

- **Regional Rail Revival**

The Regional Rail Revival Project and Connecting Regional Victoria are State initiatives to strengthen connections across regional Victoria. Since 2016, this has resulted in additional passenger rail and coach services between Ballarat and Maryborough.

The project has also included an investigation of ways to better connect Maryborough to Bendigo via Castlemaine by restoring disused track. Though these initial feasibility studies found that the economic case for passenger service was weak and that a stronger case could be made for reintroducing passenger services between Ballarat and Geelong.

Prior to the 2018 election, the State government announced a plan to introduce passenger services between Dunolly and Maryborough.

- **Murray Basin Rail Project**

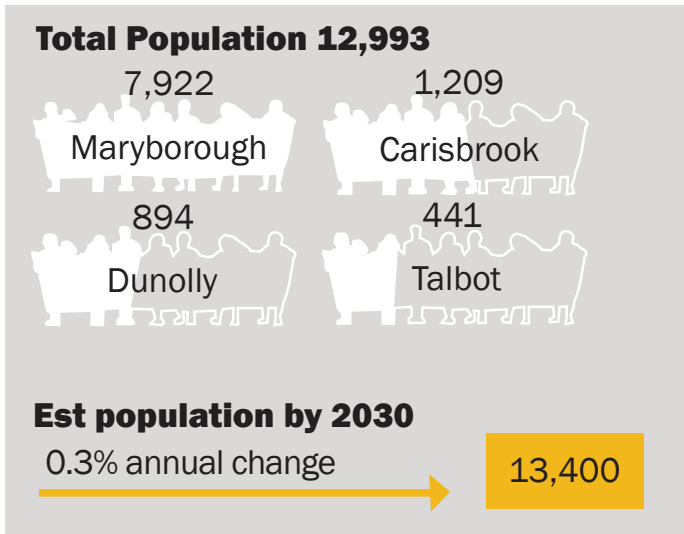
The Murray Basin Rail Project is a major state initiative to improve standard gauge rail freight connections between Melbourne, Geelong and Mildura. A key part of this project includes the Maryborough to Ararat via Avoca freight rail link (which has been recently completed) and strengthening of Geelong to Maryborough links.

- **Safety improvements to Pyrenees Highway**

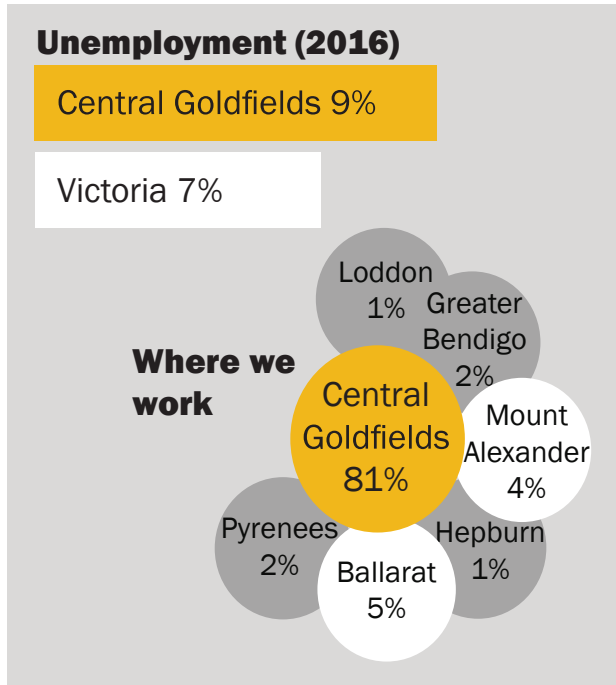
Given the number of crashes along the Pyrenees Highway, particularly between Maryborough and Ballarat, there have been many recent upgrades to improve levels of safety for freight and other road traffic.



# Demographic Snapshot



**#1** Socioeconomic Disadvantage in Victoria



Average Weekly Household Income is \$775

**\$775**

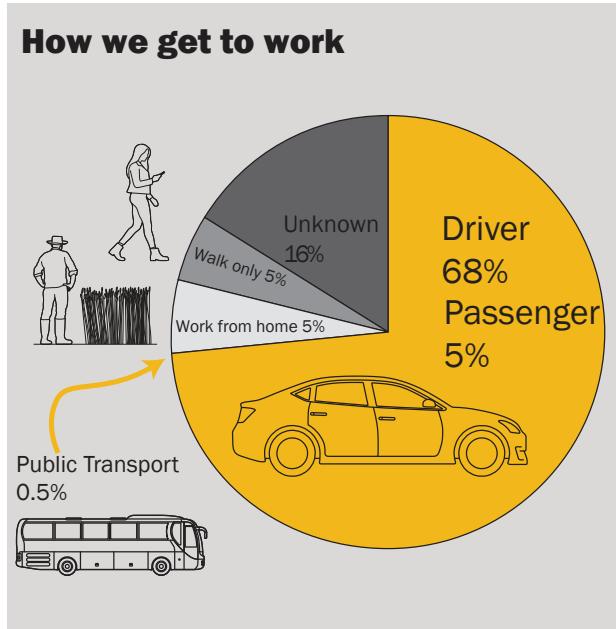
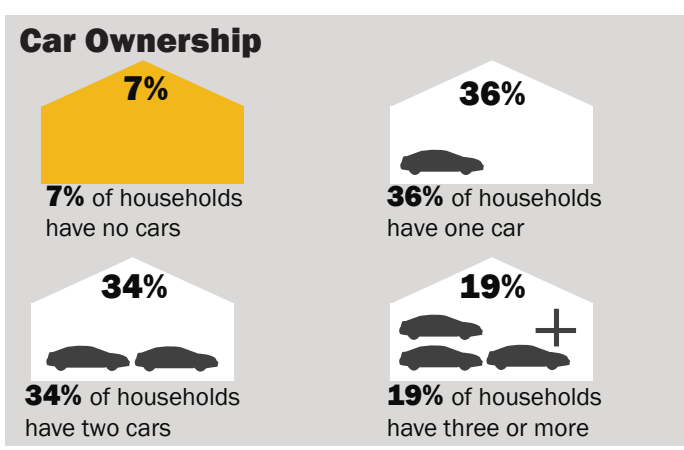
**\$300** Average spending on driving per week

Spending on car **\$300** Money left for essentials **\$475**

**38% of households earn \$650 or less**

**\$650**

Spending on car **\$300** Money left for essentials **\$350**



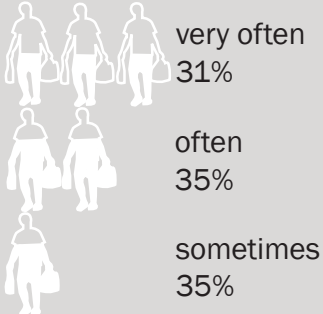
- Top employment industries**
1. Agriculture, Forestry, Fishing
  2. Construction
  3. Retail
  4. Transport, Postal, Warehousing
  5. Rental, Hiring, Real Estate

Source: ABS Census Data, 2016; Victoria in Future, 2016

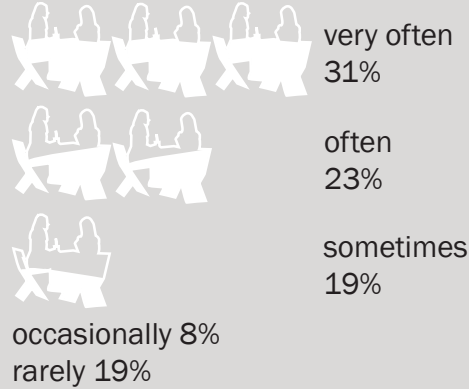


# Existing Travel Behaviours: Survey Results

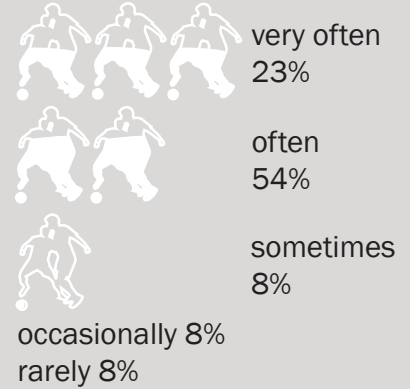
## Grocery/errand trips per week



## Social trips per week

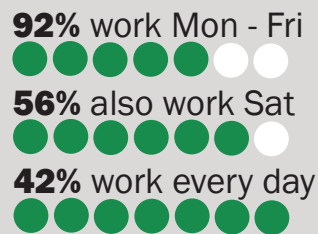


## Recreational trips per week

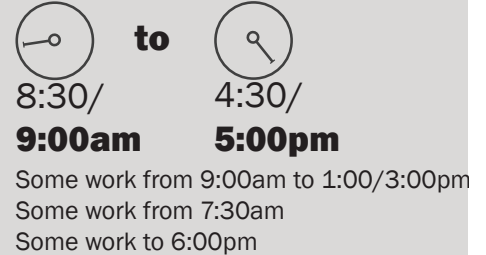


Average weekly local spending per household **\$300**

## Common work days



## Average work hours



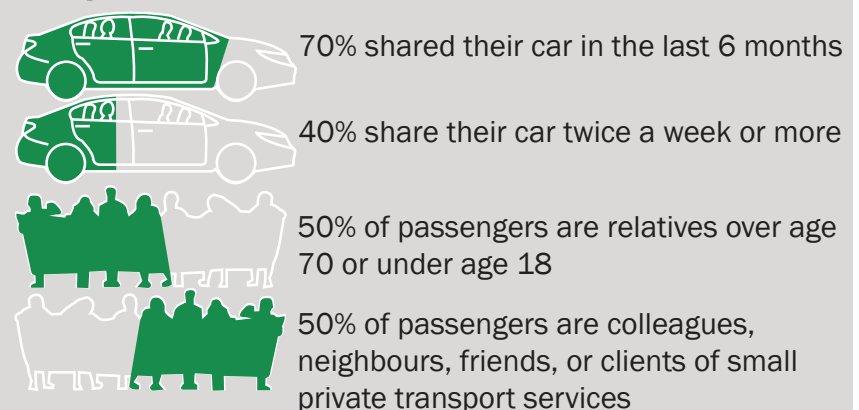
## Top frustrations

- Lack of car parking available in key areas
- Long travel times
- Lack of public transport
- Unsafe to walk and ride a bicycle (high traffic speeds)
- Lack of bike paths & lanes
- Lack of alternatives to driving

## Community ideas to improve travel

- More bus services
- Align bus timetable to work schedule
- Improve footpaths and lighting
- Safe bike connections to other towns + bike parking
- Community bus improvements - share with community groups
- Encourage more carpooling initiatives

## Many of us carpool



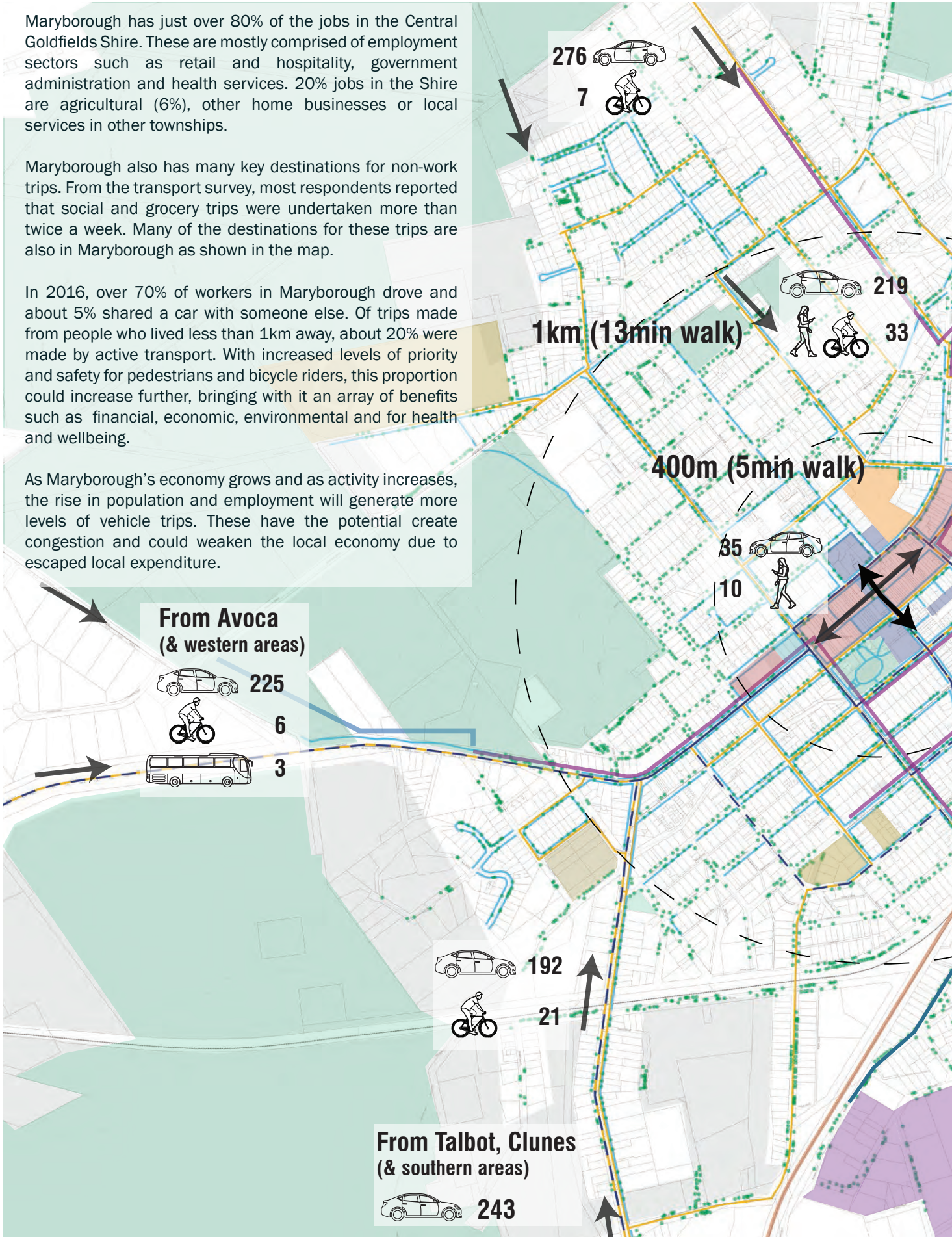
# Transport Network & Trips Snapshot: Maryborough

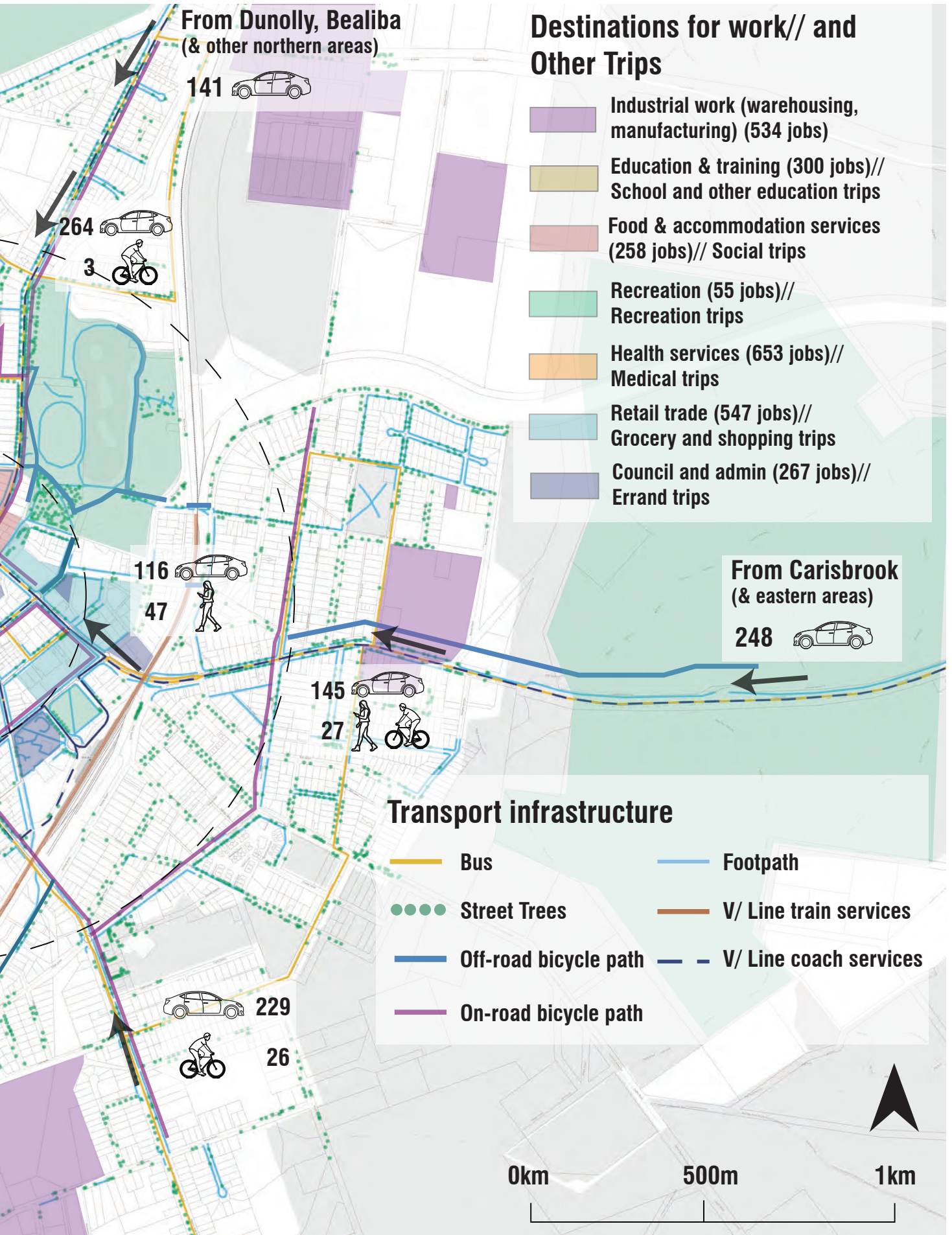
Maryborough has just over 80% of the jobs in the Central Goldfields Shire. These are mostly comprised of employment sectors such as retail and hospitality, government administration and health services. 20% jobs in the Shire are agricultural (6%), other home businesses or local services in other townships.

Maryborough also has many key destinations for non-work trips. From the transport survey, most respondents reported that social and grocery trips were undertaken more than twice a week. Many of the destinations for these trips are also in Maryborough as shown in the map.

In 2016, over 70% of workers in Maryborough drove and about 5% shared a car with someone else. Of trips made from people who lived less than 1km away, about 20% were made by active transport. With increased levels of priority and safety for pedestrians and bicycle riders, this proportion could increase further, bringing with it an array of benefits such as financial, economic, environmental and for health and wellbeing.

As Maryborough's economy grows and as activity increases, the rise in population and employment will generate more levels of vehicle trips. These have the potential create congestion and could weaken the local economy due to escaped local expenditure.





## An Active and Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a wide range of transport activities including:

- Learning to drive;
- Improving streets and the public realm;
- Car sharing; and
- Beautification schemes.

**This is key strength, that the community should leverage to achieve highly effective transport solutions.**

There are many existing opportunities to improve community transport and car sharing initiatives to provide options for the Central Goldfields community. Alternatives to driving are especially critical to residents with a low income, disability, the elderly and young people.

Often these groups are in a position where they need to access many services such as health, education and government administrative offices but either do not have the finances to afford a car or lack the ability to drive.







Image 8: Key organisers and participants of Pop-up Youth Hub in Maryborough (February, 2020)

## Issues

### Transport access for senior residents

Over 28% of residents in the Central Goldfields Shire are over 65 years old, 20% are over 70. Many senior residents are retired but actively engage in the community as volunteers in local programs such as community transport. From the survey, many respondents who were retired are also engaged in social and recreational activities and undertake these trips often (twice a week) or very often (more than twice a week). However, these people find financing car ownership and use challenging as most earn \$650 a week or less and some lack the ability to drive. From the survey, of the 40% who frequently share transport, about a quarter of the passengers were relatives of the driver who were over 70 years old and many of these trips were for medical appointments.

There are some services currently available for senior residents to access medical appointments and sometimes social and recreational trips also, particularly when driving is not an option for them. These include:

- The Maryborough District Health Service (MDHS) 'Wellness in Motion' service which runs door-to-door by appointment and requires passengers to have a medical referral.
- MDHS & Council also run one regular route on Thursdays at 8:45am from Talbot to Carisbrook and Maryborough. Passengers of this service require an Aged Care Package for Ageing in Place.
- Other community transport organisations run by community groups, some of whom also provide services to travel to other places in Victoria if health centres in Maryborough have too longer waiting lists.
- Private transport services.

Many of these operate with minimal state and federal HACC PYP funding and rely on volunteers. There is also a lack of services which have a lift to cater for residents in a wheelchair.

A number of improvements would help this demographic of residents, particularly:

- Ensuring infrastructure such as footpaths and bus stops are DDA compliant, (which will be discussed further in the 'Safe & Healthy Towns' section). This would enable many residents living in Maryborough or in Aged Care facilities to walk to the town centre or catch public transport.

- Continuing and expanding community transport services and public transport options, particularly to areas such as Dunolly and Bealiba, where there is currently only one service per week.

### Transport access for young people

In 2016, the population of young people in the Central Goldfields was significantly lower than State average levels.

The lack of transport access young people face makes it highly difficult to 'get started' in the Shire. There are a number of services available to young people such as education support, employment services and health services, but many of these require a car to access due to poor public transport connections. This is particularly critical for young people who live outside of Maryborough. Even for residents for residents of Maryborough, many of these services are scattered, difficult to locate and require young people to have license and own a car at a time when car ownership therefore become essential to qualify for access to these services.

The vast majority of trips to school are made by car and some by school bus or public transport, however very few are made by walking. A common frustration from the student survey was the lack of transport to schools in areas such as Carisbrook.

Access to tertiary education and training is also difficult for local residents as the nearest university campuses are in Bendigo, Ballarat, Creswick and Geelong. According to the 'On-Track' study in 2017, only about a third of students went on to complete further training or study. The recent closing of TAFE programs in the Central Goldfields has also resulted in significant drop in TAFE attendance. which are all at least an hour by car or hour and a half by public transport. For daily trips, according to studies, 90 minutes is an important threshold of people's travel time budget. Travel time is a key factor in deciding whether or not to attend tertiary education and if so where to attend. Distance from education is also a key determinant of academic results.

There is also an over-representation of young people (between the ages of 18-24) in crashes in the Shire. Despite making up less than 10% of the Shire's population, about a quarter of crashes over the last five years involved a young driver. The Transport Accident Commission (TAC) and Central Goldfields provide a Learn2Drive, L2P (Learners to Provisional Licence) and Road Trip programs to reduce this result in the Shire, to a high degree of success. Additionally, these services also help to reduce the amount of time young people take to acquire a license, given that rates of failure in the Ls and Ps test are high due to comprehension difficulties. This is particularly critical for young families to ensure that they are able to access employment and drive their children to school and on other errands.

To better understand these issues, Council will be conducting a youth transport survey in 2021 as part of their integrated transport planning.

### Getting around as a young person: Chelsea, 18 years old, Maryborough (3465) (L2P participant)

*“Before my license I felt I put a lot of pressure on my family to take me places and pick me up. I sometimes even used taxis but they were expensive. I did a lot of walking because I lived in town, and it was just the easiest and cheapest way to get around without Mum or Dad. Which I guess I was lucky to have parents who could drive, and a grandmother who could also.*

*After getting my license I felt so free. It's really a privilege to have it and I'm lucky to have been able to get it before the world was turned upside down [due to COVID-19 shutdown]. I was driving to school, I was helping my family with extra things, taking my brother to work because it let some pressure off Mum and Dad.”*

### Case Study: Youth Hub



Youth Hub was a recent initiative from Council to temporarily co-locate a number of services near the Post Office and Town Hall in Maryborough. These include services such as:

- Housing
- Drug abuse support
- Counseling
- After school care
- Quiet study space
- Health services
- Headspace, telehealth and LGBTQI+ support
- Road trip
- Employment

The Hub initially ran for 2 days a week and was starting to grow to 3 just before COVID-19. It had been running for 6 weeks before shutting down due to COVID-19.

The co-location of services made it easier and intuitive for young people and young families to access the services that were previously less visible and less accessible. They were located close to the Maryborough town centre as it has the highest level of transport service in the Shire and is particularly central to the Central Goldfields school bus network. Some participants were dropped home using the Council transport assets.

## Issues

### Community transport financing

International research regarding community transport has found that reliable funding is the most significant challenge across the sector. All Australian investigations into community transport services report 'lack of funding' as a key problem.

Community transport funding is typically underpinned by government through the health sector. In Central Goldfields, one-off vehicle acquisitions through various programs has given the community an opportunity to provide services with volunteer drivers (which are shown in pages 28-29). Like other community transport services, the service in Central Goldfields does not have a strong focus on revenue-raising. If government funding ceased, the service would become unviable.

A key objective for the Central Goldfields community is to make Community Transport a permanent feature like other volunteer organisations such as the CFA, CWA or SES. To achieve this transition to being a permanent feature, Central Goldfields Community Transport services need to be established with an independent governance structure and variety of funding sources including private sponsorship, donations, ancillary businesses and fare box payments. Alternatively an existing well established, larger community transport service provider could be brought in to provide a longevity of focus for the community to support.

### Managing community transport volunteers

Currently the management of community transport volunteers is undertaken by paid Council staff (who also volunteers as a driver). Managing the scheduling of volunteer drivers takes dedicated skills, particularly given that the current vehicles have over 9-seats and require a special licence. If the service is to grow, it will also require specific resources to manage a larger volunteer base and more complex transport task.

There are three options available to make long-term management of community transport services more viable:

- Council commit to long term funding of management
- Encourage an established provider (such as Link Community Transport) to partner with the Shire to share resources and volunteers
- Leverage systems and resources available elsewhere.

The optimal outcomes will be:

- A management organisation that is not solely dependent on Council or government funding
- An organisation that provides services for a wider reach than just Central Goldfields
- To maximise the availability of volunteers, funding and technical resources.

Given that many of the community transport service providers use a common volunteer base, there is a substantial opportunity for Council to promote participatory resource management. This would involve a series of workshops with community transport service providers to share ideas about how the community transport network could address critical needs of the community. Part of understanding these needs, could also include an expanded trips survey, particularly in addressing non-work trips, of which there is currently limited data.

### Community transport route and asset management

With medium term funding provided by Council, the biggest issue facing the current community transport services in Central Goldfields is the lack of volunteer drivers. This leads to low asset utilisation and fewer services being provided. Community transport services are currently only provided on two days each week, and some are provided on Friday only. The routes are shown in more depth on pages 34-35.

However, there are currently at least four vehicles used for community transport services in Central Goldfields Shire. There are also some privately owned vehicles that are used for a variety of similar transport needs either for a fee, or for customers of specific businesses and groups such as the Maryborough Golf and Bowls Club.

Community transport providers should also consider integrating services with school buses, given that members of the public can also use these, provided that they have the Principal's permission. Community transport providers should also make this clear as an option for people who require transport to areas (or at times) that are not available by community transport routes.

The number of vehicles owned by the community however, does not translate to a high level of service, as this is dependent on having volunteer (or paid) drivers. To make the most of the communities resources (including drivers, fuel and the vehicles themselves), it is critically important that services should not overlap or duplicate each other (as they currently do).

To resolve this issue several steps should be taken:

1. Council's 11-seater vehicle should be used between Carisbrook and Maryborough every day of the week (provided that regular drivers can be found). Ideally the driver would be someone who lives in Carisbrook and works in Maryborough. They would drive the vehicle to Maryborough in the morning and home in the evening, with the potential for an opposite trip around lunchtime.
2. Council's 17-seater vehicle should be used between Bealiba and Talbot on Friday and Saturday each week – with other days added if volunteer drivers can be found.
3. The Maryborough District Health Service vehicles should be used on other days of the week with a focus on medical appointments and connecting to Avoca.

4. Timing of all services should be careful not to duplicate existing V/Line coach and train services in each corridor, and should seek to connect with services in different corridors. For example, services from Bealiba and Dunolly should connect to the V/Line coach towards Carisbrook and Castlemaine (with connections to Bendigo and Melbourne) at 9:36am each weekday.
5. Consideration should be given to sharing resources with Maryborough Golf and Lawn Bowls Club in the form of sponsorship, finding volunteer drivers or leveraging volume discounts for fuel and maintenance.

### Case Study: Victoria Transport Connections (2006-2010) - Maryborough Town Bus



The Transport Connections program was an \$18 million Victorian State Government initiative which provided grants to community transport providers to run services in rural areas and regional towns. The program aimed to foster levels of self-reliance for these transport services to maximise investment over the long-term. This was ended in 2010 and DoT currently facilitate a similar program called 'Flexible Local Transport Solutions'.

Most community start-ups were canceled as a result of the TC program ending, however, some more successful routes became State-funded regional bus transit services. One success story from this was the Maryborough town bus, which became Maryborough Transit, which operates Routes 1, 2, 3 & 4 using one bus.

# Issues

## Existing Community Transport Assets & Routes

### 17-Seater Coaster



**Day(s) of operation** - Friday

**Route** - 10:00am Dunolly to Maryborough  
12:30pm return

**Operations/funding** - CGSC (running costs), Bendigo Bank (partial vehicle cost), Rural Transaction Bank (partial vehicle cost). The Dunolly community played a significant role in securing the original Transport Connections funding and piloting the service. When the original bus became unroadworthy, it was replaced by Council, who now manages the asset to serve the needs of the whole community.

**Wheelchair access** - Yes

### 12-Seat White Toyota Minibus



**Day(s) of operation** - Thursday

**Route** - 8:30am Maryborough to Talbot (via Mt Glasgow)  
10:45am return

9:20am Maryborough to Carisbrook (via Daisy Hill)  
11:45am return

**Operations/funding** - MDHS, CGSC

**Wheelchair access** - Yes

### 11-Seat Grey Toyota Minibus



**Day(s) of operation** - Friday, every 3rd Sunday

**Route** - 9:00am dep. Maryborough to Dunolly to Bealiba  
and return (Sunday service continues to Talbot)

1:30pm return trip

**Operations/funding partners** - CGSC

**Wheelchair access** - Yes

### Other local community transport assets and services

Community transport in the Shire is primarily organised by Council, but other transport services provided by members of the community include:

- Private transport services
- Community transport services run by community groups such as Talbot, Today, Tomorrow
- Door-to-door services run by MDHS for medical appointments
- Mt Alexander Shire service to Maryborough via Newstead

There are also two other minibuses which are owned and used by community groups: Highlands Society and Maryborough Golf and Bowls Club. These vehicles are used internally on an 'as needed' basis to provide transport for staff, members and customers. These assets are available for the community on request on an 'ad-hoc' basis.

Through various programs Council also have a number of cars which are used from time to time for community transport, chiefly:

- The MDHS ‘Wellness in Motion’ vehicle, sponsored by Bendigo Bank
- Various MDHS employee cars used to transport patients with a medical appointment
- The ‘Learn 2 Drive’ car donated by Bendigo Bank
- The ‘Road Trip’ car (and ongoing costs) provided for by TAC

By accounting for the various assets, Council and the community can better understand how various trip needs can be met.

### Case Study: Learn 2 Drive + Community Transport integration in Buloke Shire

Buloke Shire in regional Victoria works closely with TAC to expand the Learn 2 Drive program to include sessions where learners practice on community transport routes.

By learning on these trips, the community transport program often benefits from an expanded pool of volunteers as some learner drivers continue to drive the buses when they receive their licence. The program also fosters higher levels of community engagement for young people and senior residents.

The program is largely successful due to having 9-seater minibuses which only require a car licence to drive, rather than a special licence which is required for 10-seaters or larger.

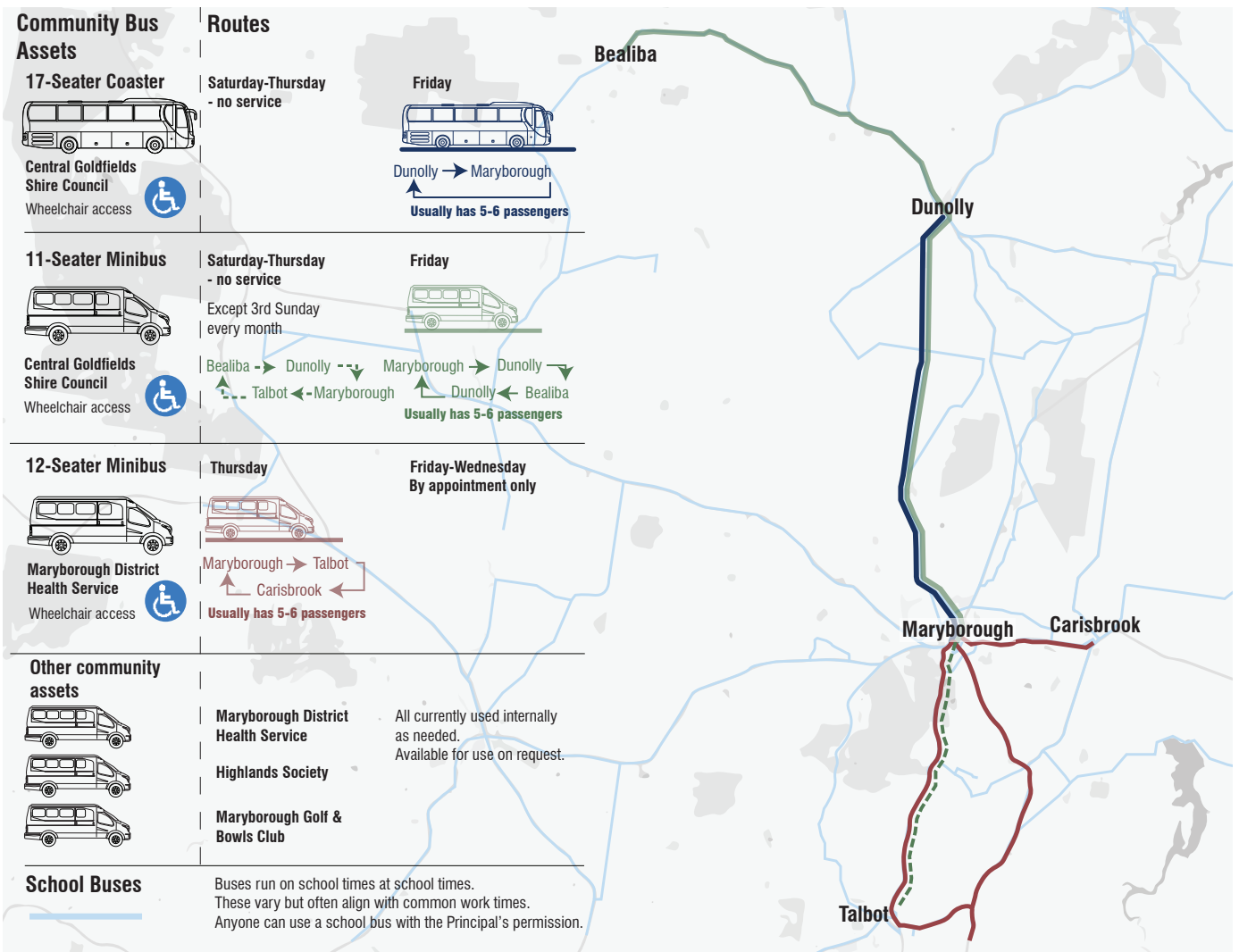


Figure 4: Community transport assets and routes



## Opportunities

### Ride-sharing initiatives

Private vehicle travel in the Shire is much more convenient and significantly faster than other modes for any long distance trip. However, the vast majority of trips made within the Shire are actually quite short distances, going to school, the shops or visiting friends – particularly for those living in the main towns. Many people in Maryborough make several short trips per week, and they use a car because they own one. Typically people own cars because they want to be able to make longer distance trips, but then actually use them for almost all trips.

There are many opportunities to reduce our reliance on car ownership, some of which the community has already taken action on, including providing community transport services to those that choose not to own a car.

Some communities have established more formalised ride sharing processes. These are similar to hitching a ride with someone going the same direction that you want to go, but formally organised through a localised digital App. Using their phone a member of the community can highlight a particular trip they would like to make, or are about to make and the App can highlight potential members of the community that could share the ride (and potentially share the travel costs).

In some towns, this helps people get groceries and attend appointments, while also helping the person with the car cover part of their transport costs.

There are many opportunities to reduce our reliance on car ownership, some of which the community has already taken action on, including providing community transport services to those that choose not to own a car.

Around Australia, there are a number of rideshare services such as Coseats.com where people either post that they are driving and offering a lift to anyone looking to travel the same way or that they need a lift and are offering financial support. Council have also been approached by Flexion Tech who have been developing an app called 'Community Connector' which performs a similar function.

Council should further explore these options through a tendering/franchise process to gauge the interest of other rideshare app developers to advertise their app to the community. Through this process, Council should select one service that is best fit for the Central Goldfields, to then promote to the community.



Image 9: Rideshare app graphic, Source: Intelligent Transport



## Car-sharing initiatives

Council and other government agencies or businesses could investigate car share services as a way to both reduce cost and make their fleet vehicles available to people who do not have access to a car or rarely need a car. Once established the car share service can give residents confidence to sell one of their existing cars, and the money saved can be put back into the local economy.

Some car sharing services exist as firms which operate a small fleet such as GoGet where residents can become members and hire cars on a 'pay-as-you-go' hourly or daily rate basis. There are also others which operate on a more community-based level, where individuals manage the sharing of their own vehicle.

Another car sharing service (bHive) has recently finalised a business case to locate in Bendigo. Feasibility for this and other car sharing schemes are currently being investigated by The Department of Transport. Learning from the findings of this feasibility study will be critical to the success of these systems in the Central Goldfields

The Car Next Door app for example enables car owners to share their car between scheduled times at a cost the owner decides. Currently users of Car Next Door are limited and this could be a key opportunity for Council to make people more aware of car sharing possibilities.

## Carpark-sharing initiatives

There are also other transport-related sharing technologies such as apps for sharing parking like Kerb. Kerb enables owners of parking spaces to share their parking space with other uses. This would be of potential benefit to the 12% of households who live within 1km of the Maryborough town centre and do not own a car. These residents could instead share their space to other drivers traveling longer distances who are willing to pay to secure a park within a short walk of their destination. This would be particularly relevant during large events such as the Highland Gathering or Energy Breakthrough.

## Case Study: Car Share Services in Orange, NSW



GoGet car share manages a fleet of vehicles in many Australian cities that members of the service can use. The service operates on a 'pay-as-you-go' basis whereby the member pays car use on an hourly rate (around \$15 per hour) which includes fuel and insurance. Access to a car occurs seamlessly with members being able to unlock the car using an app on their phone.

GoGet has recently expanded operations into Orange in New South Wales, making it the first Australian regional town to facilitate the service. The firm has opened an eight-car fleet in Orange following a successful trial facilitated by the city Council.

Key to this launch was installing two car share vehicles as part of a local government departmental fleet. The use of the cars by government employees underwrote the service costs and enabled local residents without a car to borrow the fleet vehicle when they need it without the government agency needing to be worried about how the local user will treat the vehicle.

The Central Goldfields could also facilitate a trial with a car sharing company and allow the firm to open a small fleet.

## Outcomes & Actions

### Outcome 1. Improved access for senior residents and people with a disability

As we age, transport can play a role in maintaining our health. Central Goldfields has an ageing population and higher incidences of chronic health issues. Critically important are low cost, healthy transport options and better use of the community's existing motorised transport resources.

People who walk to the shops are more likely to get the exercise required to maintain their physical and mental health. The Shire will take actions that make it easier for people to walk to their local shops and within their local community.

Some residents are unable to drive for financial or health-related reasons, but still live distant from the services they need. These people will continue to rely on motorised transport. The community has various resources that could help these people. Providing senior residents with access to existing services (such as school buses) will make better use of existing resources.

The reliability and long-term viability of community transport services needs to be improved prior to a focus on increasing services to meet a wider set of transport needs.

**Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads**

**Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire**

**Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise**

### Outcome 2. Improved access for young people

Improved access to education, employment and recreation opportunities for young people will increase their health, independence, resilience and life outcomes. The Shire will take actions that make it easier for young people to access the services they need to 'get started' in the Shire.

For young people cheap transport options they can use independently are fundamental their sense of self and getting around without placing pressure on their families. On a low income, this is especially difficult, making walking and cycling critical alternatives. Often however, walking and riding to school and other destination in the Shire is difficult and unenjoyable because pedestrians lack priority over other modes.

Council actions should therefore prioritise safe walking access to school (particularly along main roads as these are common routes for many students), improve wayfinding and seek ways to help young people engage with their streets in fun and rewarding ways to build confidence and resilience as pedestrians and bicycle riders.

**Action 2.1. Build a shared path with priority across roads to each school including:**

**2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.**

**2.1.2. Along Prince Alfred Street to Talbot Primary School**

**2.1.3. Along Davies Street to Bealiba Primary School**

**2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)**

**2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School**

**2.1.6. Along Kars Street to Highview College and St Augustine's Primary School**

**Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground**

**Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options**

**Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians**

### Outcome 3. Improved community transport efficiency, resilience and effectiveness

The Central Goldfields community help each other get around. By improving the efficiency and resilience of community transport programs we can help our most vulnerable residents access essential services.

The current level of service provided by community transport is lower than it could be due to a small pool of volunteers and a lack of resilience and collaboration within the structure of the local community transport sector. Without addressing these fundamental structural issues, it will be difficult to grow the community transport service sustainably.

The current service suffers from duplication of effort which should be quickly resolved. Services currently only operate on weekdays, and it would be good to test weekend services to improve access around the Shire on non-work days.

**Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels**

**Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday**

**Action 3.3. Work with Clunes and Talbot Farmers Markets to provide services on the second and third Sundays of each month (respectively) to improve access and attract more drivers using existing assets**

**Action 3.4. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents**

### Outcome 4. Access to rideshare, carshare and bikeshare

Sharing resources is a critical way that rural and regional Australia saves on expensive items that are only used occasionally. Farm machinery and obscure household items are routinely shared between neighbours. Sharing bicycles and cars can improve transport options at very low cost to the community. The costs of ownership are offset by 'paying as you go', meaning households can minimise up-front costs of car ownership and reduce the cost of living.

Council will benefit financially from using shared vehicles, significantly reducing Council's vehicle fleet costs. Council should therefore take the lead in committing to using car share and bike share vehicles.

Successful implementation relies on broad community awareness and financial viability of the services. Council needs to pick specific service providers (through a franchise or tender arrangement) and commit to a sole service provider. This will streamline marketing and improve financial viability of the service.

**Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council**

**Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire. Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields**

**Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others**

**Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries**



## Safe & Healthy Towns

**Transport safety and health outcomes are both key issues across the whole Shire. Improving this situation requires addressing critical gaps in the active transport network and attention to road safety black spots.**

**These outcomes will be key to making walking and bicycle-riding viable transport options for all members of the community.**

To provide safe and healthy towns we need to consider the types of community we live in (including the services available locally), and the fine-grain active transport networks that link residents to their local facilities.

Often these fine-grain networks are swamped by space provided for car movements and parking, or arterial road movement at high speeds. Each intrusion on the fine-grain active transport network reduces the perception of safety for pedestrians and bicycle riders from ages 8-80.

Many of the issues and opportunities identified are also discussed and addressed in Council's Walking and Cycling Strategy in 2017. This strategy supports an overall growth in walking, riding as modes of transport and recreationally by 2% per year.





Image 10: Lake Victoria, Maryborough



## Issues

### Obesity and other health issues

The Central Goldfields has some of the highest rates of obesity and related health issues in Victoria. Key findings from the 'Healthy Heart of Victoria' report for the Shire included:

- 69% of adults are overweight or obese;
- 51% of adults meet the guidelines for physical activity;
- Walking is the most popular physical activity; and
- 15% of households reported they had run out of food and could not afford to buy more. Many of these households were likely in this position due to high living costs, particularly transport costs

Several Council strategies make it a clear priority to make active transport (walking and bicycle riding) an everyday part of community life - in order to improve health and happiness within our community.

### Walking to work

Currently, across the Shire, there is a low proportion of people who to walk to work. The 2016 ABS Census shows that of those residents who lived less than 1km away from their workplace, less than a quarter walked to work. In other similar towns, a much higher proportion of residents within this catchment walk to work. Clearly the pedestrian network is not considered to be as appealing as driving, despite driving in this case only saving five minutes. This could be due to many factors including:

- Ease of car parking
- Priority given to pedestrians at intersections
- Amenity of the pedestrian environment including trees
- Quality of urban design in the public and private realm to create interest and a sense of place

In Maryborough, there are substantial gaps in the footpath network within the 1km catchment of the town centre. A key action from the Walking and Cycling Strategy (2017) is to identify and develop an all abilities footpath that links the shops, transport hubs, parks and recreational facilities in each town centre. Prioritising infrastructure in these areas first will have make it easier to walk to the town centre for the greatest number of residents.

It is estimated that every walk trip to work generates over \$8 to the local economy, in addition to various health, wellbeing and environmental benefits.

### Road safety

Safety on rural roads is an important issue in Central Goldfields Shire due to the high reliance on our road network for long distance travel. Recent and committed road safety improvement projects include:

- Road surface improvements on McCallums Creek Road, Craigie
- Resurfacing a 1km section of Ballarat-Maryborough Road, Talbot
- Road surface improvements on Wimmera Highway, Moliagul
- Resurfacing a 1.5km section of Ballarat-Maryborough Road, Dunach

Heavy vehicles can quickly degrade a poor quality road surface, and increase safety risks. A key issue for the Shire is how to improve awareness of any decline in road surface quality as and when it happens. These observations can then be communicated to Regional Roads Victoria for inclusion into maintenance programs.

There were previous issues with safety on segments of the Pyrenees Highway through Maryborough, due to sharing the roads with heavy freight vehicles. To minimise the impact of heavy vehicles on town centre activities, Council and VicRoads have upgraded nearby roads to create preferred bypass routes with the existing road network.

In the past heavy vehicles have also been a key cause for many crashes in Maryborough. This has been reduced since the Shire has employed diversion tactics, in upgrading key intersections to the north and south of Maryborough to make routes which bypass the town more viable.

There is a significant over-representation of crashes in Victoria's regional areas, however, most crashes within the Shire over the last five years have occurred in or near Maryborough. Many crashes occurred near Talbot, on local rather than regional roads. This has included six struck pedestrians. Two of these more recent pedestrian crashes were fatalities in Inkerman Street (one at Clarendon Street and the other at High Street).



Crashes can be caused by many factors such as driver-related issues such as:

- Fatigue or alcohol influences,
- Lack of safe pedestrian footpaths or crossing facilities
- Poor road quality and poor road design (for example, minimal sight-lines, little to no traffic calming measures)
- Wildlife ( particularly kangaroos)
- Sun glare
- Confusing or illegible signage

Our elderly residents are also over-represented in crash statistics. Of the six fatalities from road crashes in the Shire over the last five years, four were people over the age of 70.

### Experience of a young driver: Loui, 19 years old, Maryborough (L2P participant)

*“The more you can get out and drive in busy traffic as a learner the better. The stress levels you get even as a licensed driver is high when it gets dark. Starts to rain. Not only because of traffic but because of the actual roads...*

*... Sometimes because of an incline or a curve. Or there [are too] many things going on at once. E.g. A stop sign blended with a bricked walkway just before a tiny roundabout. Or a more [relevant] example - that twist and turn and stop sign next to centrelink...*

*... So. If I can offer any advice. It's just. Try to remain calm. Drive at your pace (within reason). Don't feel pressured to move off because there are cars stacked behind you.*

*If the actual road is a bit jacked up, or you are unfamiliar, assess the situation before you put your foot down. And just proceed with some caution.”*

## Safe & healthy school access

Over the last few decades the number of students walking and riding bicycles to school in the Shire has decreased and currently very few students walk to school. This is largely due to perceptions of safety issues when sending children to school, particularly independently.

Safety issues have been heightened by media attention, out of proportion to the actual prevalence of those issues in society. In 1991, most ten year old Australian children (61%) traveled to school on their own each day. By 2012, this had dropped to just 32% of all children. This reduction impacts on children and the community in a range of ways:

- Children who walk or bicycle to school by themselves are more independent, confident and innovative later in life
- Children who walk or bicycle to school are healthier (over their whole life)
- Parents that allow and enable their children to get to school by themselves have more time for other things (particularly economic participation)
- Communities that encourage children to walk and bicycle to school have more ‘eyes on the street’ and are better connected to one another because there is more chance that people know and recognise their neighbours.

### Community feedback on footpaths: Ada, 4 years old (written on her behalf by her parent)

*Ada who is 4 has drawn how she likes to get around Maryborough (on page 44)...*

*...When there are footpaths she is happy. When there is no footpath she gets tired and grumpy and doesn't want to ride anymore. She rides to Kinder and back two days a week with Dad, they have to ride on the road because there is no footpath...*

*... Ada is looking forward to the new skate park but will not be able to get there on a footpath.*



## Issues

### *How do you get to school?*

As part of our engagement with the community in preparation of this report, we asked students how they travel to school and how they would like to travel to school in future. Students engaged with these questions through a survey and by submitting artworks and photographs (some of which are shown as images 9-14).

There were 10 survey responses from students of varying school years who attend Maryborough Education Centre, Carisbrook Primary School, St Augustine's Primary School and La Trobe University in Bendigo. Most of these respondents drive to school (if in year 11 or higher) or are driven by their parents or older relatives. Few survey respondents used public transport or the school bus, but none walked or cycled, (though some students illustrated this in their artworks).

Compared with the responses of adults from the general survey, about half of the respondents to the student survey said that they only 'occasionally (a few times a month)' go on social trips, and about a third 'rarely' (once or twice a year) go on recreational trips. As previously discussed, this may be a result of the lack of independence (or general access) young people have in undertaking trips.

Common frustrations included:

- Lack of tertiary education opportunities nearby
- Lack of public transport options to get to school (one respondent discussed the ineffectiveness of current public transport routes)
- High transport costs (ie fuel) for parents to drive their students
- Road maintenance issues.

Some students suggested the following ideas for improving transport to school:

- Improve road safety
- Provide bus services from Majorca Road and Gillies Street / East Maryborough area to Carisbrook Primary school.



Image 11: 'School Bus', Maryborough Primary Kindergarten



Image 12: 'Ada's family on bike, scooter, skateboard and pram using the footpaths', Ada (age 4)



Image 13: 'Waiting for a bus', Maryborough Education Centre student







Image 14: 'Bus', Maryborough Education Centre student



Image 15: '4WD', Maryborough Education Centre student



Image 16: 'Bicycle riding', Maryborough Education Centre student

## Perceptions of personal security

People of all ages can, at times, feel unsafe in our towns. This is not an issue for just one part of society and needs to be tackled by all our residents. Perceptions of safety often relate to complex personal circumstances and a range of influences from the public realm.

A key factor is the degree to which there are other people, and particularly people you know in the area. Streets that are busy with pedestrians in familiar settings are perceived to be much safer than empty streets in unfamiliar settings.

These perceptions are difficult to counter, and are best resolved through positive experiences. Critical to improving perceptions is a focus on physical infrastructure improvements and maintenance that keep a place looking vibrant and attractive. The physical form of spaces and buildings that front them can also impact on safety and security, this is particularly important at the front of buildings. Shop fronts and houses that have no windows (high fences or roller shutters) reduce perceptions of safety and the value of properties in the whole area.

From time to time crime statistics show hotspot areas related to transport that Council and the police monitor (speeding, other traffic offences and theft from vehicles). Some of these can also be targeted for improvement (through infrastructure or programs).

Programs including regular events, training and staff on the street (volunteer or paid) can be used to increase and improve positive experiences in various places. Council can develop a range of programs that improve perceptions of safety and security including:

- Outdoor cinema evenings
- Volunteer guides in key locations
- Working with phenomena like Pokémon Go to activate specific spaces
- Regular Police patrols.



## Issues

### Footpath network

Most towns in the Shire have a basic footpath network that is sporadic in nature. Improving the footpath network is a key action from the Walking and Cycling Strategy (2017). This year, Council has committed to the construction of four segments of footpaths in the 2019/2020 Council Action Plan in Carisbrook, Talbot and Maryborough, particularly near schools.

Other recent and upcoming Council road and active transport infrastructure works include:

- Cycling corridor to Carisbrook
- Majorca Road Boulevard treatment (\$60k from VicRoads)
- Park Road streetscaping and tree planting
- Cycling shoulders along Majorca and Roger Roads
- Walking connection from Talbot station to town (\$10k from DoT - DEDJTR at the time)
- School crossings and supervision
- Drainage repairs and upgrades in Maryborough and Carisbrook (Pyrenees Highway)

Many projects are initially funded as road upgrades or repairs, which are further developed into more substantial treatments for vehicle safety, cycling priority, walking priority or water-sensitive treatments to reduce flooding damage.

Central Goldfields typically enjoys warm weather, but a lack of street trees, can make walks uncomfortable, particularly in the summer. The “Cool It” Summary and Recommendations Report (2018) highlights key issues concerning heat vulnerabilities in regional areas. Of note, the study found that tree canopy cover is exceedingly low (with 9.3% to 13.9%) in all townships. In addition the impervious surface coverage is also exceedingly high in townships (46% to 70.7%). The study makes recommendations for improving this cover in order to curb heating effects and make walking and cycling more comfortable particularly in Carisbrook, Dunolly, Maryborough and Talbot.

There are several locations in Maryborough that have a high volume of heavy vehicles and a higher than average number of pedestrians and bicycle riders. These locations should also be considered a high priority for footpath and bicycle path installation to ensure that people can use active transport in these areas and be adequately separated from heavy vehicles.

### Access for all

Council have mapped their footpath network and could identify priority areas for improvement. A key issue is how to fund increased concrete footpaths in our townships.

People with severe mobility impairments often rely on community transport services. One of the most salient issues raised by survey respondents was the lack of access senior residents face when traveling.

Creating an ‘all abilities’ footpath network to the town centre and other key services (shown in the Transport and Trips Snapshot on pages 18-19) is a key action from the Walking and Cycling Strategy (2017).

The Building Code of Australia highlights that 1 in 50 car spaces within activity centres and large parking facilities should be accessible for people with a disability and controlled through disability permit parking. Council routinely provides disability permits to residents that qualify and provides disability permit parking in suitable locations to the appropriate design standard.



Image 17 : Walking in Victoria Park, Maryborough



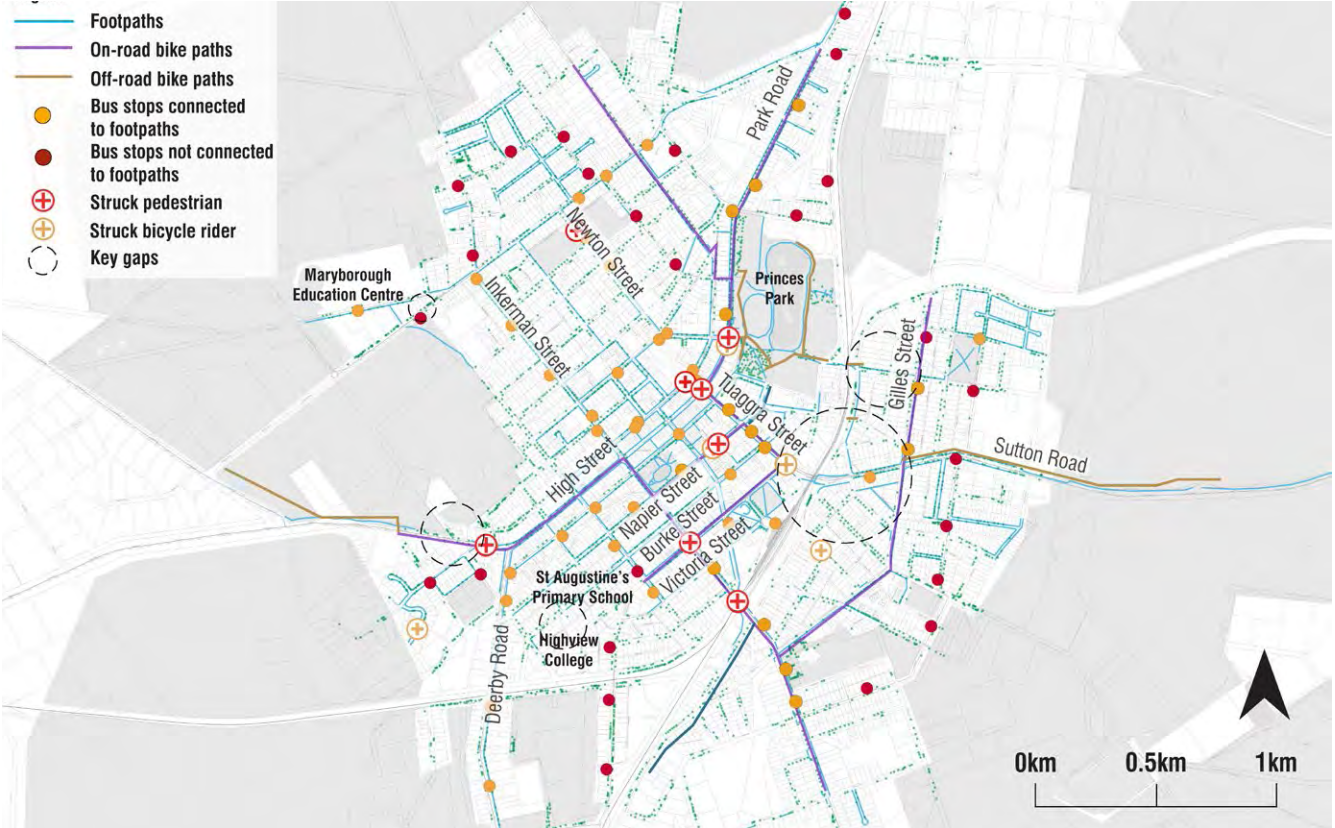


Figure 5 : Active transport network in Maryborough

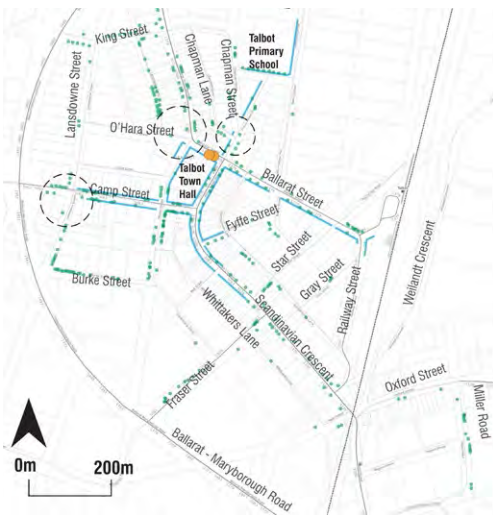


Figure 6 : Active transport network in Talbot



Figure 7: Active transport network in Carisbrook



Figure 8: Active transport network in Dunolly

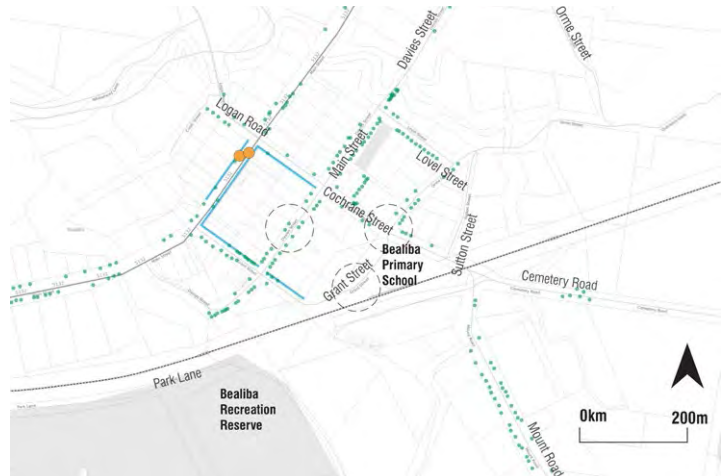


Figure 9: Active transport network in Bealiba





## Opportunities

### Road safety

Safety on rural roads is managed by Central Goldfields Shire (on local roads) and Regional Roads Victoria (for arterial roads). A range of funding sources exist to maintain and upgrade roads to improve safety for all road users (including bicycle riders and pedestrians). Council works with the Department of Transport, Regional Roads Victoria and the Transport Accident Commission to improve road safety across the Shire.

There is an opportunity for you (everyone in the community) to help identify road safety issues and report changes to the quality of road surfaces as they appear. You can report a road safety issue for any road user including pedestrians and bicycle riders by using the [Snap, Send, Solve](#) App on your phone.

Major arterial roads often traverse our townships and create a barrier that pedestrians and bicycle riders find it difficult or unsafe to cross. These arterial links are important, but access across them is essential to creating vibrant economies and safe access to key facilities such as schools and health services for the local community.

Council will continue to monitor road conditions and seek funding to increase road safety with a focus on vulnerable road users and busy locations in our towns. A main focus for this effort is providing adequate separation for bicycle riders and pedestrians and reducing vehicle speeds in dangerous locations.

Reducing actual vehicle speeds (not just the speed limit) often requires narrowing of the driver's field of vision and the perceived width of the roadway using a variety of visual cues. Council could use innovative approaches to increase the impact of speed reduction efforts such as auditory, optical and physical illusions that convince a driver's brain to slow down such as that shown in image 18.

### Footpath and bicycle path networks

A key action identified in the Walking and Cycling Strategy (2017) is to implement a contributions plan for new subdivisions or industrial areas to finance walking and cycling paths.



Image 18: 3D optical illusion pedestrian crossing to slow traffic in Ísafjörður, a small Icelandic town. *Source: Boredpanda.com*

Following improvements to key pedestrian links, Council could encourage community groups and schools to develop walking/cycling programs (in line with Council's Walking & Cycling Strategy (2017)). These programs could promote active transport through activities such as:

- Walking to school or work social community bike ride;
- Beginner cycling programs; and
- Additional parkrun events (once the Goldfields Reservoir parkrun which started in 2019 is well established).

Regional Roads Victoria and the Transport Accident Commission both have regular funding rounds to assist with road safety improvements. Council will continue to submit ideas to those bodies.

### Safe & Healthy School Access

Local communities benefit in a wide range of ways when school students walk or ride bicycles to school. Council can improve infrastructure and promotion to facilitate and encourage parents and students to rediscover the joy of walking and riding bicycles to school.

In the Shire there are some school programs that educate students on road safety for pedestrians, cycling and driving. A core part of the curriculum at Carisbrook Primary School for example involves practising road safety using the existing road and footpath network around the school and into Maryborough. This also includes training students to prepare for the endurance required for the Energy Breakthrough event.



The Learn2Drive and Road Trip programs are also well-integrated into high school education, helping many students to learn how to be safe as road users. There could be an opportunity to include bicycle riding and awareness into the Learn2Drive program.

In many European countries learning to get to and from school independently is considered a core part of the curriculum and learning experience. Students are taught about road safety and how to ride a bicycle. Parents are taught the benefits of allowing their children to travel independently (for the child, the parents and the community).

In some locations this will take the form of specific infrastructure improvements such as:

- Co-funded bicycle storage facilities at schools
- Dedicated paths and facilities along key corridors
- Footpaths connections in residential areas - particularly within 1km of the school
- Intersection treatments to make it easier to cross roads. Although there have been many recent improvements to school crossings and supervision throughout the Shire, this could be further maximised by footpath connections from the school to nearby residential areas.

In addition Council can continue and augment programs that encourage active transport for school students including:

- Walking school bus
- Bicycle school bus
- Walk to school week
- Student art trails

There are also specific links that could be improved or built. Council is keen to hear your ideas for improved pedestrian and bicycle rider paths around the Shire. Some examples that link to local schools include:

- Pilot of bicycle lanes in Kars Street
- Potential shared path along California Gully from Four Mile Creek to Maryborough Education Centre
- Links to Dunolly Primary School across Elgin Street
- Links to Carisbrook Primary School across Simpson Street.

Council would like to work with each school in your community to improve awareness about the importance of giving students independent transport options. We will then develop plans relevant to each school that improve the local network, on-site facilities and education programs to make traveling to school easier, safer and more fun for everyone.

Following improvements to key pedestrian links, Council could encourage community groups and schools to develop walking/cycling programs (in line with Council's Walking & Cycling Strategy (2017)). These programs could promote active transport through activities such as:

- Walking to school or work social community bike ride;
- Beginner cycling programs; and
- Additional parkrun events (once the Goldfields Reservoir parkrun is well established)
- Involving residents in planting programs along shared trails near residential areas.



Image 19: RoadSmart, a road safety school program in Highview College. Source: Bendigo Advertiser



## Opportunities

### Access for all

Council needs to monitor the extent to which each township has accessible areas and services. This is required so that there is clarity about how access for all will be improved and the priorities involved.

Priorities for improvement are located around health services, activity centres and essential services like schools, government agencies and support services. The types of improvement involve:

- Providing tactile ground surface indicators (TGSIs) for people with vision impairments
- Providing even surfaces with colour contrast at the edges and no obstructions along the building line
- Enforcing guidelines regarding footpath trading and dining, ensuring that the building line is kept clear for people with a disability.
- Providing appropriate road crossings close to bus stops so that people with a disability can access routes in either direction

### Crowdmapping

Council should continue to collect data and evidence that builds an understanding of the public realm and how it is perceived - and how those perceptions evolve over time.

Crowdmapping enables you and other members of the public to log issues and ideas regarding specific issues or opportunities in the community. These tools are very powerful and have been used in Ballarat to assess female perceptions of public spaces during the nighttime (as discussed in the break out box below).

### Longer distance walking and cycling opportunities

The Dja Dja Wurrung people have traveled across Central Goldfields Shire for millenia using active transport. In doing so they minimised their impact on Country and maintained healthy lifestyles. The As stated in the Country Plan, the Dja Dja Wurrung people 'are not frozen in time' and their travel needs and behaviours will continue to evolve.

Active transport modes (walking and bicycle riding) could serve several purposes for the Central Goldfields community including:

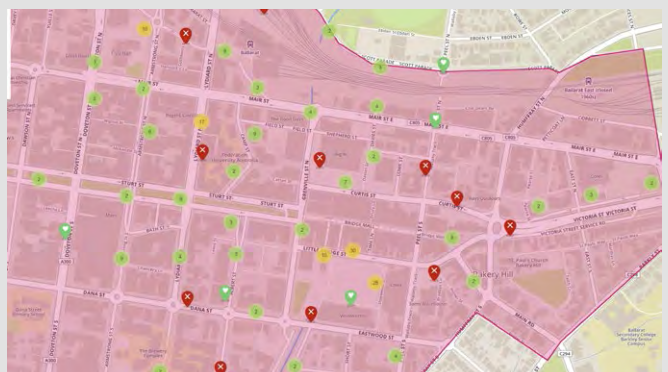
- Reducing household transport costs
- Increasing community health
- Connecting people to Country and deepening their sense of place

The existing footpath and bicycle networks are rudimentary and do not provide adequate priority or safety for pedestrians or bicycle riders. There are very few long distance connections to cater for journeys between towns (Carisbrook-Maryborough being a notable exception). Where these facilities are provided they get used, and appreciated. High quality facilities through interesting natural environments can even deliver tourism benefits in addition to the direct local community benefits. A key proposal relevant to this would be exploring potential for a rail trail from Maryborough to Castlemaine via Newstead, as discussed in the Walking and Cycling Strategy (2017).

### Case Study: Crowdmapping in Ballarat - 'Right to The Night'

In 2018, as part of their 'Right to the Night' program, the City of Ballarat asked the community to identify places where they felt safe and unsafe. Residents used an online crowdmapping tool to place a pin on these locations, such as carparks, public spaces and streets and gave a brief reason as to why the place made them feel safe or unsafe.

The project resulted in a map of Ballarat that clearly highlights problematic areas such as the Woolworths car park off Little Bridge Street, which Council and the police can address with infrastructure and other programs.



## Tactical urbanism

Planning for improvements which are of low cost, high benefit and take a short time to physically deliver can take much longer than it should need to. There are a number of innovative ways that Council is currently exploring to deliver these improvements much more quickly and cost-effectively. Some of Council's recent projects have involved community participation, which is a key way to fast-track these projects, build closer relationships with community members and encourage community ownership of their public spaces. These initiatives are known as 'tactical urbanism'.

Council have recently taken steps to organise some low-cost active transport infrastructure projects including:

- Line marking to provide bicycle lanes in Kars Street between Highview College and Maryborough Education Centre
- Bicycle and footpath improvements in Carisbrook.

These projects are awaiting approval from the engineering team. In addition to being quick, cheap wins for improving pedestrian and bicycle safety and priority, they offer opportunities for engaging with the community in 'tactical urbanism'. This not only achieves a quick result in enhancing active transport options, but also promotes higher levels of community ownership and partnership with Council.

There are also a range of other low-cost, temporary improvement ideas which could involve community participation including:

- Installation of planter boxes with nursery plants
- Expansion of the Gillies Street Playground in Maryborough to include the Fuller Street road reserve
- Expanded street tree planting program in all towns. This could take shape as a community planting day, where community members mark a place on a verge along a street or in their backyard to plant a tree and order a sapling from Council to be picked up on the day.

Examples of intersections that could be simplified include:

- Chapman Street and Prince Alfred Street in Talbot
- Grant Street and Cochrane Street in Bealiba
- Elgin Street and Market Street in Dunolly
- Powlett Street and Victoria Street in Carisbrook
- Dundas Road and Palmerston Street in Maryborough.

The local land owners in these streets will benefit financially in terms of property value increases, and the whole community will benefit by not having to maintain expensive infrastructure that is not achieving any clear road safety or accessibility outcome.



## Case Study: Yarraville Pop-up Park



Yarraville Pop-up Park was a 3-month long summertime event where local residents pedestrianised Ballarat Street between Canterbury Street and Murray Street. Residents and community groups place furniture, hold events and art installations in the space and attract visitors from all over Melbourne.

The installation was objected to by local businesses, but following the pilot those business owners became the projects biggest advocates and that section of Ballarat Street is now permanently closed to traffic and generates longer visitor stays and more economic activity in the centre.

## Integrated Planning Pilot Project: Kars Street Maryborough dual-bicycle lane Simpson Street, Carisbrook footpath extension

Two pilot projects in Maryborough and Carisbrook associated with engaging the public for the Integrated Transport Strategy and fulfilling recommendations from the Walking and Cycling Strategy were recently completed in the Shire.

As consultation for the ITS drew to a close, a pilot program was proposed to introduce two bike paths in Carisbrook and Maryborough. These may encourage further engagement with the community about active transport, but have the advantage of completing recommendations from the Cycling and Walking Strategy, and draft ROSS, and leading Council's recovery response to recognised lifestyle changes from the COVID-19 pandemic.

The projects were initiated by the strategic planning officer and the Manager of Operations, as a way to complete recommendations from Council's adopted strategies in a cost effective way. The projects were then assessed by the Council Engineers who completed design drafts. Following executive and council support, the projects have been implemented in a cost effective and temporary way.

Council is keen to hear what you think of the pilot projects to assess whether they are appropriate and effective and should be retained.



## Outcomes & Actions

### Outcome 5. Safe local and regional roads

Road safety in the Shire is of critical importance, given the over-representation of the population in severe crashes. As most crashes happen in townships Maryborough, Carisbrook and Dunolly, traffic calming should be prioritised in these locations, with a focus on making streets safer for vulnerable users such as pedestrians and bicycle riders.

Particularly in areas near schools, shops and civic buildings where the existing road network provides too many options and creates unsafe intersections. Some sections of roadway are redundant given the number of alternative routes cars can use. Converting them to open space areas will improve local amenity at low cost to the community and improve pedestrian and bicycle safety.

Council has successfully diverted freight movements away from key activity areas and should continue to ensure that freight and through-traffic are kept to low speeds in areas of high pedestrian activity.

**Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)**

**Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:**

**5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough**

**5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough**

**5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook**

**5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly (given the range of alternative routes for cars to use, this section of the street could be closed to vehicles with minimal impact on car travel)**

**5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot**

**Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways, regional roads within local townships, such as the Pyrenees Highway, Ballarat-Maryborough Road and Broadway (Dunolly)**

**Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)**

### Outcome 6. Increased levels of health and wellbeing

The Central Goldfields community has a high prevalence of health and wellbeing issues related to a lack of physical activity. Making it easy to walk or ride a bicycle instead of driving will reduce physical health issues and reduce residents' cost of living.

Improving active transport will require clear strategies to improve specific links that combine to form strategic pedestrian and bicycle networks. It also requires existing longer distance corridors to be utilised and protected for long distance walking and cycling opportunities.

Council and traders should monitor the way people access activities in the Shire (particularly the main activity centres). This data is important to improve awareness of pedestrians and bicycle riders and their needs.

**Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly**

**Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods. This should be developed from the 'all-access' footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network**

**Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network**

**Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails**





### Outcome 7. Safe, healthy and fun streets for all

The Shire's streets should be safe, comfortable and interesting for our residents to walk, cycle and play in. Across Victoria, people living within 1.5km of activity centres are much more likely to walk to that centre. Anyone who walks to the centre (rather than driving) is improving their health and leaving a car space available for someone else. Improving links in the catchment closest to key destinations is likely to have the biggest impact and will improve access for all residents.

Schools are another destination that have traditionally had high rates of walking and bicycle riding. Improving connections to schools and building awareness amongst the whole school community will help students get to school independently. A focus on independent student travel makes children more confident, innovative and aware. It creates greater connection to place, and improves the future prospects of our next generation.

Involving the local community to install quick and low cost interventions raises awareness of the improvements and builds connections and resilience within the community.

**Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres**

**Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot**

**Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres**

**Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently**



Image 20: Broadway, Dunolly



## A Vibrant & Mobile Economy

**Minimising the transport costs incurred by households will increase local economic activity, create local jobs and provide new development opportunities.**

**Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.**

A clear strength of living in a rural township in Central Goldfields is being able to walk to get daily items and visit friends.

Strengthening these towns involves using the land in the existing township to intensify the activity and number of services people can find locally.

For example, an increase in population within Talbot or Carisbrook would stimulate demand for more local services, more teachers at the school, local health services and more diverse items in the local shops.

Council seeks to ensure that residents can get the goods and services they need easily. To this end future residents should be encouraged to live in the heart of our townships not at the edges.





Image 21: Bull & Mouth Hotel, Maryborough



# Issues

## Reliance on private car ownership

The reliance on private vehicles (for personal and freight movements) increases the cost of transport for the Central Goldfields community. This reduces the competitiveness of our local businesses and reduces local economic activity. For longer distance travel around or beyond the Shire, private vehicles are almost essential, due to the dispersed nature of the travel patterns and the sporadic pattern of public transport services.

Governments currently recognise these increased travel costs with discounts to some costs such as new vehicle excise and vehicle registration fees. However, these discounts are a small percentage of the overall cost of owning, maintaining and using a car. Many households in the Shire cannot afford (or choose not) to own a car, and many others might benefit from having access to a second or third car in their household if they were able to afford the costs.

For every dollar that any household saves on transport costs, that household tends to spend \$0.72 in the local economy (as illustrated by figure 10). Exploring ways to reduce reliance on private cars while improving connectedness across Central Goldfields Shire is an important way to boost local economic activity and create a happier, healthier and more resilient community.

## Economic development and regional connectivity

The Shire's economic development opportunities are substantially dependent on regional connections for tourism and freight. Developing this connectivity is likely to maximise benefits from these outputs and open up new opportunities for business development and external investment in the region. These are discussed in depth in 'A Connected Shire'. The scheduling of V/Line connections to Maryborough fail to serve a number of key traveler market segments, particularly:

- Students, looking to undertake tertiary studies in Ballarat or Bendigo
- Tourists from Ballarat, Bendigo and Melbourne looking to make day trips to the Shire, especially for events such as Highland Gathering and Energy Breakthrough
- Employees from the Shire who work in Ballarat, Castlemaine and Bendigo or vice versa.

This is explored in more depth in 'A Connected Shire'.

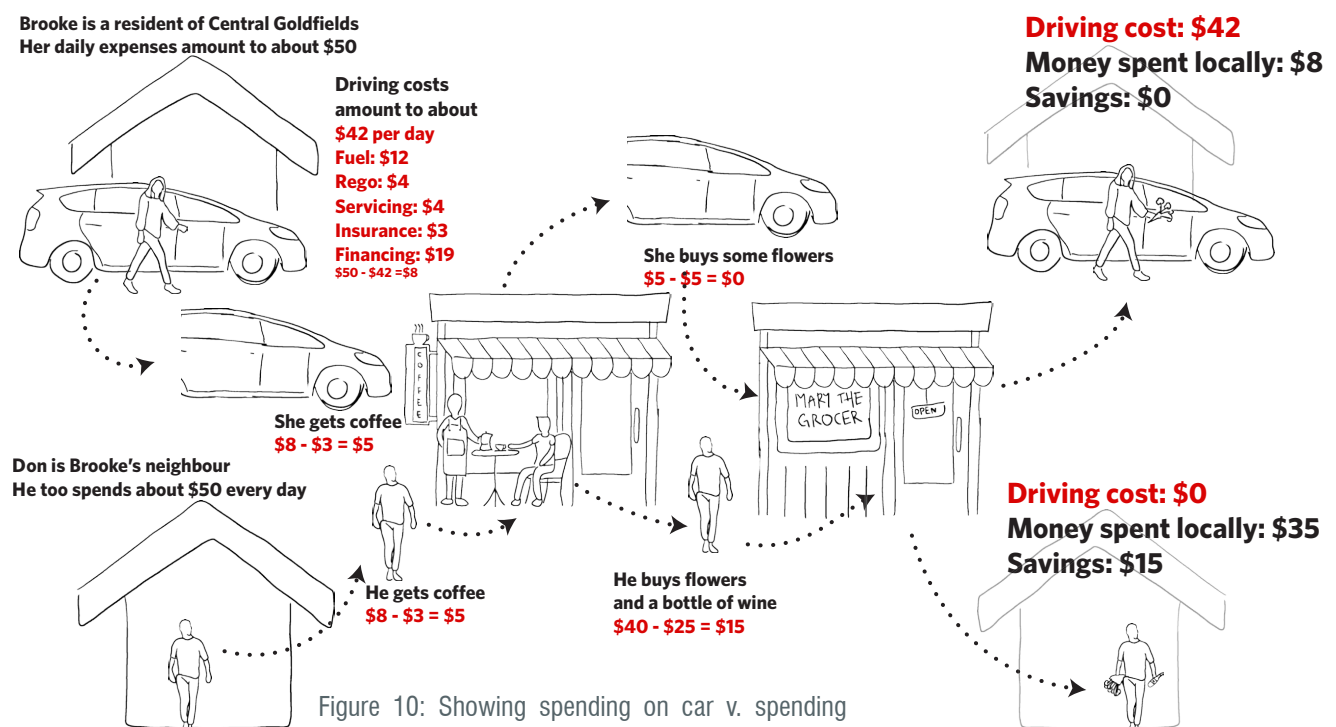


Figure 10: Showing spending on car v. spending



## Parking requirements and impact on local economy

In 2016, across the Shire, there were about 463 households (7% of the total households) who made a cost saving of \$300 per week by not owning a car. However, these households were required by the Planning Scheme to pay the costs of a parking space that they did not require and may not have any use for. The cost of providing for and constructing a garage can be around \$30,000 (before interest) depending on the value of land. Most of these households are located less than 1km from the Maryborough town centre as shown in figure 11 below.

The Victorian Planning Provisions apply a blanket rule over Victoria stipulating that each house must have a number of car spaces corresponding to the number of bedrooms in the house. This often makes a critical difference in cost - particularly for households in the Shire who earn less than \$650 and pay a third of their income on housing.

Most of these households are in a position where they are forced to make difficult choices every week to either spend their remaining income on food or on car costs, Enabling these households to choose to live in a house close to the town centre, which does not have a garage, is critical to reducing this financial pressure further.

Similarly, businesses looking to develop or start-up also face these costs when required to provide parking for their patrons. Often in Victoria, traders and policy-makers severely underestimate how many patrons arrive by walking or riding a bicycle. Even in Maryborough where this is likely to be lower than many other regional towns, it is still likely that 20% do not use a car.

Despite this, the scheme assumes a 95%-100% vehicle trip rate. Providing this 15% extra parking as a business uses up land that could be used for more productive purposes than free parking such as dining space, shop space or storage space. In addition, each space costs a minimum of \$10,000 to provide (costs are even higher in areas with high land values), making additional, unnecessary parking a key barrier for businesses to start-up or expand.

At a time when businesses are looking to take advantage of federal government schemes such as the instant-asset-write-off to recover from the economic impacts of COVID-19, some potential new businesses will be inhibited by the extra costs involved in providing car parking

Council should undertake a parking study to understand how many spaces it currently has and explore the number of future spaces needed to achieve its overall economic development, public health and environmental improvement objectives. From this, Council may integrate a reduction of parking requirements in alignment with projects that aim to reduce the reliance of customers and employees on vehicles in traveling to the town centre.

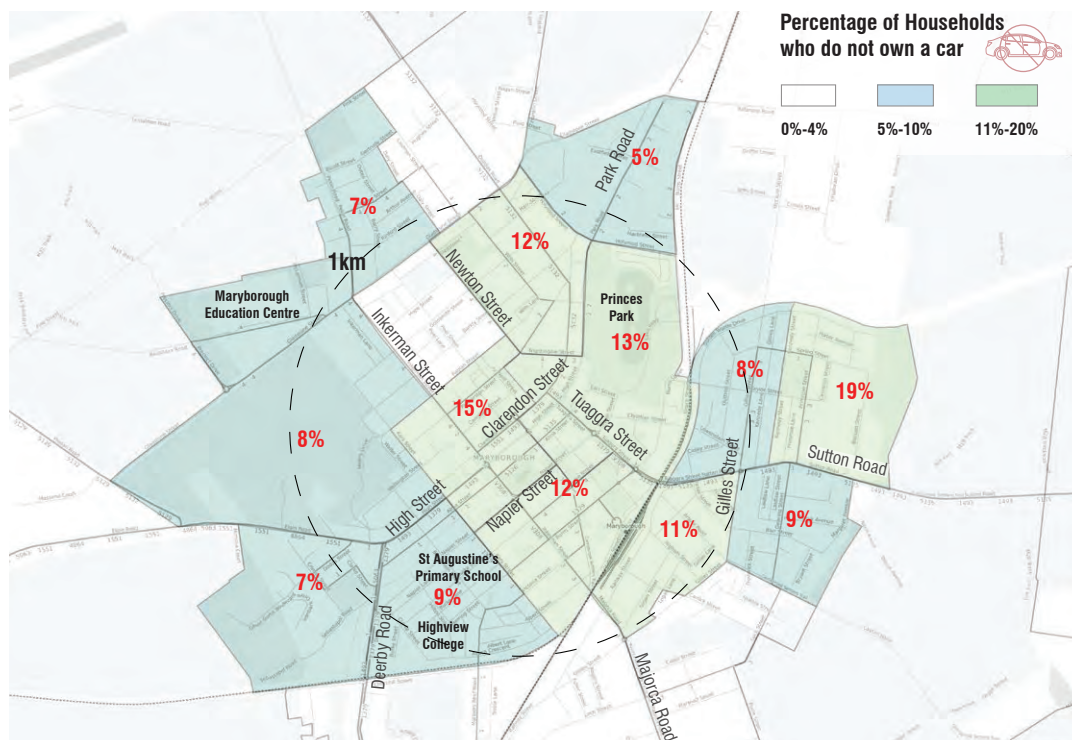


Figure 11: Percentage of households in Maryborough who do not own a car (ABS SA1)



## Issues

### Parking availability

Currently, parking availability is of periodic concern in times of high demand from regional events Energy Breakthrough and Highland Gathering. However, from the survey, it is apparent that finding a good parking space is also a common frustration for people making trips to work and shopping.

Parking, as discussed previously, is highly costly for the community to provide. The response to providing more availability (particularly for short periods of time or for events) should therefore consider policies and restrictions which ensure higher levels of availability, such as time restrictions and fee-based restrictions, before resorting to providing additional spaces. This is especially relevant for in premium areas where land is expensive and more valuable for businesses to have additional vending space, restaurant seating or storage.

Some locations in the Shire - such as High Street in Maryborough experience high levels of parking demand at some times. The levels of demand do not exceed parking supply in the whole town or activity centre. However, drivers find it difficult to find a car space in the location they want (or expect) to.

Each driver is looking for their favourite space in the best possible location for their specific trip. Typically, they are satisfied if they find one space in the 40 car spaces closest to where they are going. For this reason it is necessary to consider each car parking area in sections of around 40 spaces. In larger parking areas that are easy to navigate (such as multi-storey car parks) a larger number of spaces can be considered together.

This approach results in a very fine-grained awareness of the most preferred locations and the availability of spaces in those areas. Fine-grained parking restrictions can then be adjusted to better suit the demands and ensure availability in all areas. Council should consider availability of car parking, rather than occupancy levels. This will keep the focus on there being at least one car space being available in any location that people want to go.

When large events are on, typically there is higher demand for parking - notably from tourists. These tourists have less expectations about where parking might be available and are more willing to walk and pay for services because they are unfamiliar with the town.

Council should consider ways to keep the cost of parking low for ratepayers while improving parking availability in peak times. Ballarat's recent introduction of number plate based parking offers some useful insights for how Central Goldfields could achieve best practice parking management outcomes that make it easier and cheaper for the entire community.

Council should also encourage the community to help them monitor availability. By sending a picture of a street with 40 full parking spaces close to your destination through [Snap, Send, Solve](#), Council will be able to evaluate parking availability in real time to make informed decisions to improve availability. Council could encourage this by offering a free coffee to each resident or visitor who takes a picture with 40 full spaces near their destination. Council's response to areas where spaces are consistently over 90% full, could be to introduce time restrictions, permits for traders to park elsewhere (if spaces are taken up by traders) or in the long-term fee-based restrictions for as little as 10 cents an hour.

Council should discuss these and other approaches with the community to form a strategic parking framework which sets clear objectives for access, mobility, environmental sustainability and economic growth in the Shire. Workshops to create this framework should ask questions such as:

- How many cars should there be in the Shire?
- How should we determine the future use of public spaces?
- How should we pay for the provision of parking?

### Land use, development and transport

The Central Goldfields townships owe their origins to pastoral settlements which later grew in the 1850s-1900s as a result of gold discoveries nearby. Maryborough grew to be the largest township in the area now identified as Central Goldfields Shire, with a concentration of most services and wealth from the region's gold discoveries. Maryborough became a regional hub and to this day is home to most of the Shire's services.



The Shire boundaries were formed in 1995, with Maryborough serving as the region's centre. Since then, there has been little growth and the Shire still consists of a 'township' settlement structure, with about 80% of the jobs and services located in Maryborough and many higher order regional services located in nearby regional centres Castlemaine, Bendigo and Ballarat.

Each township is about 10-25kms from Maryborough on average (Bealiba is 45km) and there is about 30kms on average between smaller townships. Due to the sparsity of residential populations and concentration of services in Maryborough, it is very difficult and cost-ineffective to provide alternatives to driving for most trips. Aside from public transport routes, this includes footpaths, bicycle infrastructure and paved roads, the costs of which are determined on a per square metre basis.

The Planning Scheme continues to encourage this pattern of development with a surplus of Rural Living Zones. This type of zoning requires development to be sparse (one dwelling per two hectares) and restricts land to be used for low density residential uses and some agriculture uses.

Industrial and commercial areas which provide a substantial proportion of the Shire's employment opportunities are also largely dispersed. Even within Maryborough, industrial uses are located across several of the city's fringe areas. This means that for many in the Shire, owning a car is a qualifier for accessing employment and essential services. For many with a low income or who are unemployed, there is a high transport cost barrier to participating in the economy, leading to social isolation and high levels of disadvantage. Recently this has been further entrenched with approval of retail and recreation facilities in these difficult to get to fringe industrial estates.

Improving transport choices for the community therefore relies heavily on improving land use planning outcomes.

20 minute-cities is a concept in Victoria and Australia that is becoming increasingly promoted as a model for future city and town planning. 20-minute cities (or neighbourhoods) are cities where services and employment are accessible by walking, riding a bicycle and public transport. Land uses are integrated with active (pedestrian and bicycle) and public transport infrastructure so that most errands can be traveled to by walking, some by riding and longer-distance trips for work or education can be made by public transport.



Image 22: Bealiba





## Issues

### Access for tertiary students

Central Goldfields Shire has limited tertiary education options and relies on tertiary education providers in Ballarat and Bendigo. Public transport services from Maryborough to La Trobe University in Bendigo or Federation University in Ballarat can complete the trip in under 2 hours, however the PTV journey planner does not pick up on some of the connections and it overestimates the travel time by as much as 30 minutes. Even travel to the Melbourne University campus at Creswick is overestimated from the notional 45 minutes by train.

This travel time can have a significant impact on student outcomes and results in some people avoiding tertiary education or spending more time and money driving (rather than spending the long travel time on public transport). Any reduction in the travel time will improve the potential for Central Goldfields residents to undertake tertiary study and will improve economic activity in the Shire.

There are several Victorian towns smaller than Maryborough that have TAFE or university campuses. Online education options are rapidly becoming more available and robust. Currently there is a lack of awareness about tertiary education options and a lack of focus on how Maryborough could be used as a tertiary hub.

### Complexity of local transit options

The Shire's dispersed population makes it very difficult to provide public transport services that meet a broad range of travel needs for a reasonable price. It is not possible for our 13,000 strong population to fund elaborate bus services to all towns in the Shire. We therefore need to achieve the best possible services with the resources available.

The current bus network in Maryborough consists of four, one-way, figure-eight loops, each commencing from the bus interchange in Napier Street. There are multiple issues with this arrangement of services that make it confusing for potential customers and a poor allocation of resources that could be better utilised.

The existing public transport service is provided by one bus and driver that cycles through every route in order, one after the other. This means that anyone can get to all parts of Maryborough in a single seat journey, but also means that every route is circuitous and indirect. It is therefore difficult to promote the services to people who have other transport options that are much faster and easier to understand. Council could consider whether the network is adequately meeting the communities needs and what other options could exist to service the community in an easier to understand way.





Maryborough Transit PT >  
**Maryborough bus network**

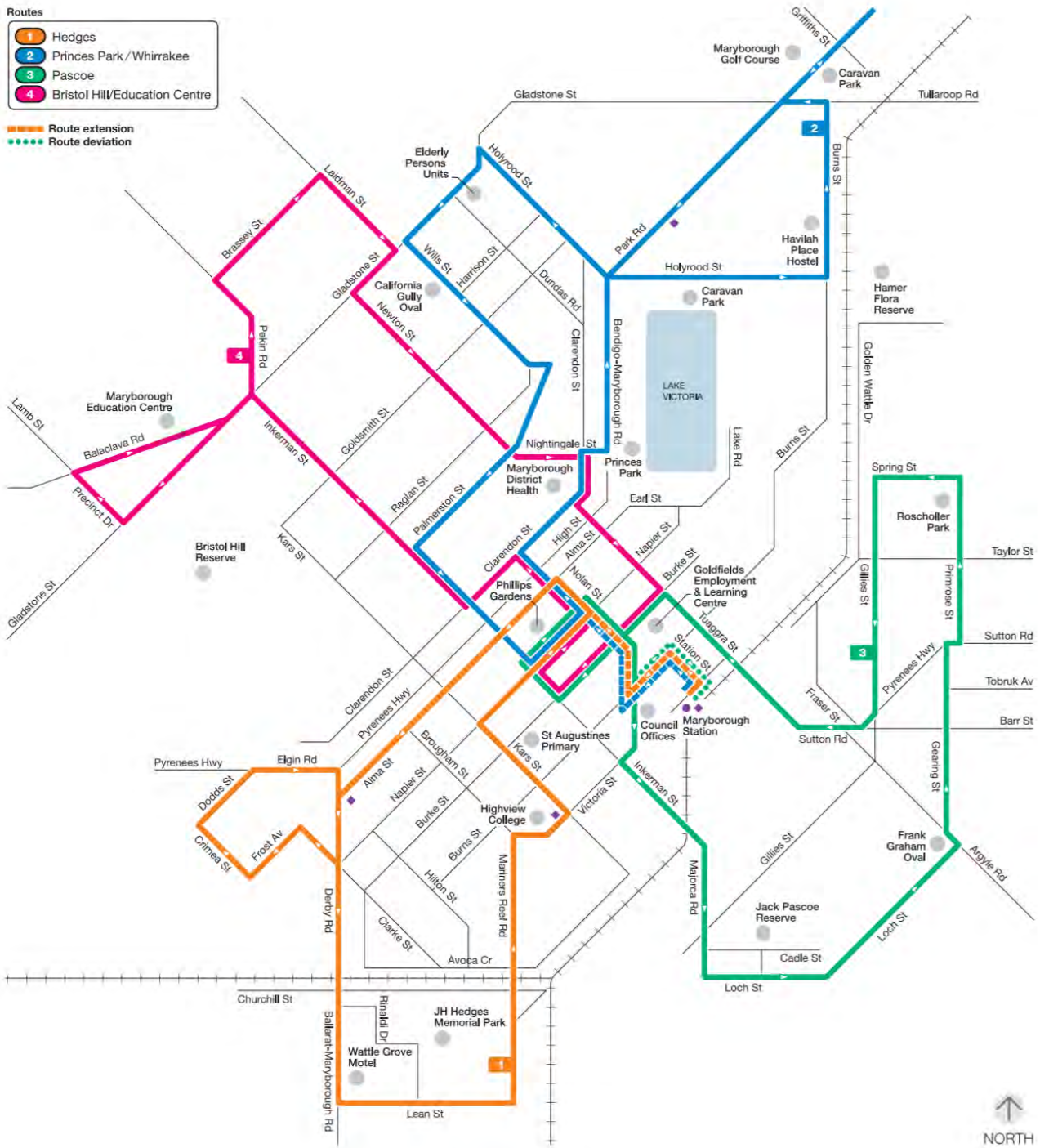


Figure 12: Maryborough transit route map, Source: DoT





# Opportunities

## Employee transport

Some businesses in the Shire such as MDHS and employers in nearby towns such as Castlemaine help save their employees transport costs by implementing carpooling programs or employee transport.

These programs are key ways of enabling employees to access work everyday without them needing to give up a substantial proportion of their pay just to get there. Instead, this spending can be made on lunch or coffee at another local business. Employee transport also serves a critical gap in the network as services are designed specifically to get employees to their work (and home) on time.

Both employee transport and carpooling programs also limit the number of parking spaces needed for employees, reducing the company’s financial pressures and maximising land use availability for more productive purposes. Council should explore ways to encourage and assist businesses with providing these programs.

## Fee-based parking restrictions for premium spaces

A number of survey respondents said that their main frustration with transport was finding a parking space. Businesses and households in the Shire are required by the planning scheme to provide enough spaces to guarantee spaces are available at all times (as discussed in the ‘issues’ section). Often this is achieved to the point where there are about 3-4 spaces for each car throughout the Shire.

When people travel to their destination, they are generally looking for the 40 or so spaces closest to their destination and want to find these immediately. High Street, Maryborough is a clear example of this, whereby people seek a park on the street, often for less than half an hour. These spaces can be made more available by managing them with fee-based restrictions. This would reduce the need for businesses and Council to provide additional spaces and would guarantee availability for those willing to pay for them. Other towns such as Horsham that have implemented fee-based restrictions that achieve a high level of availability by charging as little as \$1 per hour.

Studies have shown that people looking to park close to destinations when making short trips, are willing to pay up to six times their hourly wage to secure a close-by park immediately.

## Land use, development and transport

Historic and current patterns of land use and development have made it very difficult for Council and DoT to provide alternatives to driving. To address this, Council will amend the Planning Scheme to ensure that walkability and accessibility by alternate modes of transport than driving are made viable when planning for land use in future.

Further strategic work to consider how local policies and the development of a schedule to clause 56 could be developed within the sustainable subdivision framework (SSF) and environmental sustainable design (ESD). The SSF tool enables the assessment of the sustainability of measures in subdivision applications and provides the means to consider climate resilience in new and emerging communities.



Council will also advocate to the Department of Environment, Land, Water and Planning (DELWP) for the Shire to participate in 20-minute neighbourhood studies and liveability studies. These opportunities will enable the Shire to utilise the Department’s resources to better plan for and monitor how towns offer a wider variety of trip choices, including shorter distance trips made by walking and the impacts of this.

Previous studies have shown that areas of disadvantage benefit substantially from both a socioeconomic and wellbeing perspective by having nearby recreational facilities, grocery shops and walking infrastructure. This advocacy may also lead to studies in partnership with DELWP and DoT to be made on social, economic, environmental and health impacts impact of the Principal Pedestrian Network (PPN) as it is constructed.

In addition to Planning Scheme amendments, Council should also take steps to ensure that future structure plans prioritise walkability and transport accessibility. Similarly, Council should also prioritise walking and bicycle infrastructure including wayfinding and street tree planting in its capital works program before local road and parking developments.

For this to be best co-ordinated, Council should initiate an integrated planning team to produce work which focuses on the intersection of capital work planning and the development of future town planning strategies. This work should be conducted with an emphasis on improving levels of liveability and accessibility with regard to providing a variety of choices for people to make their trips.



Figure 13: Benefits of 20-minute cities, Source: DELWP - Policies and Initiatives: 20-minute neighbourhoods



## Opportunities

### Transit hubs for tourism, arts and innovation

Agglomerating key services near key public transport nodes is the most efficient way of enabling access by public transport. Improving a network where services and residences continue to expand beyond the existing network strains resources and limits the ability for routes to be direct, quick and frequent. As services diversify and densify near transit hubs, transport services improve substantially in order to ensure people can travel to them. The increase in transport service levels also makes it viable for more businesses to grow and develop, continuing the feedback loop.

The Economic Development Strategy (2020) and Tourism Strategy (2020) both identify key opportunities for agglomerating arts, cultural and tourism services near Maryborough station. This would immediately improve the experience for tourists traveling to Maryborough and enabling further employment opportunities for arts and recreation professionals who can use public transport to get to work. Recent improvements to pedestrian links between Talbot station and the township will also increase levels of access and wayfinding for tourists. Capitalising on these opportunities by investing in further wayfinding for townships and other activities will also see benefits increase from tourism.

The Economic Development Strategy also supports improving links between the Station and activities within the centre of Maryborough and aligning mixed uses (especially commercial uses) in-between.

Following the example of the Youth Hub, Council could also experiment with other temporary agglomerations of services of common industries. For example, for three days a week for six weeks, Council could agglomerate a number of spaces for creative and performing arts and for the next, small-scale manufacturing. This would help Council to better gauge the best use of land near transit hubs such as Maryborough Station.

The key with these trials is to bring activity into the centre of each township where the transport options are greatest, particularly for temporary trials. It also means that people involved get to be located in high intensity areas where there are a wide range of lunch options and other facilities that lead to joined up trips.



Image 23: Maryborough Post Office



## Transport tourism

Using existing road and rail corridors or traditional owner pathways to connect places of interest is a key opportunity for the Shire to deepen the Shire’s tourism offer. The wider community can play a significant role in building up this offer through indigenous interpretation guides, farmstay opportunities and a range of transport related products and services that would appeal to various tourist segments.

There is an opportunity for the community to develop a range of package tours that revolve around active transport tourism facilities.

Working collaboratively one such opportunity could see English style walking paths that cross private properties along traditional owner routes providing farmstay and indigenous interpretation opportunities along the route.

A major project proposed in the Tourism Strategy (2020) is the Maryborough-Newstead Rail Track Rider project. This unique initiative would use the disused track between Maryborough to Newstead via Carisbrook to create a pedal powered rail track rider course (similar to Maydena in Tasmania shown in image 12). Council could further investigate feasibility of this opportunity by liaising with V/Line and tourist bus operators to discuss ways of ensuring more suitable tourist connections to Maryborough and surrounding towns.

## Variability in rail travel times

To optimise visitation by public transport to events, Council could partner with V/Line to make trips easier by making temporary changes to the schedule to allow people to travel from Melbourne and arrive to the events as they start and return after the event has finished. This is done for events in nearby towns such as Clunes to promote the book festival for tourists from Melbourne, Ballarat and Bendigo.

There are also opportunities for Council to work with V/Line to promote tourism around the Shire by offering passengers a discounted accommodation and tours package. This would be particularly effective as a package offered to Seniors during Victorian Seniors Festival every October (where transport is free for Seniors for eight days).



Image 24: Rail Track Riders, Maydena, TAS



# Opportunities

## Local business deliveries

Facilitating local deliveries at lower cost can help people who do not have a car and reduce the cost of doing business in the Shire. These local deliveries could be supported through a system of low cost vehicles that Council could invest in. These vehicles could then be shared amongst the community to reduce the reliance on private car or van ownership.

Vehicles that could be included in this system include:

- Electric cargo bikes
- Car share vehicles (including utes and vans).

### Case Study: Electric Bike Share Bendigo



There are currently some bike share programs, including electric bikes that are currently emerging in Bendigo. This includes the investigation for a bike-sharing scheme for Council employees which will be partly funded by the Victorian Government's 'New Energy Jobs Fund'.

As a local example, this should be watched to gain an insight into how a similar program could be successfully launched in the Central Goldfields.

## Freight for large-scale businesses

To support the relatively good road freight network in the Shire, in 2020, improvements are planned for the Ballarat-Maryborough Road at Talbot. Council has previously lobbied for improved heavy vehicle access around Maryborough to remove unnecessary movements from High Street. Council is considering additional actions that can divert heavy vehicle traffic further away from the city centre.

As discussed in the Safe & Healthy Towns chapter, the existing bypass routes (which connect industries in Maryborough to the regional network) can support existing industries as well as some growth. However, attracting significant external investment would likely require a substantial upgrade package particularly to upgrade intersections such as Chaplains Road with lighting and vehicle traffic turning priority.

A key consideration to improving freight movements through the Shire is the origin and destination of the freight. The Economic Development Strategy (2020) identifies the variety of existing businesses which rely on heavy freight such as agriculture (mainly grain) and wholesale food industries such as TruFoods and Sonac and discusses their varying freight needs in further detail.

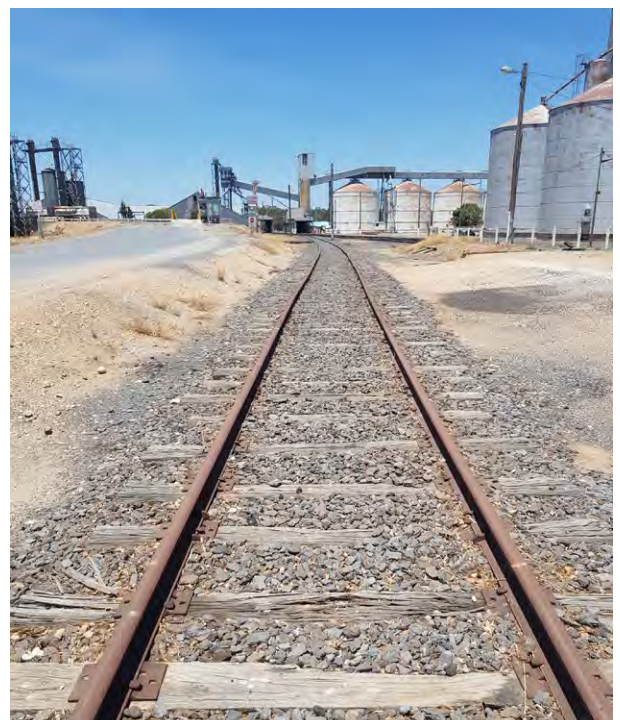


Image 25: Dunolly Station Freight Terminal



Where possible Council could encourage more value adding activities to be located within Maryborough, thereby reducing the through truck movements, and creating a new set of linkages that focus on freight destinations around the edge of Maryborough or other towns in the Shire. This is discussed in detail in 'A Connected Shire'.

## Local bus network improvements

Council can work with the Department of Transport to investigate how the local bus network can be improved and made more legible and relevant to the local community. Some options to be considered include:

- Replacing the figure-eight loops with more direct bi-directional services along main connector roads in Maryborough
- Improving connectivity to High Street and the Hospital
- Replacing some of the deviations in the route alignments with improved pedestrian facilities to reach the next street where the bus route is located.
- Ensuring that all bus stop infrastructure is compliant with the Commonwealth Disability Discrimination Act 1992.

These solutions are of relatively low cost compared to conducting an extensive review and acquiring new rolling stock to improve frequencies. However, assessing the feasibility of these opportunities should take into consideration the potential increases of operational expenses and note that network tweaks may result in capital expenses (such as bus stop relocations) which can add up.

## Attracting external investment from regional connectivity

The main way that external investment can be leveraged into regional connectivity is through tourism services that might also provide or expand local access.

There are business opportunities that could be explored with regard to heritage rail services that could link through the Shire between Ararat or St Arnaud to Maryborough and through to Castlemaine. Council could work with VicTrack to explore opportunities to provide heritage services on some of the operational standard gauge railway track in the Shire.

This could start as an irregular special service operated by SteamRail Victoria with a view to expanding the service to be daily and provided by a specialist tourism operator.

There are also several lower scale tourism opportunities that could be leveraged into local transport opportunities. Council could encourage private sector and not for profit organisations to consider how they can contribute to the transport connections across the Shire with tourism based services that could also be used for people or freight.

A key way that external investment improves transport connections across the Shire is through the bulk freight movements of agricultural commodities, particularly grain. Facilitating consolidation of freight handling and value adding activities in specific locations such as Dunolly and northern Maryborough should develop economies of scale that can be leveraged to attract more transport services and economic investment.

## Transport for tertiary students

It is important to improve access to tertiary education in the Shire. This is critical to ensuring that our community can explore their full potential without needing to leave the Shire. Digital education options make this more possible than ever, but students will benefit from awareness and access to some shared resources, student services and clubs that build a sense of belonging.

Council could work with tertiary providers to make online education available in a Maryborough hub utilising a central location such as the Maryborough Resource Centre (Library), Railway Station or Council offices. This would be similar to how Federation University, La Trobe University and Melbourne University provide some smaller satellite campuses in smaller towns.

Council could liaise with the Department of Transport to improve:

- Connections and transfers at critical times for tertiary students
- Journey planning for all trips to and from Maryborough
- Council could consider generating community support for travel scholarships that pay for annual public transport fares for students.



## Outcomes & Actions

### Outcome 8. 20-minute neighbourhoods and reduced reliance on car ownership

Facilitating neighbourhoods where residents can make most trips within 20 minutes without needing to use a car will have substantial benefits for households financially and for the community socially, environmentally, economically and with respect to health and wellbeing.

Key to this will be co-ordinating all future infrastructure works with land uses to ensure that residences are close to services and public transport and that these uses are connected by adequate walking and bicycle infrastructure. This is therefore as much an urban planning solution as it is an engineering and transport one.

**Action 8.1. Amend the Planning Scheme in the Municipal Planning Strategy (MPS) section (or Vision and Purpose section) to include walkability and accessibility as objectives in:**

- **Clause 02.3-1 Settlement**
- **Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods**
- **Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options**

**Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:**

- **Clause 18.01-2L Transport Modes**
- **Clause 18.02-1L Walking and cycling**
- **Clause 18.02-2L Public transport,**
- **Clause 18.02-4L Car parking**

**Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions.**

**Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability.**

**Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy.**

### Outcome 9. Improved parking

Parking affects people in many different ways. The most desirable spaces are typically full, but there are always spaces available further away. Households and businesses are required to provide excessive amounts of parking. This is highly costly for the community and often occupies valuable commercial land.

Council seeks to manage parking in a way that maximises people's choice. Premium spaces near key destinations need to be shared by many people throughout the day. People typically want to park close to their destination, and many are annoyed that the parking is 'full' if they cannot get one of the 40 spaces nearby. Others are happy to walk a bit further, but will take the closer space if it is available at the right price (i.e. allows them to park for as long as they need).

**Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the "Column B" rates within 1.5km of the Maryborough town centre**

**Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights:**

- **When community will be consulted**
- **What policy objectives will be set in the Council chamber**
- **What operational decisions will be delegated to appropriate staff**

**Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened**





## Outcome 10. Improved transit options

Transport options are fundamentally dependent on land use. Household transport costs increase as the distance to destinations increases. Enabling more people to live close to town centres will reduce transport costs for households and the broader community, while increasing the viability of local businesses.

Ensuring that community and public transport networks are simple and consistent will improve awareness of how these options can meet their transport needs. Simplifying the ticketing system, and revising routes so they are more direct are two key elements of the public transport network that need urgent improvement.

Programs such as carpooling and employee transport schemes are also worth investigating as technology and approaches evolve. They can significantly improve access for those who need it most while also reducing the sunk cost required in parking infrastructure.

To achieve this, Council will implement the following actions:

**Action 10.1. Advocate for provision of Myki validators at Maryborough Station**

**Action 10.2. Liaise with DoT to simplify Maryborough's bus network and optimise efficient use of the assets to run more direct and frequent services**

**Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling**

**Action 10.4. Support increased mixed activity development within 400m of each town centre**

## Outcome 11. Testing grounds for innovative transport technologies

The Shire, more than most of Victoria's regions would benefit greatly from access to autonomous transport technologies and offer a more safe, cost-effective trialling grounds for new innovations than in urban and suburban areas.

The Central Goldfields Shire is an apt testing ground for short-trip and automated aviation technologies such as UberAir, given the following factors:

- Each main township is 20km-30km apart, which is ideal for short aviation trips (in reducing travel times to a cost-effective degree)
- Land use is sparse and the risk for crashes is significantly lower than in urban areas
- The Maryborough Aerodrome is an Aircraft Landing Area (ALA) and has facilities available.
- Short trip aviation would address a critical need in the Shire to reduce travel times and provide affordable trips at the advertised \$4 per km from launch (with a pilot). Once automated, UberAir claims it would reduce the price per km to 20c which would make the service a viable alternative to owning a car
- If the cost is discounted for sharing the trip with other passengers, the service is also more likely to capture a market for vehicle-pooling than if the same discount was offered in urban and suburban areas

There are a number of emerging considerations with AVs regarding safety. Especially, given that rural areas have much higher rates of crashes than urban and suburban areas. These should be the priority in facilitating trials of AV technologies.

**Action 11.1. Advocate to the State and Commonwealth Government to designate the Central Goldfields Shire as the primary 'trial zone' for UberAir and all aerial automated services before services are trialled in Melbourne.**

**Also investigate establishing an 'area of excellence' for aviation innovations and technologies**

**Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)**





## A Connected Shire

**There are a number of regional transport links that need to be improved.**

**Addressing these links will enable higher levels connectivity to key regional centres such as Bendigo and Ballarat. It will also provide more freight opportunities for the Shire and better enable people to visit the Shire, generating higher benefits from tourism.**

The Shire's population size (13,000 people) means that we do not generate enough demand for highly specialised services particularly with regard to education, health and ancillary business services.

These specialised services are typically available in Ballarat or Bendigo and if not, then in Melbourne. This generates a need for transport to these larger cities in order to access specialised services.

The majority of this travel occurs by car. The Shire works with Regional Roads Victoria and the Transport Accident Commission to understand road improvement priorities and safety black spots.

There are many people in the Shire who choose not to drive, or struggle to afford the cost of driving long distances. There are V/Line coach and train services fill this gap, but people need to plan their travel around the limited service timetable.

Particular attention should be given to transport connections with:

- Ararat via Avoca
- Ballarat
- Bendigo
- Castlemaine
- Creswick
- Maldon
- Melbourne
- St Arnaud
- Wedderburn





Image 26: V/Line at Maryborough Station



## Issues

Connectivity issues to areas around the Shire relate to the reliance on private motorised travel (personal and freight movements) and the lack of quality alternatives for medium-long distance travel by other modes.

### Variability in rail travel times

The delay that occurs on most train services at Ballarat is frustrating for commuters. Trains arriving at Ballarat are typically scheduled to pause for several minutes, with a couple of minutes being used to join or split the Ararat and Maryborough services that operate as a single train between Ballarat and Melbourne. The time delays for trains traveling through varies between 4-16 minutes without any clear reason. The delay for passengers transferring from the early morning coach service to the Melbourne bound train (at 5:03am) is 17 minutes (the coach then also continues to Melbourne after a delay of 32 minutes). Stronger connections between Ballarat and Maryborough is a key advocacy position put forward by the Maryborough Rail Alliance.

There are a similar number of services each week to Melbourne via either Ballarat or Castlemaine. Traveling via Castlemaine suffers from even more travel time variability due to irregular train connections. The best connection (to or from Bendigo or Melbourne via Castlemaine) is a 3 minute delay at Castlemaine while the worst connection is a 66 minute delay at Castlemaine because the coach to Maryborough leaves at 8:15pm (just 9 minutes before the next train from Bendigo).

A substantial proportion of the 0.5% of people who used public transport to travel to work in the Shire traveled from Avoca to Maryborough. This is likely due to the fact that scheduling of services between Avoca and Maryborough by V/Line coach are more suited to work trips, than connections to other townships in the Shire or to larger regional centres (Ballarat, Bendigo and Castlemaine).

Public transport travel times are highly dependent on a service being provided at the times people need to use it. It is possible for people to travel from Maryborough to Ballarat, Bendigo and Melbourne for daytime work on weekdays by public transport. However, it is not possible to make the same work trip from any of those places into Maryborough (typically due to a lack of afternoon/evening services from Maryborough to these locations). This also limits the ability to commute by public transport

from any of the nearby towns into Maryborough for a range of purposes including work trips.

Tourists traveling from Melbourne by public transport are also limited by the timetable, especially tourists seeking to visit for a day trip. There are no direct return V/Line services to Melbourne (via Ballarat) after 12:40pm, which is less than an hour from its initial arrival.

### Freight links and options

The road freight network is relatively good, due to the large number of State controlled highways that traverse the Shire in various directions, however there are no freeway standard roads and rail freight services are limited to a single corridor (Ararat to Yelta via Maryborough & Dunolly) providing only five services per week.

Businesses in Central Goldfields have increasingly found that non-bulk freight services are getting more difficult and expensive. The cost of providing freight services is likely related to the small amount of containerised freight coming out of Maryborough and lack of clustering of freight generators. In addition, while the road network offers more flexibility, road freight is often more expensive and less efficient for businesses than freight by rail. Road freight also substantially impacts on road congestion (particularly in local areas) and road safety, as has been previously discussed in this report.

There is a need to further investigate why this is occurring and find innovative ways to reduce the cost of doing business, particularly for exporters seeking to establish or expand in the Shire.

Bridges are particularly important for maintaining agricultural market access, and reducing the cost of delivering freight to and from towns across the Shire. Council works with State agencies to monitor and maintain bridges, and install appropriate load limits to ensure safety and structural integrity is maintained.



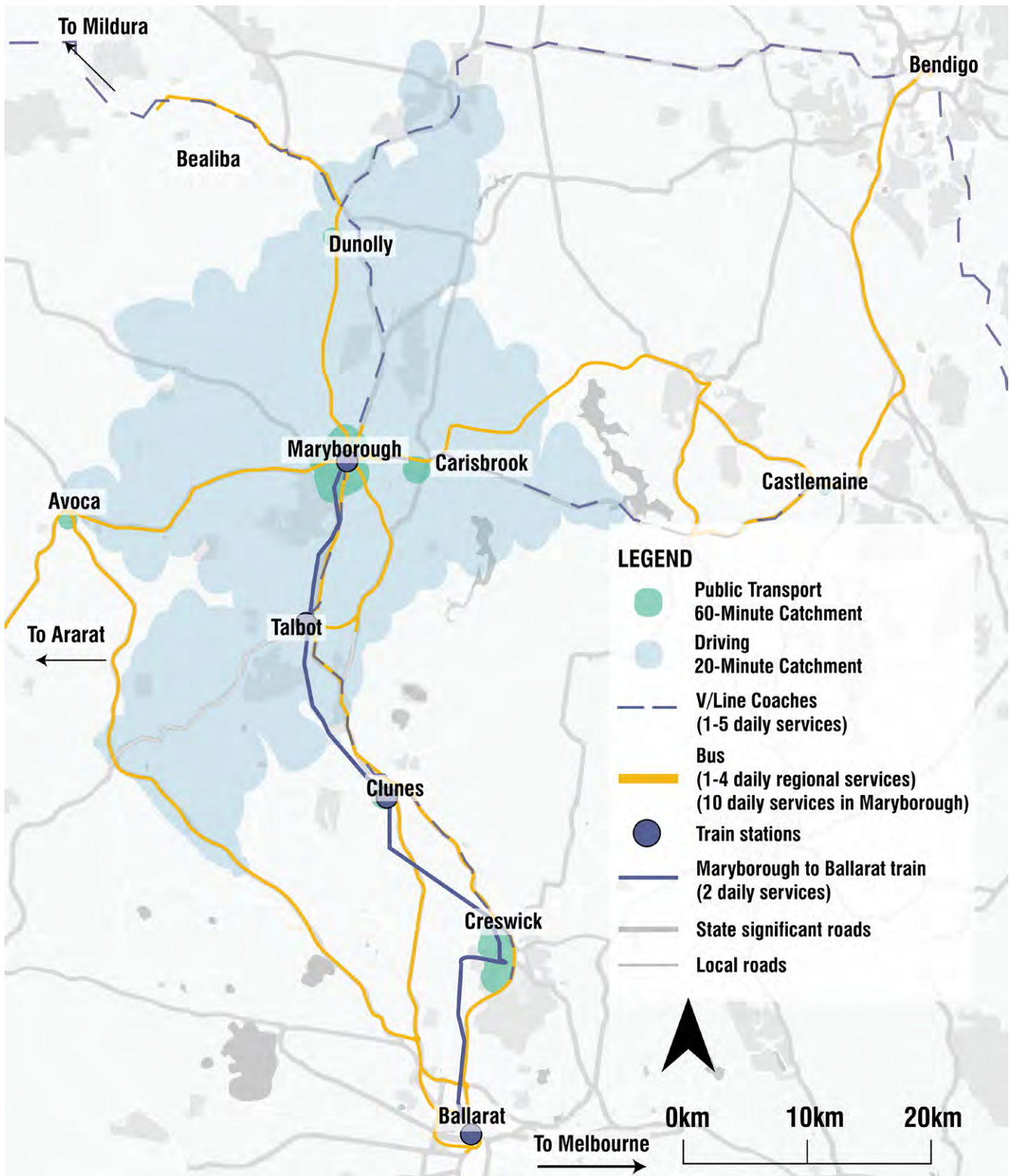


Figure 14: Regional public transport and travel times



## Opportunities

### Variability in public transport travel times

Variability in train travel times is expected to improve with the timetable upgrade that will occur following the completion of the Ballarat Line Upgrade toward the end of 2020. The community is encouraged to provide regular feedback on train services, and should make comments on the new draft timetable when it is released.

There is a need for additional services on regional public transport connections in order to serve employees working in Maryborough who would like to catch public transport (and be able to get home after work). These existing services could be re-timed and would also better meet day-tripper tourist demands.

Council can work with V/Line to understand why some transport connections are scheduled in ways that are unsuitable for many travelers, and the extent to which they can be improved. The community can highlight any poor transport connections that are reducing their transport options and highlight these to Council and the State Government.

### Improving freight links and options

In 2020, improvements are planned for the Ballarat-Maryborough Road at Talbot. Council has previously lobbied for improved heavy vehicle access around Maryborough to remove unnecessary movements from High Street. Council is considering additional actions that can divert heavy vehicle traffic further away from the city centre. Various options could utilise existing road alignments but all have weaknesses.

A key consideration to improving freight movements through the Shire is the origin and destination of the freight. Where possible Council could encourage more value adding activities to be located within Maryborough, thereby reducing the through truck movements, and creating a new set of linkages that focus on freight destinations around the edge of Maryborough or other towns in the Shire.

Some specific roads have been identified as potential locations for upgrades to make them accessible for B-double vehicles, including:

- Avoca-Bealiba road upgrade (B-double standard)
- Carisbrook-Havelock Road Upgrade (B-double standard)

There is an opportunity to investigate providing for freight on V/Line passenger transport services (coach and rail). There is spare capacity on most services, but V/Line no longer accepts freight on passenger services. Council could explore whether some business needs could be met through regular use of specific V/Line passenger services. If a significant market can be identified, Council could then proceed to discuss the concept with V/Line and determine if there is a way that the regular passenger service can be used to meet specific freight needs.

The Murray Basin Rail Project will have also recently opened substantial opportunities for freight connections to the west (Mildura and Ararat in particular) through providing freight at comparable travel times to road freight at substantially less cost. Planning should assist the alignment of existing and proposed hubs in Maryborough and Dunolly to take full advantage of this connection (such as Maryborough food clustering hub, a major project proposed in the Economic Development Strategy (2020)). This could include agglomerating containerised freight facilities and attracting additional major external investment to the Shire. Expanding the Shire's interstate output (particularly to NSW) may also be achievable by working with DoT to explore potential impacts and opportunities associated with the inland rail project from Melbourne to Brisbane.



Image 27: B-Double Freight Truck, Dunolly



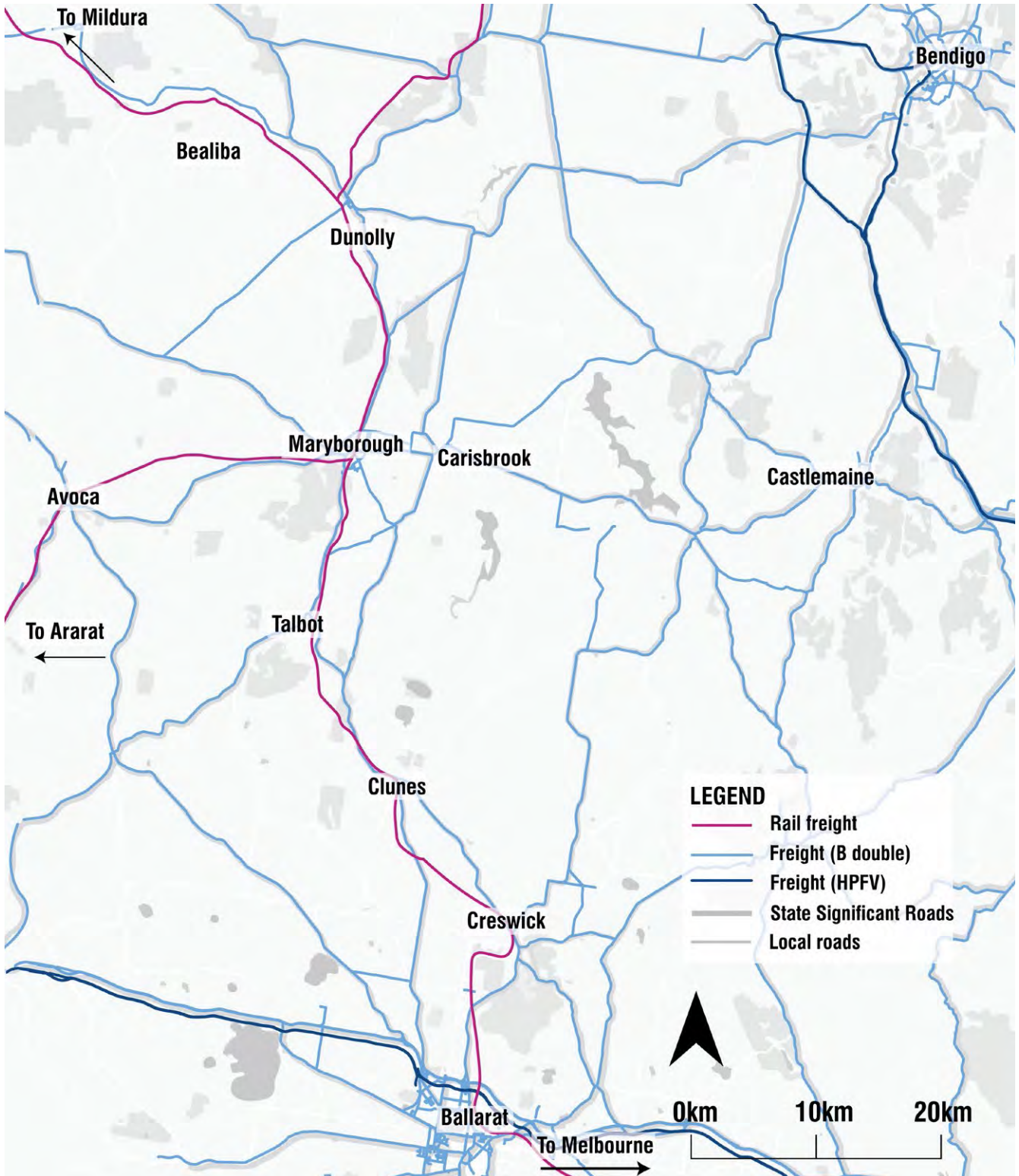


Figure 15: Regional freight network



## Outcomes & Actions

### Outcome 12. Improved regional public transport

Regional public transport connections are essential to ensure our community has access to higher order services in other cities, and to build a diverse tourism market with minimal impacts on traffic congestion and our environment.

Improving regional transport will require close liaison with DoT and V/Line. Some improvements are relatively simple while others will take longer to achieve through more regional advocacy. Our community expects that resources will not be wasted, they will align as best as possible to the communities needs and if savings can be found they will be reinvested within the community.

**Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat continues to Maryborough via Creswick, Clunes and Talbot**

**Action 12.2. Partner with neighbouring local government areas to advocate for a timetable that meets the needs of employees travelling between the Central Goldfields and other regional and rural townships**

**Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:**

**12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for 'day trip' tourism market and for employees travelling between Maryborough Talbot and Ballarat**

**12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire**

**12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station**

### Outcome 13. Improve transport related tourism opportunities

There are significant tourism opportunities in Central Goldfields. Tourism provides employment, boosts local economic activity and exposes visitors to locally made products. There are a number of transport-tourism opportunities explored in previous strategic work through the Shire's Walking and Cycling Strategy (2017) and Tourism Strategy (2020). These opportunities should continue to be investigated to diversify the tourism offer and improve transport options for tourists.

Working with operators and regional partners, the community can find cost-effective ways to diversify and improve tourist transport including through specific events and promotions.

**Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire's Walking and Cycling Strategy (2017)**

**Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire's Tourism Strategy (2020)**

**Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for 'day trip' visitors from Bendigo, Ballarat and Melbourne**

**Action 13.4. Liaise with V/Line to investigate potential to create a 'Central Goldfields' tourist package as part of the annual Victoria Seniors Week in October**

**Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully**





**Outcome 14. Improved freight access for businesses and industries**

Freight access is often critical for both small and large businesses to establish and grow in Central Goldfields. It is also important to facilitate freight movements without eroding pedestrian amenity and safety in town centres.

Building relationships with industry partners will improve understanding of how food clustering can support more efficient containerised freight movements and what infrastructure is required to support business.

Small businesses could also benefit from cheaper delivery options. Council can support new low cost transport services that can be shared with small to medium size retailers.

**Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)**

**Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road**

**Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task**

**Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:**

**14.4.1. More direct link from Gladstone Street to Elgin Road**

**14.4.2. Long term connection from Dooleys Road to McClure Street**

**Action 14.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day**



Image 28: Broadway, Dunolly

# Implementation Plan

Action	Next steps
<b>An Active and Engaged Community</b>	
<b>Outcome 1. Improved access for senior residents and people with a disability</b>	
<p>Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads</p>	<ul style="list-style-type: none"> <li>• Develop functional design to provide pedestrian priority</li> <li>• Apply the functional design to new infrastructure works</li> </ul>
<p>Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire</p>	<ul style="list-style-type: none"> <li>• Hold informal discussions with community transport service providers from Ballarat, Bendigo, Horsham and northern metropolitan Melbourne</li> <li>• Determine the opportunities worth pursuing in terms of increasing volunteer numbers and management processes</li> <li>• Appoint a Council community planner to be responsible for partnerships with external community transport providers</li> </ul>
<p>Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise</p>	<ul style="list-style-type: none"> <li>• Understand the school bus network that serves each school</li> <li>• Contact school Principals to discuss arrangements for public to travel on school buses</li> <li>• Engage with DoT to run a joint marketing program to inform the community of how people can use the services</li> </ul>
<b>Outcome 2. Improved Access for young people</b>	
<p>Action 2.1. Build a shared path with priority across roads to each school including:</p>	<ul style="list-style-type: none"> <li>• Design the shared paths including road crossing points and estimate the construction costs</li> <li>• Discuss with schools to see if the path ideas are supported</li> <li>• Seek funding through road upgrade packages from RRV &amp; DoT</li> <li>• Engage school community to plant trees and vegetation along the identified path corridors</li> <li>• Prioritise shared paths in the identified locations in the next Council Action Plan (2020/2021)</li> </ul>
<p>2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.</p>	
<p>2.1.2. Along Prince Alfred Street to Talbot Primary School</p>	
<p>2.1.3. Along Davies Street to Bealiba Primary School</p>	
<p>2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)</p>	

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Ongoing	Ongoing	<b>CGSC Infrastructure, Assets and Planning Team</b>  Developers, businesses, landowners, RRV
Low			<b>CGSC Community Wellbeing Team</b>  Other community transport providers such as Link and from other Councils
Low			<b>CGSC Community Wellbeing Team; CGSC Community Engagement &amp; Communications Team</b>  DoT, Local schools
Medium	High		<b>CGSC Infrastructure, Assets and Planning Team</b>  RRV, DoT, Local schools

# Implementation Plan

Action	Next steps
<b>An Active and Engaged Community</b>	
<b>Outcome 2. Improved Access for young people</b>	
<p>2.1. Build a shared path with priority across roads to each school including:</p> <hr/> <p>2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School</p> <hr/> <p>2.1.6. Along Kars Street to Highview College and St Augustine’s Primary School</p>	
<p>Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground</p>	<ul style="list-style-type: none"> <li>• Identify priority destinations to be included in directional signage (such as schools, activity centres, hospitals)</li> <li>• Map the existing bicycle network and identify priority locations for directional signage</li> <li>• Seek road upgrade packages funding from RRV &amp; DoT</li> <li>• Prioritise shared paths in the identified locations in the next Council Action Plan (2020/2021)</li> </ul>
<p>Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options</p>	<ul style="list-style-type: none"> <li>• Research amongst Victorian local governments to identify alternative programs</li> <li>• Contact program operators to identify if a similar program can run in the Shire and what facilities are required to do so</li> <li>• Liaise with local health providers and insurers including TAC to investigate the potential for funding an active transport gamification program in the Shire</li> </ul>
<p>Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians</p>	<ul style="list-style-type: none"> <li>• Engage with young people through existing youth groups, schools and programs</li> <li>• Identify key locations where young people walk, congregate and cross roads</li> <li>• Discuss and agree suitable art treatments that the young people can be involved in creating</li> <li>• Set up a young people’s committee to coordinate the project and garner local business support and funding from various sources (including State &amp; Commonwealth government and philanthropic organisations)</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
<b>Medium</b>			<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>RRV (where signage is posted on category 1 or 2 road zones)</p>
<b>Low</b>			<p><b>CGSC Infrastructure, Assets and Planning team; CGSC Community Wellbeing Team</b></p> <p>TAC, Health program partners, insurance industry partners</p>
<b>Low</b>			<p><b>CGSC Infrastructure, Assets and Planning team; CGSC Community Wellbeing Team</b></p> <p>Young people</p>

# Implementation Plan

Action	Next steps
<b>An Active and Engaged Community</b>	
<b>Outcome 3. Improved community transport efficiency, resilience and effectiveness</b>	
<p>Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels</p>	<ul style="list-style-type: none"> <li>• Hold informal discussions with community transport service providers from Ballarat, Bendigo, Horsham and northern metropolitan Melbourne including LINK Community Transport (who have already expressed interest)</li> <li>• Determine the opportunities worth pursuing in terms of increasing volunteer numbers and management processes</li> <li>• Appoint a Council community planner to be responsible for partnerships with external community transport providers</li> </ul>
<p>Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday</p>	<ul style="list-style-type: none"> <li>• Confirm the vehicle requirements of the two existing Friday services (from a technical and capacity perspective)</li> <li>• Continue to liaise with the community in Bealiba and Dunolly to confirm that both services will serve the whole community and identify ways that Council’s resources can be used to provide other routes (including areas such as Timor and Dunluce) and more services during the week</li> </ul>
<p>Action 3.3. Work with Clunes and Talbot Farmers Markets to provide services on the second and third Sundays of each month (respectively) to improve access and attract more drivers, using existing assets</p>	<ul style="list-style-type: none"> <li>• Engage with Hepburn Shire to discuss potential synergies</li> <li>• Understand the way the current service operates</li> <li>• Engage with Talbot and Clunes farmers to gauge availability of potential volunteer drivers</li> <li>• Determine a schedule that enables residents of Clunes to visit Talbot Farmer’s Markets and vice versa</li> </ul>
<p>Action 3.4. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents</p>	<ul style="list-style-type: none"> <li>• Discuss concept with CGSC Youth Officers and L2P co-ordinators</li> <li>• Engage with TAC to investigate how the program could be integrated with Council’s community transport program</li> <li>• Pilot integration of the programs and report on results</li> </ul>
<b>Outcome 4. Access to rideshare, carshare and bikeshare</b>	
<p>Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council.</p>	<ul style="list-style-type: none"> <li>• Liaise with Council’s fleet management service to discuss when the next vehicles are due for replacement, engage with MDHS to understand their level of interest</li> <li>• Issue a tender to carshare service providers to establish two vehicles at the Shire office</li> <li>• Council policy to prioritise using the vehicles in preference to existing fleet vehicles</li> <li>• Monitor usage data and cost savings</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p><b>CGSC Community Wellbeing Team; CGSC Community Engagement &amp; Communications Team</b></p> <p>CGSC community transport providers, other community transport providers</p>
Low	Low	Low	<p><b>CGSC Community Transport; CGSC Community Wellbeing team; CGSC Community Engagement &amp; Communications Team</b></p> <p>Central Goldfields community</p>
Low			<p><b>Youth Officers/ L2P co-ordinators (CGSC Infrastructure, Assets and Planning team) CGSC Community Transport;</b></p> <p>TAC</p>
Low			<p><b>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</b></p> <p>Council's Car fleet management, Carshare service providers</p>

# Implementation Plan

Action	Next steps
<b>An Active and Engaged Community</b>	
<b>Outcome 4. Access to rideshare, carshare and bikeshare</b>	
<p>Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire.</p> <p>Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields</p>	<ul style="list-style-type: none"> <li>• Issue an Expression of Interest to App developers to gauge interest in funding their app being promoted as the sole App for use in the Shire</li> <li>• Assess the suitability of the App for the Central Goldfields community and select one App to be promoted through the Shire</li> <li>• Work with App developer to assess the pilot period and refine App to meet resident needs</li> </ul>
<p>Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others</p>	<ul style="list-style-type: none"> <li>• Test Car Next Door amongst Council staff to determine if it will help meet the community's needs</li> <li>• Gauge the interest of the service provider to support promotion of the service throughout the Shire</li> </ul>
<p>Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries</p>	<ul style="list-style-type: none"> <li>• Issue a tender to bikeshare providers to expand into the Shire</li> <li>• Purchase two cargo bikes for use by Council staff and make them available to local businesses through the bikeshare provider</li> <li>• Monitor use and gauge demand for additional bikes</li> <li>• Work with Chambers of Commerce and local businesses to procure additional bikes as needed</li> </ul>
<b>Safe &amp; Healthy Towns</b>	
<b>Outcome 5. Safe local and regional roads</b>	
<p>Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)</p>	<ul style="list-style-type: none"> <li>• Identify locations with high pedestrian volumes and high traffic speeds</li> <li>• Prioritise measures in these locations where there has been a struck pedestrian/cyclist in the last five years in the next Council Action Plan (2020/2021)</li> <li>• Design interventions to reduce traffic speeds and improve pedestrian priority</li> <li>• Seek funding through road upgrade packages from RRV &amp; DoT</li> </ul>



Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p><b>CGSC Community Wellbeing Team; CGSC Corporate Performance Team</b></p> <p>Carpooling app developers (through a tendering/franchise process)</p>
Low			<p><b>CGSC Community Wellbeing Team; CGSC Community Engagement &amp; Communications Team</b></p> <p>Car Next Door/similar apps</p>
Low	Low-Medium	Low-Medium	<p><b>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</b></p> <p>Bikeshare provider (through a tendering process), Chambers of Commerce and local businesses</p>
Medium	Medium		<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>RRV, DoT</p>

# Implementation Plan

Action	Next steps
<b>Safe &amp; Healthy Towns</b>	
<b>Outcome 5. Safe local and regional roads</b>	
<p>Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:</p> <hr/> <p>5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough</p> <hr/> <p>5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough</p> <hr/> <p>5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook</p> <hr/> <p>5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly</p> <hr/> <p>5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot</p>	<ul style="list-style-type: none"> <li>• Design road closures as next simple ‘integrated planning projects’ following from the Kars Street example</li> <li>• Install them as pilot projects with a focus on increasing public open space and pedestrian connections in each community</li> <li>• Focus on use of temporary bollards, painted cricket pitches and planter boxes to test the concept</li> <li>• Organise an event out of the road closures and promote them to the community (particularly through schools) to get involved</li> <li>• Invite additional suggestions and initiatives from the community including additional street furniture and planting ideas</li> <li>• Review community acceptance and design permanent changes</li> <li>• Open to public for suggestions of other pilot road closures</li> </ul>
<p>Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways and regional roads within local townships, such as the Pyrenees Highway and Ballarat-Maryborough Road and Broadway (Dunolly)</p>	<ul style="list-style-type: none"> <li>• Identify pedestrian priority crossing locations and pedestrian areas in around each arterial road</li> <li>• Engage with RRV and DoT to identify critical areas to improve for pedestrian access</li> <li>• Advocate for inclusion of pedestrian facility improvements in upcoming projects and road upgrades</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p><b>CGSC Infrastructure, Assets and Planning team, CGSC Community Engagement &amp; Communications Team</b></p> <p>Central Goldfields Shire community</p>
High	High		<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>RRV, DoT</p>

# Implementation Plan

Action	Next steps
<b>Safe &amp; Healthy Towns</b>	
<b>Outcome 5. Safe local and regional roads</b>	
<p>Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)</p>	<ul style="list-style-type: none"> <li>• Review strategic documents and assess the need for revised studies to renew the evidence base</li> <li>• Determine timeframes for next actions</li> <li>• Refresh outcomes, objectives and implementation actions based on current data and evidence</li> </ul>
<b>Outcome 6. Increased levels of health and wellbeing</b>	
<p>Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly</p>	<ul style="list-style-type: none"> <li>• Liaise with other municipalities (such as Latrobe City) that have installed sensors recently</li> <li>• Issue a tender for automated sensor procurement (potentially use the MAV approved supplier list)</li> <li>• Link data to the GIS system and monitor data on a monthly basis to understand seasonality and the impact of various influences</li> </ul>
<p>Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods.</p> <p>This should be developed from the ‘all-access’ footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network</p>	<ul style="list-style-type: none"> <li>• Liaise with DoT to determine how the PPN analysis will be funded</li> <li>• Use the established framework to evaluate and designate the PPN</li> <li>• Construct footpaths as per Council’s 2019/2020 Action Plan</li> <li>• Engage with DoT to identify gaps in existing footpath network and prioritise links to improve the PPN</li> <li>• Engage with DELWP to measure the various impacts of the PPN through stages of delivery on the environment, public health and wellbeing, the economy and social engagement. This should align with Council’s advocacy for studies on liveability and 20-minute neighbourhoods in the Shire</li> </ul>
<p>Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network</p>	<ul style="list-style-type: none"> <li>• Construct shared paths and bicycle paths as per Council’s 2019/2020 Action Plan</li> <li>• Engage with DoT to identify gaps in existing bicycle network and prioritise links to establish SCCs</li> <li>• Align the future capital works program to achieve the SCC network</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low-Medium	Medium	Medium	<b>CGSC Infrastructure, Assets and Planning Team</b>  RRV, DoT
Medium	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>  LaTrobe City and other municipalities who have recently installed sensors, RRV (on Category 1 or 2 Road Zones)
High	High		<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT, RRV (on Category 1 or 2 Road Zones)
High	High		<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT, RRV (on Category 1 or 2 Road Zones)

# Implementation Plan

Action	Next steps
<b>Safe &amp; Healthy Towns</b>	
<b>Outcome 6. Increased levels of health and wellbeing</b>	
<p>Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails</p>	<ul style="list-style-type: none"> <li>• Inform VicTrack that Council would like to use railway corridors as a future shared trail network</li> <li>• Work with the State Government over the long-term to support initiatives that create shared trails on railway reserves</li> <li>• Seek community support for segments of trail including community volunteer committees to seek funding</li> </ul>
<b>Outcome 7. Safe, healthy and fun streets for all</b>	
<p>Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres</p>	<ul style="list-style-type: none"> <li>• Construct footpaths as per Council’s 2019/2020 Action Plan</li> <li>• Identify key gaps in networks 1km from town centres to prioritise in the 2020/2021 Council Action Plan</li> <li>• Identify upcoming upgrade packages from RRV and DoT and advocate for pedestrian facilities to be included</li> <li>• Purchase temporary planting barriers that hold potted plants that would typically be kept in the nursery (such as those used in the City of Greater Dandenong) and use them for temporary greening projects</li> </ul>
<p>Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot</p>	<ul style="list-style-type: none"> <li>• Identify areas where foot traffic is most common for higher levels of engagement and public awareness</li> <li>• Identify events that can benefit from road closures (such as Talbot Farmers Market) and work with the community (particularly through schools) to determine the level of support for each proposal</li> <li>• Invite additional suggestions and initiatives from the community such and design short term road closure projects to test concepts</li> </ul>
<p>Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres</p>	<ul style="list-style-type: none"> <li>• Identify streets with minimal tree canopy (from the ‘Cool It’ report)</li> <li>• Organise several events for each community to plant pre-ordered trees in identified streets</li> <li>• Encourage the community to order trees on Council’s website</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low		High	<b>CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement &amp; Communications Team</b>  State Government (DoT, VicTrack)
Medium-High	Medium-High		<b>CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement &amp; Communications Team</b>  DoT, RRV
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  Central Goldfields community
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>  Central Goldfields community

# Implementation Plan

Action	Next steps
<b>Safe &amp; Healthy Towns</b>	
<b>Outcome 7. Safe, healthy and fun streets for all</b>	
<p>Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently</p>	<ul style="list-style-type: none"> <li>• Work with TAC to introduce additional programs such as ‘walk to school’ weeks</li> <li>• Provide capacity within Council such as Youth Officers or RoadSmart Co-ordinators to manage the program roll-out</li> <li>• Identify supportive actions including new temporary and permanent infrastructure changes</li> <li>• Engage with schools and TAC to develop walking school bus programs, digital checkpoints and other gamification elements that encourage students to walk independently</li> </ul>
<b>A Vibrant and Mobile Economy</b>	
<b>Outcome 8. 20-minute neighbourhoods and reliance on car ownership</b>	
<p>Action 8.1. Amend the Planning Scheme to ensure the Municipal Planning Strategy (MPS) includes walkability and accessibility as objectives in:</p> <ul style="list-style-type: none"> <li>• Clause 02.3-1 Settlement</li> <li>• Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods</li> <li>• Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options</li> </ul>	<ul style="list-style-type: none"> <li>• Objectives should focus on facilitating recommendations from the ITS and Walking &amp; Cycling Strategy (2017)</li> <li>• Request permission to initiate and facilitate amendment from DELWP</li> <li>• Work with the community to identify what these amendments will mean for future land use and infrastructure development in the Shire</li> <li>• Continue to engage with the community to address any concerns through the amendment process</li> </ul>
<p>Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:</p> <ul style="list-style-type: none"> <li>• Clause 18.01-2L Transport Modes</li> <li>• Clause 18.02-1L Walking and cycling</li> <li>• Clause 18.02-2L Public transport,</li> <li>• Clause 18.02-4L Car parking</li> </ul>	<ul style="list-style-type: none"> <li>• Objectives should focus on facilitating recommendations from the ITS and Walking &amp; Cycling Strategy (2017)</li> <li>• Request permission to initiate and facilitate amendment from DELWP</li> <li>• Work with the community to identify what these amendments will mean for future land use and infrastructure development in the Shire</li> <li>• Continue to engage with the community to address any concerns through the amendment process</li> </ul>



Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement &amp; Communications Team</b>  State Government (DoT, VicTrack)
Low			<b>CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement &amp; Communications Team</b>  DELWP, Central Goldfields community
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  Central Goldfields community

# Implementation Plan

Action	Next steps
<b>A Vibrant and Mobile Economy</b>	
<b>Outcome 8. 20-minute neighbourhoods and reliance on car ownership</b>	
<p>Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions.</p>	<ul style="list-style-type: none"> <li>• Expand existing roles of selected officers and managers in strategic planning and engineering teams to include responsibilities of meeting regularly to co-ordinate land use strategies and future capital works</li> <li>• Set targets to be achieved such as the proportion of residents living within 400m of basic groceries (bread &amp; milk)</li> </ul>
<p>Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability.</p>	<ul style="list-style-type: none"> <li>• Engage with DELWP and DoT to explore opportunities for research to measure the Shire’s success in seeking to create 20-minute neighbourhoods and identify strategies to facilitate further improvement</li> <li>• Identify other partners such as universities, Healthy Heart of Victoria and The Australian Prevention Partnership Centre to engage with in facilitating ongoing liveability studies</li> </ul>
<p>Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy.</p>	<ul style="list-style-type: none"> <li>• The role can be an expansion of the responsibilities of existing community transport officer or engineer, or an additional position or outsourced to an independent consultancy</li> </ul>
<b>Outcome 9. Improved parking</b>	
<p>Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the “Column B” rates within 1.5km of the Maryborough town centre</p>	<ul style="list-style-type: none"> <li>• Prepare a car parking report in line with Ministerial guidance</li> <li>• Request permission to initiate and facilitate amendment</li> <li>• Build the case for reduced parking rates based on current car ownership levels and the cost that over-supply has on housing affordability and local economic activity</li> </ul>
<p>Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights when community will be consulted, what policy objectives will be set in the Council chamber and what operational decisions will be delegated to appropriate staff</p>	<ul style="list-style-type: none"> <li>• Engage with the community to understand how they want the available public space to be used</li> <li>• Identify targets to guide policies such as the number of cars there should be in the Shire</li> <li>• Engage with the community in ‘parking planning forums’ to explore how they currently pay for parking (through higher prices) and outline alternative methods</li> <li>• Seek community views on how parking should be managed</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>  DELWP, DoT, university partners, other research institutes and agencies, Central Goldfields community
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>
Low	Low		<b>CGSC Infrastructure, Assets and Planning Team</b>  DELWP, Central Goldfields community
	Low		<b>CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement &amp; Communications Team</b>

# Implementation Plan

Action	Next steps
<b>A Vibrant and Mobile Economy</b>	
<b>Outcome 9. Improved parking</b>	
<p>Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened</p>	<ul style="list-style-type: none"> <li>• Map all the parking spaces in each activity centre in Council’s GIS</li> <li>• Identify groups of 40 spaces that roughly serve a similar area and purpose</li> <li>• Offer a small reward (free coffee) for time-stamped photos of 40 spaces that are full - submitted via Snap Send Solve</li> <li>• Analyse data collected and tighten the parking controls and enforcement in any location where spaces are regularly full</li> </ul>
<b>Outcome 10. Simple and accessible transit</b>	
<p>Action 10.1. Advocate for provision of Myki validators at Maryborough Station</p>	<ul style="list-style-type: none"> <li>• Liaise with DoT to understand why Myki ticketing has not been extended to Maryborough</li> <li>• Make the case that Central Goldfields should be included into the Myki fare system</li> </ul>
<p>Action 10.2. Liaise with DoT to simplify Maryborough’s bus network and optimise efficient use of the assets to run more direct and frequent services.</p>	<ul style="list-style-type: none"> <li>• Discuss options for bus network improvement with the operator (Whitmore’s Bus Lines)</li> <li>• Develop three cost neutral improvement options</li> <li>• Discuss the options with DoT regional managers</li> </ul>
<p>Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling</p>	<ul style="list-style-type: none"> <li>• Map all the parking spaces in each activity centre in Council’s GIS</li> <li>• Identify groups of 40 spaces that roughly serve a similar area and purpose</li> <li>• Offer a small reward (free coffee) for time-stamped photos of 40 spaces that are full - submitted via Snap Send Solve</li> <li>• Analyse data collected and tighten the parking controls and enforcement in any location where spaces are regularly full</li> <li>• Identify large employers and categorise them with regard to current car-pooling status</li> <li>• Discuss the program with existing car pooling employers and employees to understand pros and cons</li> <li>• Approach other large employers with a clear case that outlines the benefits to them of supporting car-pooling</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>  RRV (on Category 1 or 2 Road Zones)
Medium			<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT, Maryborough Transit
Low	Low	Low	<b>CGSC Infrastructure, Assets and Planning Team</b>  RRV (on Category 1 or 2 Road Zones)

# Implementation Plan

Action	Next steps
<b>A Vibrant and Mobile Economy</b>	
<b>Outcome 10. Simple and accessible transit</b>	
<p>Action 10.4. Support increased mixed activity development within 400m of each town centre</p>	<ul style="list-style-type: none"> <li>Define the area of each town centre</li> <li>Map a 400m walk from the edge of each town centre</li> <li>Take appropriate steps to include the maps in the Planning Scheme and other tools to articulate policy support for increased activity intensity in that area</li> </ul>
<b>Outcome 11. Testing grounds for innovative transport technologies</b>	
<p>Action 11.1. Advocate to the Victorian State and Commonwealth Governments to designate the Central Goldfields Shire as the primary ‘trial zone’ for automated and small-scale aerial services (including drone delivery services such as Wing and drone passenger services such as UberAir) before services are trialled in Melbourne.</p> <p>Investigate establishing an ‘area of excellence’ for aviation innovations and technologies.</p>	<ul style="list-style-type: none"> <li>Prepare an advocacy report for the Minister for Transport Infrastructure in Victoria for trial services in the Shire (to achieve safety regulation accreditation) before trialling in Melbourne</li> <li>Liaise with City of Melbourne to seek strategic support in line with recommendations in the City of Melbourne Transport Strategy to promote safe trialling of short-trip aviation</li> <li>Work with the Federal MP for Mallee to advocate the position to Federal Parliament for the Shire to be a ‘trial zone’ for short-trip and unmanned aerial vehicles in Australia</li> <li>Build the case for the Shire to be the ‘trial zone’ for automated vehicle services in Victoria and aerial aviation services in Australia based on the Shire’s:                             <ul style="list-style-type: none"> <li>- Available facilities including Maryborough Airport and transport corridors</li> <li>- Low intensity land use including forest and open farmland that reduce the impact of trial flights on dense populations (such as noise pollution and safety risks)</li> <li>- Market for low-cost, short travel time trips for distances between 20-30kms (ideal distances for short-distance aviation)</li> </ul> </li> <li>Work with aviation manufacturing industry partners to establish an ‘area of excellence’ for aviation innovation in the Central Goldfields</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>Local businesses and industries</p>
Low	Medium	Low	<p><b>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</b></p> <p>Aviation manufacturing industry partners, Federal MP for Mallee, Minister for Transport Infrastructure (Victoria), Civil Aviation Safety Authority (CASA)</p>

# Implementation Plan

Action	Next steps
<b>A Connected Shire</b>	
<b>Outcome 11. Testing grounds for innovative transport technologies</b>	
<p>Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)</p>	<ul style="list-style-type: none"> <li>• Prepare a strategic report which explores Maryborough Aerodrome’s existing issues and opportunities that follows from previous work done in the Planning Scheme Review (2020)</li> <li>• Explore the various roles the Aerodrome can play in providing opportunities for recreational aviation (including aviation tourism) and other uses such as deliveries and small-scale freight</li> </ul>
<b>Outcome 12. Improved regional public transport</b>	
<p>Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat train continues to Maryborough via Creswick, Clunes and Talbot</p>	<ul style="list-style-type: none"> <li>• Liaise with DoT to understand why the current digital displays currently do not clearly show trains that extend to Maryborough</li> <li>• Discuss various solutions to the problem and lobby DoT and the Minister until the information is correct and clear for passengers</li> </ul>
<p>Action 12.2. Partner with neighbouring Councils to advocate for public transport timetables that meet the needs of employees travelling between the Central Goldfields and other regional and rural townships</p>	<ul style="list-style-type: none"> <li>• Identify detailed gaps in public transport schedules</li> <li>• Understand which gaps affect which municipalities</li> <li>• Discuss the relevant gaps with each municipality</li> <li>• Determine next steps in terms of joint advocacy</li> </ul>
<p>Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:</p>	<ul style="list-style-type: none"> <li>• Engage with DoT regional officers to understand who is best to respond to each of the queries</li> <li>• Engage with the specific DoT teams to understand the reasons why the current situation exists and why there is inconsistency across services or duplication of services</li> <li>• Discuss ways to resolve the issue and better meet customer needs</li> </ul>
<p>12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for ‘day trip’ tourism market and for employees travelling between Maryborough Talbot and Ballarat.</p>	



Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Medium	Low	<p><b>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</b></p> <p>Aviation manufacturing industry partners, Federal MP for Mallee, Minister for Transport Infrastructure (Victoria), Civil Aviation Safety Authority (CASA)</p>
Low			<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>DoT</p>
Low	Low		<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>Neighbouring LGAs: Mt Alexander, City of Ballarat, City of Greater Bendigo, Hepburn, Loddon, Northern Grampians, DoT, V/Line</p>
Low			<p><b>CGSC Infrastructure, Assets and Planning Team</b></p> <p>DoT</p>

# Implementation Plan

Action	Next steps
<b>A Connected Shire</b>	
<b>Outcome 12. Improved regional public transport</b>	
<p>Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:</p>	
<p>12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire.</p>	
<p>12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station</p>	
<b>Outcome 13. Improve tourism opportunities</b>	
<p>Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire’s Walking and Cycling Strategy (2017)</p>	<ul style="list-style-type: none"> <li>• Identify priority improvements from previous reports</li> <li>• Include them in the 2020/21 Council Action Plan</li> <li>• Design improvements and install as funds become available</li> <li>• Monitor and seek feedback from users and the wider community</li> </ul>
<p>Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire’s Tourism Strategy (2020)</p>	<ul style="list-style-type: none"> <li>• Liaise with VicTrack to understand any impediments to using the track and any approvals that are required</li> <li>• Issue an Expression of Interest for use of Rail Track Riders on that section of track (potentially in conjunction with VicTrack)</li> <li>• Assist the successful bidder with making the appropriate applications to VicTrack</li> </ul>
<p>Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for ‘day trip’ visitors from Bendigo, Ballarat and Melbourne</p>	<ul style="list-style-type: none"> <li>• Engage with DoT to understand who in the marketing team is best to help with the request</li> <li>• Develop region specific marketing material that focuses on the ability for tourists to travel out of Melbourne via Ballarat or Bendigo and return via the alternative city stopping in Central Goldfields on the way</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT
Medium	High	High	<b>CGSC Infrastructure, Assets and Planning Team</b>
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  VicTrack, Rail Track Riders group (Tasmania)
Medium			<b>CGSC Community Engagement &amp; Communications Team</b>  DoT

# Implementation Plan

Action	Next steps
<b>A Connected Shire</b>	
<b>Outcome 13. Improve tourism opportunities</b>	
<p>Action 13.4. Liaise with V/Line to investigate potential to create a ‘Central Goldfields’ tourist package as part of the annual Victoria Seniors Week in October</p>	<ul style="list-style-type: none"> <li>Engage with DoT to understand who in the marketing team is best to help with the request</li> <li>Develop region specific marketing material that focuses on encouraging seniors to visit Central Goldfields in October 2021</li> </ul>
<p>Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully</p>	<ul style="list-style-type: none"> <li>Engage with Ballarat and Bendigo local tourism offices to develop understanding of what Central Goldfields has to offer and how easy it is to reach by public transport</li> <li>Engage with Probus groups in Ballarat and Bendigo to highlight the potential for cheap and cheerful day trips to Central Goldfields towns using the V/Line network</li> </ul>
<b>Outcome 14. Improved freight access for businesses and industries</b>	
<p>Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)</p>	<ul style="list-style-type: none"> <li>Identify existing and potential industry partners</li> <li>Engage with them to understand the critical issues</li> <li>Discuss potential solutions and take a full list of ideas for discussion to Business Victoria</li> </ul>
<p>Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road</p>	<ul style="list-style-type: none"> <li>Identify critical roads and intersections and the improvements required</li> <li>Engage with RRV and discuss potential solutions</li> <li>Work with RRV to develop business case material to support funding submissions</li> </ul>
<p>Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task</p>	<ul style="list-style-type: none"> <li>Engage with RRV to highlight any community concerns about freight infrastructure and capacity</li> <li>Discuss potential solutions and work with RRV to bring together material that can support funding submissions</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  V/Line
Medium	Medium		<b>CGSC Infrastructure, Assets and Planning Team</b>  City of Ballarat and City of Greater Bendigo
Medium	High	High	<b>CGSC Infrastructure, Assets and Planning Team</b>
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  VicTrack, Rail Track Riders group (Tasmania)
Medium			<b>CGSC Community Engagement &amp; Communications Team</b>  DoT

# Implementation Plan

Action	Next steps
<b>A Connected Shire</b>	
<b>Outcome 14. Improved freight access for businesses and industries</b>	
<p>Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:</p> <hr/> <p>14.4.1. More direct link from Gladstone Street to Elgin Road</p> <hr/> <p>14.4.2. Long-term connection from Dooleys Road to McClure Street</p>	<ul style="list-style-type: none"> <li>• Test the potential travel demands and high level cost and benefits for each link</li> <li>• Prepare concept plans for each link</li> <li>• Identify any land that needs to be reserved</li> <li>• Request approval to initiate a planning scheme amendment process to protect the alignment through a Public Acquisition Overlay or similar instrument that controls development of the land</li> </ul>
<p>Action 14.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day</p>	<ul style="list-style-type: none"> <li>• Identify businesses likely to benefit from being able to deliver goods to nearby towns cheaply each day</li> <li>• Discuss their current delivery strategies with these businesses and determine whether a cheap regular delivery service would be useful</li> <li>• Engage with Australia Post to determine who can discuss the proposal</li> <li>• Discuss the costs, feasibility and logistics of the concept</li> <li>• Develop a plan for the concept in concert with Australia Post</li> <li>• Be open to operating in a similar way to Bendigo Community Banks – with seed funding from locals and local co-ownership of the service</li> </ul>

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Medium-High	Medium-High		<b>CGSC Infrastructure, Assets and Planning Team</b>  DoT, RRV, DELWP
Low			<b>CGSC Infrastructure, Assets and Planning Team</b>  Australia Post, local businesses





# Memo

**TO:** Amy Bell – Central Goldfields Shire  
**FROM:** Knowles Tivendale, Movement & Place Consulting (M&PC)  
**DATE:** 25 August 2020  
**SUBJECT:** Responses to community feedback

I refer to the draft ITS and provide the following responses to comments and feedback from the community.

Page	Comment	M&PC Response
3	Add 'DELWP' and 'L2P' to acronyms	Acronyms added in alphabetical order in second column on page 3
6-13	Add links to key issues and opportunities summary in the executive summary section	A hyperlink has been added to each paragraph in key issues and key opportunities to the title page of the relevant section in the report. The hyperlink has been added with the following text: "(Read more in: [section name])"
7-8		Two pages added to accommodate additional text from hyperlinks (see first comment)  All other pages indicated in this table have been updated to reflect this change
17	Council's role with transport - aviation	A dot point has been added in the first paragraph under <i>Council's role regarding transport</i> which acknowledges the Maryborough Airfield as a Council asset, it reads: "Maryborough Airfield (Council is responsible for managing leasing of land)"

Page	Comment	M&PC Response
32	<p>Really important to enable community transport to become a permanent service. I think the proposal should be highlighted more in the strategy.</p> <p>Rather than the community expecting the Shire to do it all it would promote more community involvement if a community transport provider worked with Shire to provide this service. It could be the place that the community contacted for transport services.</p>	<p>Change text in first column, paragraph three (under <i>Community transport</i> financing) to:</p> <p>“A key <b>objective</b> for the Central Goldfields community <b>is to make</b> Community Transport a permanent feature”</p> <p>In the second column, first paragraph, dot point two (under <i>Managing community volunteers</i>), the following text is changed to:</p> <p>“Encourage an established provider <b>(such as Link Community Transport) to partner with the Shire to share resources and volunteers</b>”</p>
34	<p>Note - Although the community bus in Dunolly is a Council asset there is a view in Dunolly that the bus belongs to Dunolly. This is based on past history of many years ago when the community raised money to purchase a community bus when the Shire was not forthcoming.</p>	<p>In the first break out box at the top left (<i>17-Seater Coaster</i>) under <i>Existing community transport assets and routes</i>, the following text has been added under <i>Operations/funding</i>:</p> <p>“The Dunolly community played a significant role in securing the original Transport Connections funding and piloting the service. When the original bus became unroadworthy, it was replaced by Council, who now manages the asset to serve the needs of the whole community.”</p>
30-37	<p>Not only provide community bus services but promotes carpooling/ridesharing and provides a resource for community members to find out who to contact about carpooling/ridesharing. Would also provide a central point for volunteers both drivers and for walking school bus program etc. App a great idea.</p>	<p>Thanks for the feedback – no change required</p>
10, 38, 78	<p>Proposal for a shared path to encourage children to walk to school. The proposal for Dunolly requires rethinking. Dunolly Bull St-Hospital St to the primary school. This is the long way around and not usually used by children. It provides access to the hospital and neighbourhood centre by a gravel access area.</p> <p>Bull Street would need to be extended and constructed as it doesn't formally connect to Hospital St. The school children who currently walk or ride to school go along Bull St to Havelock St, cross at this point, Elgin St, to the path the runs along Deledio Reserve to the school. The alternative is to construct a path on the Havelock St side of Elgin St to the crossing</p>	<p>Action 2.1.4. has been changed to:</p> <p>“Along <b>Bull and Havelock Streets</b> to Dunolly Primary School (<b>on the side of the road with fewer intersections and driveways</b>)”</p> <p>Note to submitter that the paths should be prioritised in areas where there are minimal vehicle crossovers or areas of frequent vehicle movements immediately before or after school</p>
44	<p>Image 12 is Ada's picture and not affiliated with a school</p>	<p>Image 12 label on the second column of page 44 has been changed to:</p> <p>“ ‘Ada's family on bike, scooter, skateboard and pram using the footpaths’, Ada (age 4)', Ada (age 4)’”</p>

Page	Comment	M&PC Response
43	<p>"Ada who is 4 has drawn how she likes to get around Maryborough. Bike, scooter, skateboard. Baby brother is in the pram. When there are footpaths she is happy. When there is no footpath she gets tired and grumpy and doesn't want to ride anymore. She rides to Kinder and back two days a week with Dad, they have to ride on the road because there is no footpath. Lucky it is a quiet road. When Mum is walking with the pram she has to stay on the bumpy grass and gravel. Ada is looking forward to the new skate park but will not be able to get there on a footpath."</p>	<p>Break out box added on second column of page 43 below <i>Safe &amp; healthy school access</i> paragraph.</p> <p>Box reads:</p> <p>"Ada who is 4 has drawn how she likes to get around Maryborough (on page 44)...</p> <p>...When there are footpaths she is happy. When there is no footpath she gets tired and grumpy and doesn't want to ride anymore. She rides to Kinder and back two days a week with Dad, they have to ride on the road because there is no footpath...</p> <p>... Ada is looking forward to the new skate park but will not be able to get there on a footpath."</p>
44	<p>Footpaths to link residential areas with the new skatepark will be essential. At present it is not possible to get there on a (sealed) footpath from any direction. A child on a scooter or skateboard would have to ride on the road to get to the skate park. The track around Lake Victoria might be able to be sealed to provide one link, but in other directions footpath links to residential areas need consideration.</p>	<p>Agreed. Actions of the strategy aim to identify the priority links and longer term options to set up a continuous improvement to footpaths.</p>
52	<p>Prioritise traffic calming measures and improved crossings in area of high risk to pedestrians and bicycle riders. A 110m section in Thompson St between Market and Barkly Sts is proposed. The map shows an accident occurring in Broadway.</p> <p>I don't know whether the community would understand the need for this, Thompson Street being a relatively quiet street. It is the route taken by the majority of hospital staff to access Alice St to the rear of the hospital. The community would be more likely to request measures in Broadway to slow down the b-doubles that use this route. Stepping onto the crossing one has to be wary.</p>	<p>Text has been added under action 5.2.4(First column, paragraph 9) to read:</p> <p>"(given the range of alternative routes for cars to use, this section of the street could be closed to vehicles with minimal impact on car travel)"</p> <p>Text has also been added in final paragraph under action 5.3 to read: "and Broadway (Dunolly)" (as well as in page 11 and 86)</p>
54	<p>Comment on car usage. There will need to be some education/encouragement to encourage people to abandon their car and use community transport/walk etc. So convenient to go by car. Community transport will need to be efficient or be seen to have other benefits.</p>	<p>This community comment proposes a stronger way of articulating the transport message.</p> <p>People are likely to be more willing to change modes once they <i>feel</i> that other options are viable</p> <p>From the community feedback, we can see that there are many perceived barriers to walking and using community transport or public transport</p> <p>No change required.</p>

Page	Comment	M&PC Response
58	<p>Maryborough public bus routes – As a member of Transport Connections I continue to have a sense of ownership of the design of these routes which we wanted to make accessible for as many people as possible to get from their home to Maryborough.</p> <p>The proposal for improved pedestrian facilities to link streets and the bus route is welcome.</p>	<p>No change needed</p> <p>The current route network design is effective in reducing walking distance to access bus stops.</p> <p>However, for the service to be a viable alternative to driving, it should meet other critical user needs such as direct connection to key destinations and service frequency.</p> <p>People are more likely to use a service (and walk a little further to it) if the services meets their needs.</p> <p>The consultants view is that the current network gets this balance wrong, and could be tweaked to provide better service to more people within the current funding envelope.</p> <p>The could include extension to Carisbrook – which is not served by the current network.</p>
12, 69, 98	<p>Existing aviation uses, challenges and opportunities have been completely disregarded. It's as if someone has instructed the consultants to delete aviation, except for the far-fetched and unlikely UberAir plans. What about aviation tourism, visiting government ministers and other VIP's, the farmers that fly in to buy bulk hay, other business users of aviation transport, aeromedical transport, and the essential nature of rural airports to underpin the whole aviation industry?</p> <p>If there weren't small aerodromes like Maryborough's for pilots to train at and begin their aviation careers, there would not be an airline transport industry. Every rung on the ladder is essential to the success of the whole industry. Perhaps an airpark with residential blocks with hangar/airfield access is an opportunity that can be explored? It has done wonders for towns like Temora and Tocumwall. The loss of the CASA registration limits opportunities, but there are still opportunities to be had, and aviation should be regarded as a mode of transport that is small but significant for a fairly remote town such as Maryborough.</p>	<p>Action 11.2 has been added under <i>Testing grounds for innovative transport technologies</i>:</p> <p>“Action 11.2. Investigate other land use strategies for Maryborough Airfield”</p> <p>(pages 12, 69, 98)</p> <p>Next steps have been added to accompany the new action in Implementation Plan (page 98, first row):</p> <ul style="list-style-type: none"> <li>• “Prepare a strategic report which explores Maryborough Airfield's existing issues and opportunities that follows from previous work done in the Planning Scheme Review (2019)”</li> <li>• “Explore the various roles the Airfield can play in providing opportunities for recreational aviation (including aviation tourism) and other uses such as deliveries and small-scale freight”</li> </ul>

Page	Comment	M&PC Response
65	<p>Maryborough to Castlemaine (tourism) - Also the idea of using the track if it wasn't viable for either one as a tourist attraction would be a great idea. Another idea is getting in contact with Vintage Goldfields Railway. Running a vintage steam train between the towns.</p>	<p>The following text has been added on page 65, second column, first paragraph:            "Building from successes with the R707 to Dunolly in 2019, Council could engage with SteamRail Victoria to organise additional tours in future. Similarly, Council could also engage Victorian Goldfields Railway and DoT to investigate possibilities for extending the steam train route from Castlemaine to Maryborough via Newstead."</p>
72	<p>Maryborough to Castlemaine (freight and road safety) - I travel along this road 4 times a day because of where my child attends school. I am constantly battling with trucks.            These trucks are mainly coming from the quarry and centre state asphalt as well as some other freight movements. This area also has the advantage of the moorlort silos for the agriculture surrounding the area.            I think this is something to look into for a freight train. The road is well used by both trucks and every day users. I think it will be beneficial by putting most freight on rail. In Maryborough itself there is the chaff mill, tru foods that are also located next to the track.</p>	<p>Thanks for the feedback, balancing viable freight routes and road safety is something we wanted to highlight – no change required</p>
70-78	<p>Maryborough to Castlemaine (passenger services) - As for a passenger service it would also work as many students travel from the Castlemaine area to attend school. I pass at least 4 buses on my drive over. It's about road safety. Buses are constantly getting over taken and stop frequently. Even if it was a sprinter instead of a velocity. Something to talk about with Victrack and Vline. Recently many people are traveling from the Castlemaine area to use our VicRoads, Centrelink, shopping and medical services such as the dentist. I think more investigation needs to be done especially when the line could benefit Newstead, Guildford, Carisbrook and Campbells Creek. Also gives freight another option instead of the Geringhap line to get to the ports.</p>	<p>No change required</p>
70-78	<p>Maryborough to Dunolly (passenger services) - Passenger service is needed if dunolly was to grow in population. But the line would need to go further such as to Mildura where they are fighting for a passenger service.</p>	<p>No change required</p>
70-78	<p>Maryborough to Dunolly (rail freight, road freight and road safety) - Freight along this line. At the moment we are seeing freight trains such as SSR, Quebe, Pacific National quite regularly. Donald is now running their own PN freight train. Dunolly's silos could take advantage with more freight trains coming through. There is loops along the line to allow freight trains to move through. Sonac is also along this line and they to could use the line somehow.            I am a big advocate for putting freight on trains. Getting big trucks off our roads. They are unsafe and congest our roads. Then in turn of that we have to upgrade our roads more frequently and that is a cost to our community. Freight lines are state owned and are constantly maintained. No need to hold up people through road works, keep counting the death road toll and not only is it a bonus for us but wildlife as well.</p>	<p>No change required</p>

Page	Comment	M&PC Response
70-78	<p>Maryborough- Ararat (passenger services)</p> <p>I'm not quite familiar with this line. But I think a passenger service is needed. To support Avoca. It's another town that needs to be link to its region. They don't have any choice but to travel by a bus or their own vehicle.</p>	No change required
70-78	<p>Maryborough-Ballarat (passenger services)</p> <p>More passenger services to suit events such as the football, energy breakthrough, highland gathering. Why not bring the return of the wattle festival I have heard many people talk about it.</p> <p>We also need to be able to travel to Bendigo. Castlemaine also links us to Bendigo and Melbourne. We have more choice. Not only from there we could access Echuca and Swan Hill.</p> <p>Maryborough used to be linked to all these towns. Let's link Maryborough back up to the state. With rail provides job opportunities.</p> <p>As a young person I look forward to more opportunities.</p>	No change required
72-75	<p>Rail tourism - Getting in contact with SteamRail is a great idea. The R707 tour last year to Dunolly and Mangatang brought approx. 500 people to the area.</p>	No change required (see earlier change on page 65 regarding Victorian Goldfields Railway and SteamRail)
76	<p>Improved regional public transport. One of the most important outcomes along with community transport and improved access for youth to be implemented. The Maryborough train service needs upgrading. Most people from the northern end of the Shire go to Bendigo or Castlemaine to catch the train to Melbourne.</p>	No change required
82-83	<p>Action 3.2 Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns. I found myself confused here as in the Action Plan it states: <i>"Engage with the community in Bealiba and Dunolly to confirm that both services will service the whole community and confirm which additional day per week would best meet community needs."</i></p> <p>Does this mean that there would be a Friday service with the other bus providing a service during the week on a day decided by the community? Or will there be only one service on a Friday to Bealiba and Dunolly with the other service running to other towns on Saturdays? If two services per week are proposed doe Dunolly and Bealiba then thought/trial needs to be given as to whether small towns like Dunluce, Bowenvale and Timor can be included in the run or whether there is a need. If possible integrate with public transport in the future.</p>	<p>Dot point two of 'next steps' changed to:</p> <p><b>"Continue to liaise with the community in Bealiba and Dunolly to confirm that both services will serve the whole community and identify ways that Council's resources can be used to provide other routes (including areas such as Timor and Dunluce) and more services during the week"</b></p> <p>Given that this action will be ongoing, a 'Low' cost has been added in all timeframes (until 2031) on page 83</p>
7, 8, 36, 64	Fill in blank image placeholders	Completed

If you have any queries regarding this matter please contact me via knowles@movementandplace.com.au or +61 412 213 770.

– ENDS –

## 8.4 CARISBROOK ROAD & LEVEE CONSTRUCTION CONTRACT No G1441-2020

**Author:** Coordinator Design & Projects

**Responsible Officer:** General Manager Infrastructure Assets and Planning

*The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.*

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### SUMMARY/PURPOSE

The purpose of this report is to advise Council of the recent awarding of contract G1441-2020, for the construction of Stage 3 of the Carisbrook Levee. The works awarded in the contract include the levee/road construction along Pleasant Street from the Pyrenees Highway to the railway line, and the road construction along High Street from the railway line to Church Street

### LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Built and Natural Environment

**Outcome:** Central Goldfields Shire celebrates the rich built and natural heritage and a sustainable environment.

**3.1 Objective:** Ensure investment in roads, footpaths and buildings meet community needs now and in the future

Relevant policies:

Procurement Policy adopted 23 June 2020	This Policy is made under section 186A of the Local Government Act 1989 ("the Act"), which requires Council to prepare, approve and comply with a procurement policy encompassing the principles, processes and procedures applied to all purchases of goods, services and works by Council.
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The Local Government Act 1989 section 208A requires Council to consider "Best Value". Section 186 of the Act requires councils to undertake competitive market testing processes before entering into contracts for purchase of goods or services or for the carrying out of works to the value of \$150,000 or above.

### BACKGROUND INFORMATION

Carisbrook is located at the confluence of McCallum Creek and Tullaroop Creek. Following the flood events in September 2010 and January 2011, consultants Water Technology completed the Carisbrook Flood and Drainage Management Plan for North Central CMA in 2013.

Since the development of the plan, various stages of the recommended flood mitigation works have been implemented. These works have included the construction of Stage 1 – Western Levee (Pleasant Street/ levee north of the railway line) and Stage 2 – Williams Road Levee.

The remaining construction required for completion of the levee includes Stage 3 – Western Levee (railway line to Pyrenees Highway) and Stage 4 – Western Levee (south of Pyrenees Highway).

## **REPORT**

The construction works for part of Stage 3 of the project were publicly tendered on 30 July 2020, and continues the progression of the delivery of the Carisbrook Flood Mitigation project.

The works tendered include the levee/road construction along Pleasant Street from the Pyrenees Highway to the railway line, and the road construction along High Street from the railway line to Church Street. The sections of the levee works containing the culvert construction will be undertaken in a later stage, as approvals and land acquisition are currently being formalised.

The public tender process closed on 26 August 2020, and Council received nine tender submissions.

The evaluation of the tenders was undertaken by a panel consisting of the Senior Procurement Officer, the Coordinator Design and Projects, the Acting Manager Infrastructure and the General Manager Infrastructure Assets and Planning. The Panel recommended that Doran Earthmoving Pty Ltd be awarded Contract No. G1441-2020 - Carisbrook Road & Levee construction for the lump sum amount of \$292,791.40 (GST incl.).

Doran Earthmoving P/L is a local business which has successfully undertaken various large construction projects for our community (on behalf of Council).

It is anticipated that the construction works will commence in the coming month with construction to be completed by the end of the calendar year.

## **CONSULTATION/COMMUNICATION**

The tender was advertised using a standard process.

The request for tenders was advertised on the Council Tender Board and Council's Webpage in compliance with section 186 of the Local Government Act.

## **FINANCIAL & RESOURCE IMPLICATIONS**

The proposed works are budgeted for and funded through Natural Disaster Resilience Grant Scheme. The tender price is within the allocated budget.

## **RISK MANAGEMENT**

This report addresses Council's strategic risk Property and Assets - Failure to maintain, renew and expand our assets in a timely and robust way, that considers service and delivery needs by implementing construction works for the Carisbrook Flood and Drainage Management Plan.



## **CONCLUSION**

This report is to inform Council that Contract No. G1441-2020 Carisbrook Road and Levee Construction has been awarded under the Chief Executive Officer's financial delegation to Doran Earthmoving Pty Ltd for the lump sum contract amount of \$292,791.40 (GST incl.).

## **ATTACHMENTS**

Nil

## **RECOMMENDATION**

*That Council note Contract No. G1441-2020 Carisbrook Road and Levee Construction has been awarded to Doran Earthmoving Pty Ltd.*

## **8.5 CENTRAL GOLDFIELDS SHIRE COUNCIL ECONOMIC RESPONSE AND RECOVERY – COVID-19**

**Author:** **Manager Tourism, Events & Culture**  
**Manager Strategy & Economic Development**

**Responsible Officer:** **General Manager Infrastructure Assets and Planning**

*The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.*

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### **SUMMARY/PURPOSE**

The purpose of this report is to inform Council on the range of response and recovery actions undertaken by Council's Economic Development and Tourism teams to support the region during and as it emerges from COVID-19.

### **LEGISLATION AND POLICY CONTEXT**

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Economy

**Outcome:** A vibrant local economy which contributes to the municipality's economic prosperity.

**2.4 Objective:** Provide a supportive environment for existing business to prosper

**Initiative:** Include support for existing business in the Economic Development and Tourism Strategy

### **BACKGROUND INFORMATION**

Since the economic impacts of the Covid-19 pandemic hit in March, Council has been working to support our local economy with a range of response and recovery actions, informed by the Economic Response and Recovery Taskforce. Comprising 10 local business representatives from a range of sectors, the Taskforce has met fortnightly to advise Council and its Economic Development and Tourism teams on how best to respond.

The appointment of two new staff in Economic Development through the Working for Victoria scheme and the ability of the Visitor Information Centre (VIC) staff to pivot their delivery during the COVID-19 shut-down has assisted with the delivery of many of the actions identified by this group.

### **REPORT**

Pivoting the role of the VIC staff during Lockdown 1.0 and 2.0:

Data Integrity/Operator Health Check: VIC staff made over 300 calls to local operators during lockdown 1.0 as they worked to integrate three different databases into one. In addition to authenticating a data set for a Customer Relationship Management System to be used by the Council teams, this provided the perfect opportunity to 'check-in' with operators during unprecedented times. This database is currently being used by the Economic Development Team to send weekly newsletters, collating information on state, federal and regional sources of support, online events, and training in business adaptation.

Tourism Tribe Training: VIC staff are currently undertaking a 12-week online training program focused on helping tourism businesses emerge from COVID-19 with a stronger digital footprint. Content generation, operator stories and a willingness to branch out into Instagram are all positive outcomes from this program, as is the increased knowledge available to support our operators in developing their own online presence.

Australian Tourism Data Warehouse (ATDW) Sign-Up: VIC staff continue to reach out to operators on an individual basis during lockdown 2.0 and in addition to 'checking-in' are bringing focus to their digital footprint including listing on ATDW. By listing a product once in the ATDW database, Tourism Operators benefit from being listed on Visit Victoria's consumer website, the Australia.com website and through ATDW's extensive network of over 250 tourism distributors. Uptake in listings will position the Shire as providing a greater breadth of tourism content than is currently shown. Assistance is being provided to those operators who do not have the capacity or technical capability to generate these listings themselves.

#### Business Activation:

#GoLocalFirst: A coordinated online campaign targeting the whole community to spend money locally was launched in August. Promoted via Council's website and dedicated Facebook and Instagram pages, the campaign ties into a new nationwide strategy aimed at highlighting the vital role of small businesses in our nation's economic recovery from the COVID-19 pandemic. Encouraging individuals to choose local small businesses when they are purchasing products and services to help get the economy back on its feet, the campaign will also see businesses operating within the Shire individually profiled.

Jumpstart High Street: In partnership with the Committee for Maryborough, Council is collaborating with businesses to develop a Mainstreet Action Plan. Launched on Tuesday 18 August, with weekly webinars and team meetings, the project will see the implementation of a precinct-wide strategy with achievable short-term actions, which will have support and funding from Council.

Better Approvals: Council has implemented a streamlined 'concierge' process to assist new or expanding businesses through the planning, building and environmental health permit process.

Small Business Friendly Charter: Council has committed to a 12-month process to improve services to businesses and build relationships with business groups.

#### Promoting the region:

The VIC team have also formed a Central Goldfields Promotional Group (CGPG) with several tourism operators to discuss ways that the quality of marketing from the region can be improved. Three areas of focus are currently being discussed, all of which are being developed with reference to the Maryborough and Surrounds brand toolkit:

TV Campaign: The CGPG are overseeing the development of a 15 second TV commercial, with a view to airing on the regional terrestrial network aimed at attracting regional visitors to the Shire once current restrictions are relaxed.

Social Media: Initial project design work has been undertaken to increase the digital footprint of visitor economy businesses in the Shire. A short term social media campaign will work in conjunction with the TV campaign (noted above). This will be further complemented by a longer term approach to build targeted online content and increase followers on major social media platforms, in particular Facebook and Instagram (1455 and 85 followers respectively at present).

Image Library Development: A photographic competition developed by the CGPG to encourage the sharing of inspiring images from Maryborough and Surrounds on social media has been launched. While this will provide an uplift in the quality of content for the region, a concerted effort needs to be made to improve the quality of images available for our social channels into the future. Recent additions to the business library include many of our historical buildings, however, content that inspires engagement with the attractions, both natural and man-made is required to support these channels into the future. A complete audit of current content and a proposed way forward will be provided in the coming months.

## **CONSULTATION/COMMUNICATION**

An Economic Response and Recovery Taskforce was formed in May and comprises 10 local business representatives from a range of sectors. The Taskforce has met fortnightly to advise Council and its Economic Development and Tourism teams on how best to respond to the impacts of COVID-19. The Taskforce has also met with several key stakeholders to advocate for additional support:

- Dr Ann Webster MP - to advocate for federal support measures to be extended
- Bendigo Regional Tourism Board - to advocate for a greater share of state funds to support local tourism
- Committee for Maryborough - to discuss collaborative actions

A Central Goldfields Promotions Group was established as a sub-committee of the Economic Development and Recovery Taskforce in June 2020. With the group consisting of tourism operators from the region, Visitor Information Centre Staff and the Manager Tourism, Events and Culture, the focus has been on gearing up for the release of localised content when the time is right. This group currently meets on a weekly basis and has identified several ideas for promoting the region as discussed above. The group has also consulted with subject matter experts in social media strategy, free-to-air commercial production and video/still content creation to help shape the quality and campaign direction of any material produced.

In partnership with the Committee for Maryborough, Council is collaborating with local businesses on the Jumpstart High Street campaign, with weekly webinars and team meetings informing the actions of the group.

A food and fibre working group is also to be established in the coming weeks.

## **FINANCIAL & RESOURCE IMPLICATIONS**

Council has altered its resource allocation to respond to the COVID-19 Pandemic, employing two staff through the Working for Victoria Program to work exclusively on supporting economic development. Additionally, Council has been successful in attracting state and federal funding for local projects, which will underpin a \$15.9million 2020-21 capital works budget. In conjunction with a revised procurement policy with greater weighting for local content, these projects will provide support to local businesses and the creation of jobs in the works phase and lasting community infrastructure for the future. The projects include:

- Upgrades to the Maryborough Outdoor Pool - \$2 million
- Community halls and facilities improvements - \$565,000
- Upgrade to the Talbot Town Hall toilets - \$250,000
- Energy Breakthrough infrastructure upgrades - \$500,000 (\$1.5 million over three years)
- Central Goldfields Art Gallery redevelopment - \$675,000
- Construction of the Skate Park in Maryborough - \$645,000
- Upgrades to Carisbrook Recreation Reserve - \$4 million
- Repairs to Worsley Cottage - \$150,000

- Repairs to Carisbrook Scout Hall and Lions Club roof - \$10,000
- Carpark lighting and disability access - Maryborough Community House - \$10,000
- New footpaths in Bealiba, Carisbrook, Talbot and Dunolly - \$81,000

Council has also included in the 20/21 budget a permanent economic development officer position to continue to support economic development in the Shire through implementation of the recently developed Economic Development Strategy. This position will be advertised in the next two weeks.

## **RISK MANAGEMENT**

This report addresses Council's strategic risk Community Well-being - Failure to recognise and manage the impact of changing social and economic conditions on the community by providing tangible support to business and tourism operators in the region as we emerge from COVID-19 restrictions.

Campaign content and timing targeting the tourism industry, will need to be mindful of community readiness for tourists to return. Social Media allows for much more agility in this regard, however, an overarching TV campaign that speaks to the target markets defined in the Maryborough and Surrounds branding toolkit will assist with brand recognition.

## **CONCLUSION**

In consultation with the community, Council's Economic Development and Tourism functions have implemented a number of measures to support our community as we navigate the COVID-19 environment.

Focus has also been brought to the implementation of both the Economic Development and Tourism and Events Strategies. We are working closely with our business community to respond to the impacts of the pandemic. There have been a number of immediate actions including the Go Local First campaign and the revised tourism campaign. There is also a significant capital works budget planned for the year which will have a positive impact on our community.

The Taskforce and the subgroups are important to ensure we continue to deliver and support programs that are relevant and add value to our businesses as we negotiate the impacts of the pandemic.

## **ATTACHMENTS**

1. Maryborough and Surrounds brand toolkit

### **RECOMMENDATION**

*That Council endorse the actions being taken in response to the economic impacts of the COVID-19 pandemic.*



# Maryborough and Surrounds brand toolkit



CENTRAL  
GOLDFIELDS  
SHIRE COUNCIL



CENTRAL GOLDFIELDS SHIRE  
*Rich in history and opportunity*



# Contents

This Toolkit	3
Introduction	4
Welcome	5
Who are we?	6
Who we are attracting	7
Our Competition	8
Our Signature Experiences	9
The Benefits Of Our Visitors' Experience	10
Making Our Visitors Feel Good	11
Our Brand	12
How We Use Our Brand	13
Types Of Uses	14
Our Key Words	16
Best Practice Examples	17
Brand Map / Checklist	21



## THIS TOOLKIT

The reason we've put together this document, or toolkit, is so that you – our members and industry – can understand how we see the 'brand' of Maryborough and Surrounds. These pages can show you how you can use this information to make life a little easier when it comes to promoting both your business and the region.

In knowing things such as how we established our brand; what is at the heart of the message we send out about Maryborough and Surrounds; the way our target audience thinks and how we are trying to get that message across in a really simple way, we hope your own marketing decisions will be much easier and straightforward.



## INTRODUCTION

By looking at the region as a 'brand' we are able to find the right places and people to market it to. In order to determine what our brand is, we needed to look at a few aspects including what sort of personality and tone we want to reflect in our marketing; the strengths of the region; the benefits visitors will receive from visiting our region and the mindset of our target audience.

Once we establish all of these things, we are then able to do the following:

- Tell the story of Maryborough and Surrounds, consistently, over time.
- Get creative in sharing that story through different formats such as advertising and our website.
- Let people know about what is happening around the region and also make decisions about future innovation and events.
- See how Maryborough and Surrounds fits within the larger central Victorian region.

Developing a 'brand' is important because it provides understanding and confidence. Of course, doing this takes time and a great deal goes into it. The process of determining what our brand is has been a collaborative one and involved a number of stages.

- ▶ **Audit** – looking at market research and strategic documents.
- ▶ **Survey** – speaking to stakeholders regarding the brand.
- ▶ **Workshop** – discussing the personality of the region as a group.
- ▶ **Document** – putting together all the elements that have been uncovered.
- ▶ **Expression** – implementing the results in creative ways.

The purpose of this is to join the experiences and community of Maryborough and Surrounds around one distinctive brand with 'Signature Experiences' for visitors to seek out and enjoy.



## WELCOME

It's important to us that Maryborough and Surrounds is a successful destination brand. That is, we want people to feel something when they see or read about Maryborough and Surrounds and that, in turn, makes them want to visit and be a part of it. We want visitors to the region to really immerse themselves in the experience – to stay and eat for an extended period of time, to shop in our stores, to feel as though they have really made a connection with Maryborough and Surrounds.

Developing a 'brand' is important because it provides understanding and confidence. Of course, doing this takes time and a great deal goes into it. We do a lot of research and analysis. We work with stakeholders to make sure that we are creating a story about our region that sets us apart from other places in the country.

We know that if we don't have a clear and unique offer, there's a chance that we might be overlooked or ignored when people are choosing places to visit and discover. We want to be able to share this brand with you so that you are best able to leverage off the story we are sharing.

- ▶ **Target Audience**  
Our target audience has a need and we need to define that.
- ▶ **Brand Intention**  
A brand promise fills that need and reflects our passion. A brand personality gives us a style to deliver that promise.
- ▶ **Competition**  
A brand position makes us number one, so our market comes to us to fulfill the need – not somewhere else. A clear and honest brand is the best way to manage competition and simplify how we send out our message.



## WHO ARE WE

Imagine that Maryborough and Surrounds is a person. The way that person behaves, the experiences they share and the messages they send out to the world are all reflections of who that person is.

So, when it comes to showing who Maryborough 'is' as a town, we need to consider a few things. What sort of promise are we making to potential visitors? What's our personality like? What sort of images and words best show people who we are?

We want to ensure that the message we are sharing is clear and reliable each time we share it.

The voice and tone of Maryborough and Surrounds is:

- ▶ **Pure** (clean, fresh, crisp, natural)
- ▶ **Welcoming** (inviting, friendly, inclusive, sharing)
- ▶ **Down to earth** (unpretentious, grounded, purposeful).



## WHO WE ARE ATTRACTING

Choosing a target audience or target market for your brand doesn't mean disregarding anyone who doesn't fit in that group. Rather, it helps make the message more focused and it allows us to connect with people who have values that are aligned with our brand.

We've narrowed our target audience into three groups and by understanding their mindset we are able to better promote our region to them. The people in these groups are a good fit for our main products so they are more likely to share their good experience with their extended networks.

- ▶ **Enriched Wellbeing:** this group has an appreciation for learning, heritage, the arts and nature. They like to indulge their passions in these areas.



- ▶ **Inspired By Nature:** this group are motivated by a need to get back in touch with nature. They want 'real' experiences that allow them to be active and give them something that they feel apart of. They also want to teach their kids or the next generation about the real world.



- ▶ **Creative Opinion Leaders:** these guys like to be at the face of what's new and exciting and they're driven by creativity and inventiveness.



## OUR COMPETITION

When we look at our target audience and what inspires them, we have three main areas that we are competing with.

### ▶ Primary

Areas nearby that are also known for their heritage and wineries and include a small network of towns (Bendigo, Ballarat, Castlemaine and Avoca).

Areas in central Victoria known for being a place to escape to or indulge in (Daylesford and Macedon Ranges).

### ▶ Victoria

Coastal regions, particularly in the summer months (Surf Coast).

Big city lifestyle (Melbourne Metro).

Scenic views and landscapes (Grampians).

### ▶ Interstate

Areas popular for those passionate about prospecting and fossicking (Western Australian Goldfields).

All of these locales - like Maryborough and Surrounds - are known for heritage, gold and quaint villages on the doorstep.



## OUR SIGNATURE EXPERIENCES

Our 'Signature Experiences' are the things that set Maryborough and Surrounds apart from our competition. In order to work out exactly what these are, we needed to look at the sort of experience our target audience enjoys and also consider what our unique and distinctive experiences include.

These 'styles' of experience are what our visitors are looking for when they visit the region, and by pinpointing the activities we have on offer that best fit this style, we start to see how we can help our guests get the most out of their time in Maryborough and Surrounds.

The five experience styles include:

- ▶ Rustic & Homegrown (eg. Talbot Farmer's Market, gold fossicking);
- ▶ Charming (eg. Heritage buildings, gold rush era streetscapes and buildings);
- ▶ Pure & Wholesome (eg. Local product, cycling and walking tracks, farm stays, Box-Ironbark forest);
- ▶ Cultural & Eclectic (eg. Art galleries, museums, Indigenous heritage); and
- ▶ Quirky & Eccentric (eg. Events, such as the Highland Gathering and Energy Breakthrough).

By looking at all of our offerings in detail, and combining a few, we established nine Signature Experiences that best service our target audience and showcase what the region has to offer.

We also wanted to create a single idea of what Maryborough and Surrounds has to offer – what are our visitors sure to find:

**'A thriving regional woodland community with a backdrop borne of gold town riches and the spirit of the craftsman at its heart.'**



## THE BENEFITS OF OUR VISITORS' EXPERIENCE

By enjoying our Signature Experiences, we want our visitors to benefit in the following ways:

- ▶ To be a part of an accurate version of gold rush heritage and hard-working history.
- ▶ An easy way to appreciate nature and cultural stories in the picturesque Box-Ironbark forest setting.
- ▶ A range of welcoming and eclectic community events and experiences.

By visiting our quirky villages, gold fossicking, appreciating gold rush heritage and streetscapes; enjoying local arts and artisans and meeting local producers; activities in the bushland setting; and community events, we are letting our visitors really immerse themselves in the best of what Maryborough and Surrounds has to offer.



## MAKING OUR VISITORS FEEL GOOD

As well as the benefits that come with enjoying our signature experiences, we also want to ensure there are emotional benefits. These are the things our visitors will take home with them, and share with their loved ones when they get there.

There are three main feelings that we want our visitors to take away with them:

- 1 Wonder:** the beauty and pride in heritage craftsmanship, brought to life in working spaces.
- 2 Rejuvenation:** from creating perspective by the majesty of the forests to the simplicity and joy of engaging with local producers.
- 3 Connection:** enjoying simple pleasures, reconnecting with one another and finding a connection to times and ways gone by.





## OUR BRAND

By creating a single statement, we are able to sum up the brand of Maryborough and Surrounds in a clear way. Our visitors know what to expect and what they are able to find, experience and enjoy when they come here.

“ Maryborough and Surrounds distinctively offers a connection to the spirit of the gold rush craftsman, brought to life through the streetscapes, painstakingly refurbished architecture and the life of a town and its people surrounded by a magnificent Box-Ironbark forest; leaving all with a rejuvenated sense of perspective and wonder. ”



## HOW WE USE OUR BRAND

The experiences we create, the way we treat people and how we make our visitors feel are all extensions of our brand.

Every 'touch point' people have with us reflects the brand. The words we use and the imagery that is portrayed before people arrive; the experience that our visitors have why they are here; what they take from the history and the story telling of their experience and the memory that they take away with them.

We've learned that there is a definite life cycle, or trip journey, that visitors go on when they visit a region or place and often they are unaware that this trip cycle is taking place! The trip cycle is Dreaming (imagining where to go, what might be nice); Planning (looking at the elements of the visit, what there is to do); Booking (physically making arrangements); Anticipation (looking forward to day of the holiday or visit); In Destination Experience (their time in Maryborough and Surrounds); Sharing (going home and telling all their loved ones about it)... and Dreaming all over again!

It's important that at each step of this cycle, their experience is positive and it links in with their overall outcome and feelings about the region. If the message is consistent across every stage, it creates a powerful sense of trust, the visitor will feel special and the story of Maryborough and Surrounds will resonate throughout their entire journey.



## TYPES OF USES

There are many different ways that the brand can be used – from signage and posters; to blog posts and social media updates; promotional ideas and competitions. Every time the brand is mentioned or referenced in the public domain we have to consider how it's being applied.

### 1 Marketing Communication

Use the information in this guide to build your brand and increase your profile through your marketing materials, signage, business cards, posters, advertisements and your social media channels including YouTube, Instagram and Facebook. By working with the Maryborough and Surrounds brand you can increase your own brand awareness.



## 2 Events & Experiences

Use the Maryborough and Surrounds brand concepts to come up with your own ideas to attract visitors. Create reasons for people to choose this region for their next break.



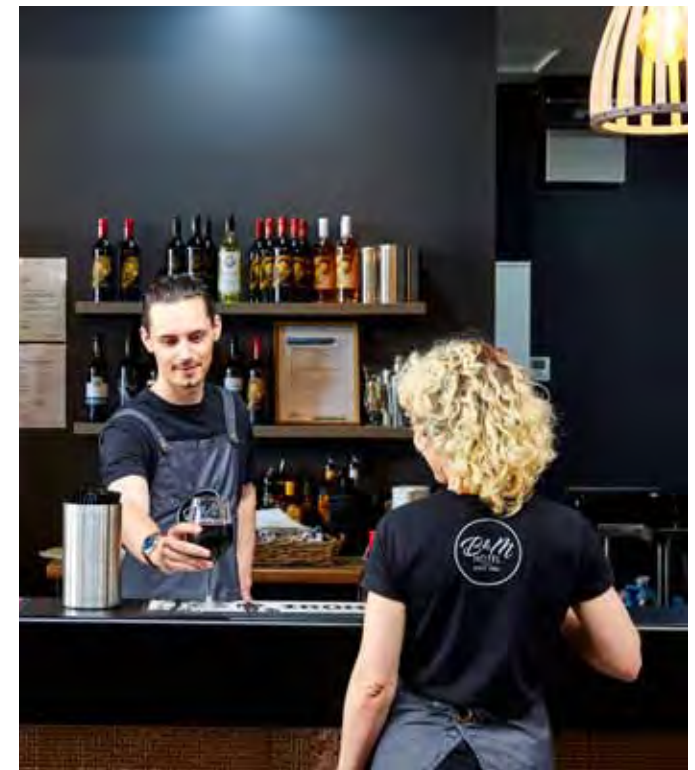
## 3 Added Value Services

Once visitors are here, look at ways to add value once they've arrived. Create inclusions, experiences or a memorable moment to ensure they won't forget their visit, or you.



## 4 PR & Ambassadors

Connect with communities, media or like-minded brands. Look at social media influencers who might be a good fit – people who will make a good brand ambassador.



## OUR KEY WORDS

The final component to consider is language. Visual images, experiences and feelings are all important, but key words can also create an image and help build a brand. When you're creating any aspect of your marketing, refer back to the brand character and those signature experiences. Be sure to use positive words that will make people feel good. Make your writing humorous and personable – as though you are talking to a good friend.

Some words that ideally feature in our content include:

- creative
- enriching
- hands-on
- connection
- heritage
- spirit
- beauty
- welcoming
- friendly
- crafted
- intimate
- immersive
- natural
- down-to-earth



## BEST PRACTICE EXAMPLES

### EVENT AND ADDED VALUE EXPERIENCES

Below are examples of some Central Goldfields Tourism groups and businesses who have created some fantastic experiences that have been on brand for Maryborough and Surrounds. Also included are examples of value adds that local businesses have created on brand for Maryborough and Surrounds. These experiences provide added value on top of their core product offering.

#### Talbot Provedore and Eatery Seasonal Dinners

Each season the Talbot Provedore and Eatery collaborates with a local winery to host a special degustation dinner event. The degustation dinner of seven courses showcases local and regional produce, matched with sensational wines poured by the local winemaker, which is always a sell-out event.

#### Railway Café and Tracks Bar Degustation

Railway Cafe & Tracks Bar housed in the magnificent Maryborough Railway Station host different events from Live Music Nights to 5 Course Degustations throughout the year. Along with this and their usual food and wine offering, they host different local events from book signings to Auctions and much more.

#### Coiltek Gold Tours

Since the early 2000s Coiltek Gold Centre has become the place to be in the Golden Triangle. Staff are all very experienced in gold detecting, prospecting and gold prospecting equipment as well as accessories all to find the elusive yellow.

As well as this, they host Coiltek Gold Tours on Fridays and Saturdays. The guys take out up to six people per day and show you how to prospect for gold. This includes what to look for, read the ground, plants etc.

#### Possum Gully Fine Arts

Artist Patricia Walsh is the owner of Possum Gully Fine Art Gallery located in Adelaide Lead just outside of Maryborough. Trish's gallery feature works from not only herself but local, regional, national and some international artists. Items include works on paper, sculpture, glass, jewellery, painting, textile art and cards. Every year in November Trish hosts a special themed exhibition at the gallery opening on Melbourne Cup long weekend highlighting the strengthening arts and culture sector in the region.

#### Bull and Mouth Hotel/Quincey Jac

For many years, the Bull and Mouth Hotel stood vacant in Maryborough's streetscape. Finally it was brought to life by homewares store Quincey Jac, owned by Jo and Mick Reid. After years, Jo and Mick decided to take on the rest of the Bull and Mouth precinct and now offer luxe accommodation upstairs and operate the food and beverage aspect of the venue downstairs with a gateway through to the Quincey Jac homewares store. So now there is no excuse to not have a bit of retail therapy while sitting down for coffee and cake or even lunch too.



## MARKETING COMMUNICATION

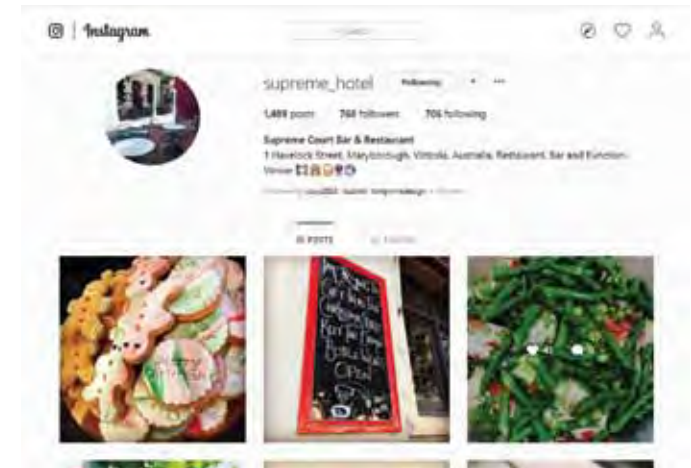
Below are examples of some Maryborough and Surrounds businesses who are promoting their experience on brand via digital marketing. Facebook, Blog, Instagram, Online Video



<https://www.facebook.com/EBmaryborough/>



[https://www.instagram.com/parkview\\_bakery/](https://www.instagram.com/parkview_bakery/)



[https://www.instagram.com/supreme\\_hotel/](https://www.instagram.com/supreme_hotel/)



<https://www.facebook.com/LochinverFarm/>  
18 Central Goldfields Shire | Branding Toolkit



<https://www.facebook.com/Quinceyjac/>



[https://www.facebook.com/TalbotProvedore/?ref=br\\_rs](https://www.facebook.com/TalbotProvedore/?ref=br_rs)

## PR & AMBASSADORS

Below are examples of some recent external publicity commissioned that promotes a number of experiences on brand for Maryborough and Surrounds.



<https://www.racv.com.au/membership/member-benefits/royalauto/travel/australia/victoria/talbot-victoria.html>



<https://www.afr.com/lifestyle/travel/a-golden-past-and-culinary-gems-await-visitors-to-victorias-central-goldfields-20170610-gwok9b>



<https://www.smh.com.au/entertainment/six-reasons-to-visit-maryborough-20141110-11jszg.html>



<https://www.smh.com.au/entertainment/six-reasons-to-visit-central-goldfields-town-talbot-20150303-13srau.html>



<http://secretsmagazine.com.au/2018/07/retro-vintage-fashion/>



<https://www.flickr.com/photos/ironchefshellie/albums/72157644330753609/>



## RESOURCES

Below are examples of Central Goldfields Tourism resources that showcasing experiences that are on brand for Maryborough and Surrounds. You're welcome to use these tools within your business or when promoting Maryborough and Surrounds to your prospective customers.

### 1 Publications

These official publications aim to showcase Maryborough and Surround's brand through highlighting our core strengths and signature experiences.

- Maryborough and Surrounds Official Visitor Guide
- Regional Itinerary Pocket Guide
- Tiny Towns of the Golden Triangle Touring Guide
- Maryborough and Surrounds Business Guides
- Experience Culture Guide



### 2 Visit Maryborough and Surrounds Tourism website

The Visit Maryborough and Surrounds website receives over 4,000 visitors per week. Core strengths and signature experiences are highlighted regularly through blogs and events that are showcased.

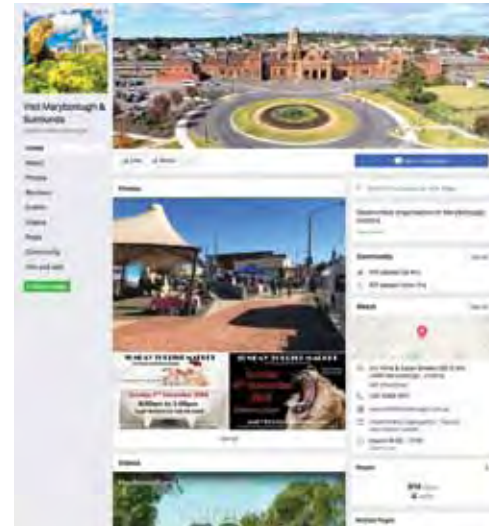


### 3 Social Media - Visit Maryborough and Surrounds

We look to create and share images, stories and videos regularly that showcases our core strengths and signature experiences that are on brand via:

- Facebook
- Instagram

Use our hashtag #visitmaryboroughandsurrounds when tagging your images.



### 4 Central Goldfields Visitor Centre

The visitor centre is a great way to see a range of Maryborough and Surrounds experiences on brand. The centre is housed in the Maryborough Resource Centre, offering local products, walking heritage tours, guided bus tours, and the Resource Centre exhibition space which showcases exhibitions of local artists work and historical displays.



## BRAND MAP/CHECKLIST

Our Brand Map is a quick, one page, go-to summary of all the main elements of the Maryborough and Surrounds brand. This is a helpful reference that recaps the brand.

### Brand Benefit

Maryborough and Surrounds distinctively offers a connection to the spirit of the gold rush craftsman, brought to life through the streetscapes, painstakingly refurbished architecture and the life of a region and its people surrounded by a magnificent Box-Ironbark forest; leaving all with a rejuvenated sense of perspective and wonder.

### Brand Character

- Pure
- Welcoming
- Down to earth

### Emotional Benefit

- Wonder
- Rejuvenation through perspective
- Connection through simple pleasures

### Experiences Benefit

- Authenticity of a faithful rendition of gold rush heritage and hard-working history.
- An easy way to appreciate the resourcefulness of nature and provincial cultural stories in an arrestingly picturesque Box-Ironbark forest setting.
- A range of welcoming, eclectic, community events and experiences.



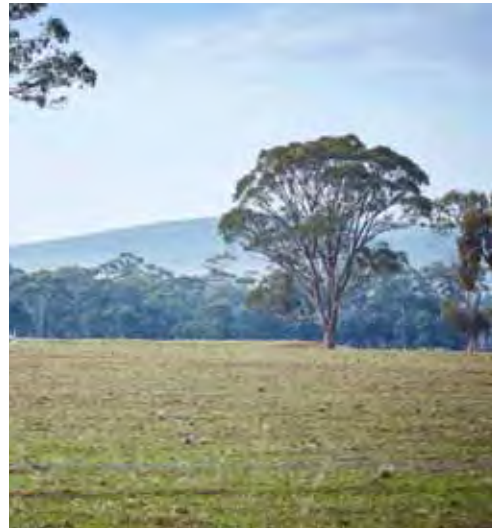
### Experience Style

- Rustic and home grown
- Charming
- Pure and wholesome
- Cultural and eclectic
- Quirky and eccentric



### Signature Experiences Summary

A thriving regional woodland community with a backdrop borne of gold town riches and the spirit of the craftsman at its heart.



### Brand Assets

- The Heart of Victorian Gold Town Heritage
- Artfully restored gold town heritage & streetscapes.
- Gold fossicking, expertise, education and discovery.
- Connection to quirky time warp villages.

Lively with local arts and artisans:

Art galleries:

Also includes museum, galleries, local producers, farmers markets.

Activities in undisturbed natural Box-Ironbark forest, clear air, open skies to enjoy cycling, birdwatching, bushland activities walking and prospecting.

Strong events in historic town setting

- Highland Gathering
- Energy Breakthrough
- Markets

### Target Mindset

Lifestyle leaders who are culturally and socially aware, enjoy learning and seek indulgence and connection.





ORGANIC  
PIRED COFFEE  
REG. 50LKG \$50  
POT OF LOGS TEA  
TEA \$5.00  
+ More \$6.00

HAL LATTE \$5  
ORGANIC FAR 3L  
HOT CHOCOLATE \$4  
BABYING  
ESPRESSO \$4  
ICED COFFEE \$6  
BLOOMING TEA  
For 2 \$10

ESPRESSO  
CAPPUCCINO  
LATTE  
LONG BAG





[www.visitmaryborough.com.au](http://www.visitmaryborough.com.au)  
[www.centralgoldfields.vic.gov.au](http://www.centralgoldfields.vic.gov.au)

Join the conversation on social media:

- f Facebook
- @ Instagram
- TripAdvisor



## 8.6 PLANNING SCHEME AMENDMENT C034CGOL – IMPLEMENTATION OF REVIEW

**Author:** Strategic Planner

**Responsible Officer:** General Manager Infrastructure Assets and Planning

*The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.*

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### SUMMARY/PURPOSE

The purpose of this report is to recommend that Council resolve to commence the process for a planning scheme amendment C034cgol. This amendment will implement the findings of the Central Goldfields Planning Scheme Review 2020 and the land use and development directions of several other adopted strategies and plans.

The proposed amendment will update the Municipal Planning Statement (MPS) at Clause 02, relevant local policies at Clauses 11-19, zone and overlay schedules and provisions of the Central Goldfields Planning Scheme (CGPS).

### LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Built and Natural Environment

**Outcome:** Our Shire celebrates the rich built and natural heritage and a sustainable environment.

**3.3 Objective:** Protect and enhance the environment while planning for growth.

**Initiative:** Review and Update the Central Goldfields Planning Scheme and Municipal Strategic Statement (MSS).

The Planning and Environment Act 1987

Section 4(1) of the Planning and Environment Act 1987:

a) To provide for the fair, orderly, economic and suitable use, and development of the land.

c) To secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria.

### BACKGROUND INFORMATION

Council adopted a Planning Scheme Review in May 2020. The review (2020 Review) noted that the CGPS has not been effectively reviewed and updated in previous four-year cycles and that many provisions within it are out of date. The previous review of the CGPS in 2013 was adopted by Council and forwarded to the Minister for Planning but not implemented through a planning scheme amendment.

Since 2013, the State Government has carried out a number of review and reform processes in planning and has made many changes to the Victoria Planning Provisions to respond to changing needs and issues. The Minister for Planning has also approved a translation of the CGPS into a new format as part of a statewide reform of the Policy Planning Framework (PPF translation). The CGPS needs to evolve to integrate with these policy changes and the new framework.

Recently, Council has adopted several major strategies which make recommendations for updates to the CGPS or to inform its strategic directions. These documents include: Population, Housing and Residential Strategy 2020; Community Plans 2020; Recreation and Open Space Strategy 2020; Economic Development Strategy 2020; Tourism and Events Strategy 2020. There are also relevant directions from the Sustainability Action Plan 2012-2020, Rural Land Capability Project 2011 and the Integrated Transport Strategy that is due for adoption in September 2020.

## **REPORT**

Planning schemes are the main tool for guiding decision making on the use, development and protection of land. They are given statutory effect by the Planning and Environment Act 1987. It is therefore important that the Central Goldfields Planning Scheme maintains its currency by accurately expressing Council's vision for land use planning and implementing the strategic directions Council has adopted, as well as conforming to state policy.

The combined effect of the 2020 Review recommendations, changes to the state planning policy framework and the need to integrate adopted Council strategies is that a comprehensive Planning Scheme Amendment is required.

Amendment C034col proposes to make significant changes to the ordinance (written provisions) of the CGPS. The overarching Municipal Planning Statement (MPS – formerly Municipal Strategic Statement/MSS) and local policy framework will have their content and format brought into line with current State Government guidelines and Council's strategic direction, as well as providing updated contextual data.

Minor changes to some schedules and provisions are proposed, which will substantially benefit statutory decision making and developer confidence. Revisions to some environmental overlays are proposed in response to recommendations of relevant referral authorities.

Proposed changes to mapping are more limited, as many of the framework maps have been updated recently via Ministerial Amendment C032cgo that gave effect to the PPF translation.

Care has been taken to ensure that the changes proposed in Amendment C034cgo are in accordance with Council's strategic established strategic direction as reflected in adopted strategies, plans and the 2020 Review.

The detail of proposed changes is captured in the attached ordinance and mapping documents. The changes affect the following clauses of the CGPS:

### Municipal Planning Statement

- 2.01 Context and 02.03 Strategic Directions

### Planning Policy Framework - clauses:

- 11.01-1L Settlement;

- 11.03-6L Regional and Local Places;
- 12.01-1S Protection of Biodiversity;
- 14.01-1S Protection of Agricultural Land;
- 14.01-2S Sustainable Agricultural Land Use;
- 14.02-2L Water Quality;
- 14.02-1S Catchment Planning and Management;
- 16.01-5L Integrated Housing;
- 16.01-2L Location of Residential Development;
- 16.01-3L Housing Diversity; Clause
- 16.01-4L Affordable Housing; Clause
- 16.01-5S Rural Residential Development;
- 17 Economic Development
- 17.04-1L Tourism
- 18 Transport
- 19 Infrastructure

#### Zones

- 37 Special Use Zone Schedule 1

#### Overlays

- 42.04 Environmental Significance Overlay Schedule 2 (and associated mapping changes, mainly revoking the ESO2 from the old Penney and Lang Abattoir site)
- 44.01 Erosion Management Overlay Schedule 1
- 44.02 Salinity Management Overlay Schedule 1

#### Particular Provisions

- 51.01 Specific Sites and Exclusions

#### General provisions

- 66.04 Referral Authorities

#### Operational Provisions

- 72.08 Background documents



- 74.01 Application of Zone Overlays and Provisions
- 74.02 Further Strategic Work

### The amendment process

Requesting authorisation from the Minister is the first formal step in the amendment process. In the present timeframe surrounding council elections, it is appropriate that the current Council initiates this amendment that will implement a body of strategic work that has been adopted in recent years.

Ministerial authorisation will enable the amendment to progress through the exhibition stage and the incoming council will then be able to consider community submissions and decide whether to abandon the amendment or progress it, making changes in response to submissions if appropriate and referring unresolved submissions to an independent planning panel. The panel would report back to the council, which would decide whether or not to adopt the amendment (with or without any further changes) and submit it to the Minister for approval.

In essence, this means that the current council would be bringing together a body of work and enabling the incoming council to consider this, along with community input and independent advice, in making a key decision about bringing the Central Goldfields Planning Scheme up to date.

### **CONSULTATION/COMMUNICATION**

While Amendment C034cgo1 proposes a substantial and complex set of changes to the Planning Scheme, it is implementing the recommendations of the 2020 Review and other key strategies that have all been through thorough community consultation and engagement processes prior to adoption.

The amendment itself will be subject to a statutory exhibition process that enables scrutiny by, and submissions from, community members as well as the Department of Environment, Land, Water and Planning (DELWP) and referral agencies. It is proposed that the exhibition process go beyond the minimum statutory requirements and involve a more extended timeframe and more active engagement activities. This will assist in explaining the complexities of the proposed changes and how community members might be affected by these, as well as enabling people to play an active role by submitting feedback.

There will be further opportunities for members of the community and referral authorities to have input through the independent planning panel process, if required, and through the normal processes when the panel report and any final documents are considered for adoption at a future Council meeting.

### **FINANCIAL & RESOURCE IMPLICATIONS**

Amendment costs to Council can generally be categorised into staff time and fees.

Administration of the amendment process will be undertaken by staff in Council's Strategy and Economic development unit. The cost of staff time is included in the ongoing operational budget. For this amendment, Council is being assisted by the Catchment Management Authority and water authorities in drafting schedules to environmental overlays. DELWP has also assisted with revising the Salinity Management Overlay Schedule and revising early drafts of the amendment provisions. This officer time is provided by external agencies at no cost to Council.

Council has budget for the costs of exhibition and the likely cost of an independent planning panels in the 2020-2021 budget.

## **RISK MANAGEMENT**

This report addresses Council's strategic risk Governance - Failure to transparently govern and embrace good governance practices by implementing the Council Plan and the recommendations from adopted Council strategies.

The Central Goldfields Planning Scheme should be a robust, up to date document based on strategic evidence and adopted policy that has been through rigorous scrutiny with opportunities for community input. The amendment is required to bring the CGPS up to this standard by updating the ordinance and the mapping that controls use, buildings and works on land within Central Goldfields Shire. This will ensure that development is appropriately managed, and enable clear guidance and decision making on potential uses and development of land.

From a consultation perspective, the amendment process is heavily prescribed in legislation and provides transparency and meaningful opportunities for community input. This explicitly defines the scope of community engagement activities and – along with the independent planning panel process – manages any risks associated with community perceptions of unfairness and a right to be heard.

## **CONCLUSION**

Amendment C024cgol proposes to implement a substantial body of strategic work undertaken by Council, including the 2020 Review and a suite of recently adopted strategies and plans. It will provide much needed strategic and policy direction for the Central Goldfields Planning Scheme.

It is appropriate that Council now request authorisation from the Minister for Planning to prepare and exhibit Amendment C024cgol.

Prior to exhibition, minor changes to the proposed ordinance and mapping may be required by DELWP in order to ensure that the documentation complies with legislated policy and procedures. It is requested that the General Manager Infrastructure Assets and Planning be delegated to make any minor changes to enable exhibition to proceed.

## **ATTACHMENTS**

1. Attachment 1 MPS track changes
2. Attachment 2 MPS clean
3. Attachment 3 SUZ track changes
4. Attachment 4 SUZ clean
5. Attachment 5 ESO2 track changes
6. Attachment 6 ESO2 clean
7. Attachment 7 EMO track changes
8. Attachment 8 EMO clean

9. Attachment 9 SMO track changes

10. Attachment 10 SMO clean

**RECOMMENDATION**

*That Council:*

1. *Seek authorisation from the Minister for Planning for the amendment C034cgo1 in the form of the attached draft amendment documents (Attachment 1-10);*
2. *Delegate the General Manager Assets and Infrastructure and Planning to make minor changes to the amendment in consultation with the Department of Environment, Land, Water and Planning;*
3. *Place the amendment on public exhibition in accordance with the Planning and Environment Act 1987 after receiving authorisation from the Minister for Planning.*

## 02 MUNICIPAL PLANNING STRATEGY

### 02.01 CONTEXT

Central Goldfields Shire is located in central Victoria, approximately 1540 km [ecodev pg. 14] from Melbourne. The Shire comprises some 1500 square kilometres of land and is one of the state's smaller rural shires. ~~The~~

~~The Shire is part of the Goldfields Tourist Region, which celebrates its gold and mining heritage.~~

~~m~~Municipal boundaries are shared with Hepburn, Mount Alexander, Loddon, Pyrenees and Northern Grampians Shires. Central Goldfields is located between the two regional cities of Bendigo and Ballarat [ecodev pg. 15].

~~First inhabitants and traditional custodians of the area are the Dja-Dja Wurrung.~~

Maryborough is the Shire's largest centre with a population of 8,003 people (VIF 2019) ~~and is situated 164 kilometres from Melbourne and approximately 60 km from Ballarat and Bendigo. The town~~ provides a significant sub-regional hub of retail, industry and services for central Victoria.

~~Dunolly~~ Carisbrook is the next largest township, followed by ~~Carisbrook~~ Dunolly and Talbot, with hamlets at Bealiba, Moliagul, and Timor/Bowenvale [resistrat pg. 15]. Rural residential and farmlet development surrounds Maryborough, the smaller towns and hamlets.

~~The Shire faces several demographic challenges including slow population growth, ageing population and levels of disadvantage. The Shire has a competitive housing advantage with a choice of housing options and affordable real estate including significant heritage homes.~~

The Shire contains significant areas of remnant vegetation, notably its stands of Box Ironbark forest. Central Goldfields is located within the heart of the Box Ironbark ecosystem, which provides a habitat for a wide diversity of flora and fauna that is unique to this ecosystem. The Moolort Plains wetlands are a unique wetland complex situated in the Volcanic Plains in the Shire's east.

The Shire is located in the south west of the Loddon River catchment. Several creeks including the Bet Bet, Emu, Timor, Tullaroop and McCallums Creeks, traverse the Shire and the Avoca River forms part of its western boundary with the Pyrenees and Northern Grampians Shires. Other major water features include Lake Cairn Curran and Tullaroop Reservoirs.

Natural disasters, such as the floods of 2010 and 2011 in Carisbrook and Dunolly, have impacted the municipality. Flooding continues to be a risk to the settlements of the Shire. The proximity of Box Ironbark Forests and native vegetation is a recognised bushfire risk in the Shire. The identification of risk and protection of settlements from natural disasters, soil degradation, erosion and climate change are critical issues for the community.

The Shire's productive agricultural land is a finite and important resource. Cropping, grazing, fodder conservation and horticulture are ongoing agricultural activities. (Rural Land Study, 2011) Conflicts between farming, industry and residential uses are an ongoing challenge for the Shire. (PSR 2020). Agricultural uses is further impacted by climate and soil degradation from erosion, salinity and prior mining activity. Rural capability study, 2011 (PSR, 2020)

~~The settlement pattern and agricultural activity of the 1860's and 1870's has broadly determined the land use patterns that the region relies on today. Small townships, although much fewer in number and size, continue to act as service centres for their respective farming hinterlands.~~

~~The Shire faces several demographic challenges including slow population growth, ageing population and levels of disadvantage.~~

Commented [AB1]: Moved this up 4 paras

Commented [AB2]: Recommendation PSR 2020

Commented [AB3]: Moved para

Commented [AB4]: Inclusion from recommendation of LPPF Translation Manual pg. 26.

~~First inhabitants and traditional custodians of the area are the Dja Dja Wurrung.~~

~~The gold rush greatly influenced the landscape of the region and led to the development of several bustling townships which feature iconic heritage architecture.~~

~~The Shire has a competitive housing advantage with a choice of housing options and affordable real estate including significant heritage homes.~~

~~The cultural landscape of the Shire and region has been shaped by a number of historical themes. The first inhabitants of the area were the Dja Dja Wurrung. The 1850s gold rush greatly influenced the landscape of the region and gave birth to a number of bustling townships. The settlement pattern and agricultural activity of the 1860s and 1870s has broadly determined the land use patterns that exist today. Small townships, although much fewer in number and size than they once were, continue to act as service centres for their respective farming hinterlands.~~

~~The Shire faces several demographic challenges including slow population growth, ageing population and levels of disadvantage. A growing population is important for the Shire because it represents a reversal in the population decline that was experienced in the Shire during the 1980s and 1990s. The Shire has a competitive housing advantage with some affordable real estate including significant heritage homes. The challenge is to provide housing diversity for the ageing population, changing family structure and mitigate the increasing costs borne from regional transport limitations.~~

~~Central Goldfields Shire has an established manufacturing sector, expanding food processing sector and visitor economy has a number of industries that are driving the local economy, such as primary and trade; population driven industries; knowledge and public sector industries and tourism. [ecodev pg. 6] Agriculture is a significant but a declining source of employment in the Shire. Despite agriculture declining as an employment source, there are opportunities for improving supply chains, increased food manufacturing or diversified farming practices [eco dev pg. 15].~~

~~The Shire is part of the Goldfields Tourist Region, which celebrates its gold and mining heritage. There are also significant Aboriginal sites and an emerging arts and culture sector in the Shire which present unique cultural tourism experiences [ROSS/tourism strat pg. 7]. The gold rush greatly influenced the landscape of the region and led to the development of several bustling townships which feature iconic heritage architecture.~~

~~Central Goldfields is well serviced by a road network, with limited public transport options available. Active transport is emerging as an important resource for the sub-regional centre and within the district towns. ITS 2020 The Shire features a diverse array of open space and recreation facilities. ROSS 2020~~

Commented [AB5]: Moved para

Commented [AB6]: Moved from first section

## 02.02 VISION

Our vision is “to be a vibrant, thriving, inclusive community” (Council Plan 2017-2021).

Central Goldfields seeks to create a Shire that:

- Has a supported, cohesive community, living a full and healthy life.
- Has a vibrant local economy which contributes to the municipality’s economic prosperity.
- Celebrates the rich built and natural heritage and a sustainable environment.
-

## 02.03 STRATEGIC DIRECTIONS

### 02.03-1 Settlement

The Shire's settlement hierarchy comprises urban centres and townships each with a role defined by levels of population, services and physical characteristics that provide the centre with its identity as follows:

#### Settlement hierarchy

Urban Centre	Classification	Role & Identity
Maryborough	Sub-regional centre	Major centre for employment, retailing, services and administration. Identity defined by <a href="#">Box Ironbark</a> forest setting, heritage and compact central area
<a href="#">Dunolly</a> <a href="#">Carisbrook</a>	District centre <a href="#">[resi strat pg. 15]</a>	<a href="#">Satellite town to Maryborough with town centre services providing day to day shopping needs. Identity defined by heritage character, with Deep Creek setting and proximity to natural environs such as the Moolort Plains, as a major feature</a> <a href="#">Provides limited retail, business and community services for town and district population. Identity defined by strong heritage character</a>
<a href="#">Carisbrook</a> <a href="#">Dunolly</a>	Local community District centre	<a href="#">Provides limited retail, business and community services for town and district population. Identity defined by strong heritage character, grain facility and visible gold mining history</a> <a href="#">Satellite town to Maryborough with town centre services providing day to day shopping needs. Deep Creek setting is a major feature</a>
Talbot	Local community centre	Provides mainly day to day convenience shopping. Identity defined by town's heritage character, particularly Scandinavian Crescent and Camp Street <a href="#">and tourism prospects</a>
Majorca	Hamlet	Small settlement with minescape features
Timor	Hamlet	Small settlement with several heritage features
Bealiba	Hamlet	Small heritage gold town
Moliagul	Hamlet	Historic village and 'Welcome Stranger' site

Maryborough is expected to experience small but steady (VIF 2019) population growth over the next ten years. Maryborough performs an important regional function as a centre for retail and commerce, employment and community services. [Future development opportunities for the township exist north from Maryborough on Maryborough-Dunolly Rd and several large undeveloped sites within the township. Carisbrook is identified as the area for broad hectare residential development.](#)

Rural living and rural residential developments are located around Dunolly, Carisbrook, Alma, Daisy Hill, Havelock, Majorca, Timor and Bealiba. [There is an opportunity for low density rural living lots be designated around serviced areas in Maryborough and Carisbrook. Existing Rural Living areas outside of townships and in high environmental value areas should be protected under the Rural Conservation Zone.](#)

Council seeks to support its established townships and [emerging](#) settlements by:

- Primarily directing development to Maryborough as a sub-regional centre.

- Encouraging medium density housing in the vicinity of and outside the Maryborough Central Business Area– which includes shop-top living, townhouses and villa-style developments. (this is UDF, PSR, future housing policy)
- Greater diversification of the Mixed Use Zone in Maryborough, encouraging commercial, retail and residential use (Resi strat 2020)
- Maintaining the network of smaller urban centres to ensure reasonable access to jobs and services and lifestyle choices.
- Directing development to infill lots that are suitable for development in the smaller townships of Dunolly, Carisbrook, Bealiba, Talbot and Majorca.
- Limiting low density residential development at the periphery of Maryborough, Carisbrook, Dunolly, Majorca and Timor to locations that can be economically and efficiently provided with water, electricity and suitable road access.
- Encouraging a more compact urban form for Maryborough, Carisbrook and Dunolly and Talbot.
- Encouraging the provision of infrastructure to support walkability and accessibility in the sub-regional and district towns. (ITS 9)
- Recognising the unique characteristics of each town and place as defined in the Community Plans
- Developing a Precinct Structure Plan for Carisbrook/Flagstaff and Maryborough North (PSR/resi strat)

### **02.03-2 Environmental and landscape values**

#### Landscape

Prominent features of the natural landscape include Paddy’s Ranges State Park, Mt Bealiba Range, Moolort Plains, the Cairn Curran Reservoir and Talbot’s volcanic rises. Several creeks including the Bet Bet, Emu, Timor, Tullaroop and McCallums Creeks, traverse the Shire and the Avoca River forms part of its western boundary with the Pyrenees and Northern Grampians Shires.

#### Vegetation

Central Goldfields Shire is located within the heart of the Box–Ironbark ecosystem, with Box Ironbark forests surrounding the settlements of the Shire much of Maryborough. This ecosystem provides essential habitat for a wide diversity of flora and fauna, many of which are unique to this area.

Box–Ironbark vegetation communities are a vastly depleted natural resource in the Shire and have been identified as a priority for protection. Protecting remnant vegetation and encouraging revegetation of State forests will conserve habitats and significantly reduce the threat of extinction of plants and animals.

Protecting remnant vegetation and encouraging revegetation of State forests will conserve habitats and significantly reduce the threat of extinction of plants and animals.

Threatened flora species include Buloke, Small Milk wort, Clover Glycine and Scented Bush pea. Threatened fauna species include Swift Parrot, Powerful Owl, Brush-tailed Phascogale and Striped Legless Lizard.

There is potential for land use conflict that needs to be managed at the interface between forested public land and urban areas.

~~Several creeks including the Bet Bet, Emu, Timor, Tullaroop and McCallums Creeks, traverse the Shire and the Avoca River forms part of its western boundary with the Pyrenees and Northern Grampians Shires.~~

#### Biodiversity

~~Prominent features of the natural landscape include Paddy's Ranges State Park, Mt Bealiba Range, Moolort Plains and Talbot's volcanic rises. A rich diversity of plants, animals and habitats exist across the Shire. As part of the north central catchment, the Bealiba/Dalyenong, Moolort Plains and Upper Loddon are recognised as priority biodiversity areas.~~

~~The Moolort Plains Wetlands is a unique wetland complex located within the Volcanic Plains in the eastern part of the Shire. The catchment of the wetlands is Victoria's only National Biodiversity hotspot and is the habitat for many native animals, particularly waterbirds, and a number of threatened fauna species (NCCMA, 2011). The wetlands contain different wetland types, although their precise location, characteristics and biodiversity is not well understood (NCCMA, 2011). Recognised threats to the unique wetlands complex situated in the Volcanic Plains are cropping, pest plants and animals. (NCCMA pg 51, 2011)~~

~~Threatened flora species within the Box Ironbark Forests, include Buloke, Small Milk-wort, Clover Glycine and Scented Bush-pea. Threatened fauna species include Swift Parrot, Powerful Owl, Brush-tailed Phascogale and Striped Legless Lizard.~~

Council seeks to protect environmental and landscape values by:

- ~~Protecting and enhancing remnant vegetation and wildlife corridors.~~
- ~~Encouraging the establishment of buffer areas and setbacks on freehold land to protect significant vegetation.~~
- ~~Support mechanisms to identify and protect the Moolort Wetlands and the Bealiba/Davenong area~~
- Protecting the water quality of the Loddon and Avoca Rivers and Bet Bet Creek waterway systems.
- Protecting the Talbot district volcanic rises and the Cairn Curran Reservoir as a significant landscapes.

#### **02.03-3 Environmental risks and amenity**

Natural environmental hazards including bushfire, land degradation and flooding present risks and constraints for land use and settlement in Central Goldfields the Shire. Climate change has the potential to have adverse impacts on agriculture and tourism and on economic prosperity and viability in general. The interface between industrial uses and neighbouring residential uses are an ongoing challenge in the Shire. Emerging industries, such as intensive agriculture, greyhound keeping and training is an emerging issue for the Shire. (PSR 2020)

#### Bushfire

The Shire is subject to significant bushfire hazards, particularly surrounding the townships of Maryborough, Dunolly, Moliagul and Bealiba. This hazard is due to the extent of Box Ironbark forest encircling the township and traversing into the forests.

#### Flooding



Natural flooding of floodplains and the wetlands improve the health of rivers and floodplains, providing essential habitats for fauna. However the Shire includes areas of flood prone land where flooding has caused substantial damage to the built environment.

#### Soil management

Managing the impact of land uses on soil quality, erosion and salinity throughout the Shire is important for the preservation of high quality soils and the protection of waterways and groundwater tables in the catchment. (NCCMA 2011, Rural land Study 2011) Previous mining activity on land has diminished land quality, leaving bare white mounds without topsoil or vegetation cover (Rural land study, 2011)

#### Industrial interface

The growth of industry, particularly ~~(manufacturing)~~ is the major employment sector in the Shire raises potential for conflict between industry and neighbouring residential uses. This needs to be balanced to manage the needs of both. Future industries need to be located in industrial areas to manage amenity and environmental impacts.

~~However, residents also value the quality of lifestyle offered by the Shire's urban centres. There is the potential for conflict between industry and residential uses that needs a balanced approach to manage the needs of both.~~

Council seeks to address environmental risks and amenity by:

- Reducing the impacts of climate change, by supporting alternative energy sources, carbon farming, reducing greenhouse gas emissions, and adopting environmentally sustainable development principles (sustainability action plan 25).
- Directing future growth to existing townships to protect environmental values and improve community safety particularly from high bushfire risk.
- Encouraging development only when the risk to life and property from bushfire and flooding can be reduced to an acceptable level and that bushfire and flooding protection measures can be implemented.
- Minimising the potential impact of development on water pollution, land degradation, and risk of salinity and erosion.
- Ensuring land capability supports land use and development, particularly in environmental risk areas.
- ~~Minimising the risk of flooding and bushfire to property and life.~~
- ~~Protecting the amenity of residential areas in Maryborough that are located adjacent to industrial areas.~~
- Ensuring excessive land clearing, over grazing and mining activity are managed in a way to support continued and future agricultural uses. (Rural Land Study, 2011)
- Balancing the protection of valued industrial land from encroachment by incompatible uses with protecting the amenity of existing residential uses. (PSR 2020)

### **02.03-4 Natural resource management**

#### Agricultural land

Agricultural land in the Shire is a resource that must be maintained for productive use. Agriculture is an important industry in Central Goldfields Shire-Viable land in the Shire include high riverine plains in the Dunolly, Bealiba and Natte Yallock areas; volcanic plains and rises at the Moolort Plains and at Talbot and east of Carisbrook; metamorphic

plains and ridges south of Bealiba and west of Dunolly; granite to the south of Bealiba and south east of Bealiba; and sedimentary hills and rises around Maryborough, Dunolly and Carisbrook (Rural Land Study 2011) and is of major economic significance to the Loddon dryland catchment, the wider region and Victoria. Productive agricultural land in the Shire is a resource that needs to be protected.

Agricultural industries include cropping, sheep and cattle grazing and fodder conservation. (Rural land study, 2011) There are emerging specialisations in less traditional agricultural activities such as fruit and vegetable growing, poultry farming, nursery and floriculture. There are emerging industries such as intensive agriculture and renewable energy production. (eco dev 63)

Cropping is a significant industry in the Shire, along with beef and sheep raising. Productive irrigated agricultural enterprises with water supplied from the Loddon River are located to the north of the Shire.

The Shire has also seen growth in olives, essential oils, viticulture, wine making and horticultural industries. A small but important honey industry is focused on the Box Ironbark forests.

Land use conflict can occur between agriculture and residential land uses. This has the potential to affect the operation of farms and reduce their productive capacity.

The future of the agricultural industry is dependent on sustainable agricultural practices. Issues such as soil salinity, erosion and maintaining the quality and quantity of water are threats to agricultural production.

The future of the agricultural industry is dependent on sustainable agricultural practices. Sustainable management of land and water resources that address issues such as soil salinity, erosion and maintaining the quality and quantity of water will contribute to increased productivity as well as a healthy catchment.

Land use conflict can occur between agriculture and residential land use with potential to reduce the productive capacity of agricultural farm units.

Intensive agriculture industries have the potential to cause effluent disposal problems and affect the amenity of adjacent land uses.

#### Water

The Central Goldfields Shire is situated in the Loddon dry land catchment and is part of the wider Avoca Loddon-Campaspe catchment.

With a significant area of the Shire situated in the catchment of the Tullaroop and Laanecoorie Reservoirs, and Lake Cairn Curran, there is a need for sustainable land management in water supply catchment areas.

Protection of water quality and maintaining water supply are a priority. Poor land use planning decisions, unplanned incremental change and insufficient/inadequate land management can influence both water quality and quantity in the catchments.

Council aims to protect the viability of natural resources by:

- Discouraging the subdivision of land or conversion to land uses that take the land out of productive use.
- Promoting alternative cropping, intensive agriculture and value added enterprises.
- Minimising conflicts between agriculture and ~~residences~~ residential uses to ensure the productive capacity of agriculture is not reduced.
- Support emerging agricultural industries that are compatible with existing agricultural practices, including horticulture, intensive animal production, niche agriculture, value adding industries and renewables (Eco dev 2020)

- Protecting the environs and water catchments of Tullaroop and Laanecoorie reservoirs and Lake Cairn Curran.

#### **02.03-5 Built environment and heritage**

Heritage and townscape character are strong built form elements of towns in the Shire.

The Shire's goldfields heritage includes historic centres of Maryborough, Dunolly and Talbot. Maryborough's 19th Century civic precinct, Princes Park and the magnificent late Victorian Railway Station are outstanding examples of Maryborough's built heritage. The main streets of Dunolly and Talbot are among the most intact heritage streetscapes in the Goldfields region.

Conservation, protection and maintenance of this heritage are of community, economic and cultural significance to the Shire.

Significant aboriginal heritage sites are located in the Shire such as the Aboriginal Maternity Tree in Talbot, and Aboriginal Rock Wells in Paddy's Ranges State Park, also (middens, scarred trees, ~~aboriginal rock wells~~ and ceremonial sites).

Deep lead mines located in proximity to former settlements are a significant part of the larger cultural landscape.

Many of the Shire's industrial areas are situated at visually exposed locations. Improving the visual amenity of industrial areas is a major issue for Maryborough and other major towns.

Council seeks to protect heritage assets and promote built form improvements by:

- Protecting sites, places, buildings and features of heritage significance.
- Preserving and enhancing the visual amenity and character of Maryborough and the Shire's townships.
- Enhancing the visual qualities and character of the major road entrances to Maryborough and townships in the Shire.
- Maintaining and enhancing the character and qualities of the Maryborough Central Business Area by retaining its compact urban form, pedestrian scale and heritage character.
- Encouraging the provision of active transport infrastructure in the sub-regional and district townships. (ITS 9)
- Encouraging industrial development to provide a high standard of visual amenity through landscaping and attractive entry treatments.

#### **02.03-6 Housing**

Dwelling types in the Shire are similar to those in regional Victoria, with a higher proportion of separate houses and lower proportion of medium density houses than the corresponding State averages. (pg. 19) With an ageing population and changing family structures, the Shire will need to cater for alternative housing needs close to services.

Affordable housing is an economic and lifestyle strength of Central Goldfields. ~~The residential sector's energy, water and waste management future forms an important part of Council's sustainability goals.~~ The residential sector's energy, water and waste management future forms an important part of Council's sustainability goals.

Council seeks to manage the development of housing in its townships and settlements by:

- Encouraging the provision of innovative residential housing that is energy efficient and affordable.

- Direct future residential growth towards the townships of Maryborough and Carisbrook (pg. 5 reside strat)
- Encourage and facilitate urban consolidation on existing residential lots in Maryborough, Carisbrook and Dunolly (pg. 6 resi strat)
- Explore the provision of affordable housing options for the community in collaboration with housing associations and specialist housing providers on crown land (pg. 54)
- Encourage options to allow residents to 'age in place' with increased housing diversity close to services

### **02.03-7 Economic development**

The Shire's economy is small compared to the Loddon Campaspe region, which is attributed to its lower population base. The main areas of economic activity are primary industries (agriculture, construction, manufacture and transport) population driven industries (retail, hospitality, personal and household services); knowledge and public sector industries (health, education and government agencies) and tourism (accommodation, hospitality, arts and recreation services). (eco strat pg. 6)

#### Rural enterprises

Agricultural activities are primarily cropping, sheep and cattle grazing and fodder conservation. (Rural land Study, 2011) Beef and sheep farming are high employers within the sector. There are emerging specialisations in less traditional agricultural activities such as fruit and vegetable growing, poultry farming and nursery and floriculture. The Shire has a growing opportunity for intensive agriculture, horticulture and contributing to supply chain networks and renewable energy production. (eco strat pg 19 / 23)

#### Tourism

Tourism is an emerging industry in the Shire. The Shire is part of the Goldfields Tourist Region, between the significant hubs of Ballarat and Bendigo. Each of the Shire's towns and hamlets have heritage streetscapes and landscapes which are complemented by environmental features such as the Box Ironbark forests, Moolort Plains, volcanic ridges and Aboriginal assets. The Shire encourages emerging arts and culture initiatives, events to further strengthen the tourism industry.

#### Retail and community services

Maryborough has an established retail sector. Maryborough's regional role is related to the services and opportunities it provides for employment, shopping, business and community services. The health and community services sector is an important growth industry in the region due to increasing demand, particularly as the population ages. Upgrades in existing and additional facilities will be required in townships over the coming years. Limited expansion of the Maryborough Central Business Area will be required in the future.

#### Manufacturing and industry

Large scale industrial activity is located in the Maryborough-Flagstaff-Carisbrook area, with smaller dispersed industrial sites within Maryborough, Carisbrook and Dunolly. A large grain processing facility is located beside the Dunolly train station. (eco strat pg 6) Major industries are limited in the townships, although a chaff and feed enterprise, hydroponics, composting and a large quarry operation are located in and around Carisbrook.

Employment opportunities in the Shire's towns are very limited.

Industrial development is vital to the economic future of the Shire. The Shire's economy is reliant on a strong manufacturing base. The main areas of manufacturing activity are printing, publishing, meat and poultry products and a range of food processing including

~~honey and confectionery. These industries include national and international companies and are export oriented.~~

~~All of Maryborough's industrial areas are fully serviced or able to be serviced. A range of industrial lot sizes and locations are available for new businesses/industries and expansion of existing industries.~~

~~Major industries are limited in the townships, although a chaff and feed enterprise and a large quarry operation are located in and around Carisbrook. Major grain silos are located at Dunolly.~~

~~Gold mining has again become very active in the Shire and general region, including substantial new exploration activity.~~

~~Local tourism is an important and growing industry for the Shire and is based around the heritage of the gold period associated with the historic townships.~~

~~Eco-tourism opportunities in the Shire include quartz mountain, Aboriginal heritage, Box-Ironbark forests, flora and fauna parks and reserves, vineyards and the nearby Pyrenees Mountains.~~

Council seeks to promote economic development by:

- ~~Promoting Maryborough Central Business Area as a sub-regional centre for retail, business and community services.~~
- ~~Enhance the Shire's townships to support liveable communities and provide a job ready labour force (eco strat pg. 41)~~
- ~~Identify and protect heritage assets in the townships for tourism potential and the population's pride (eco strat 43)~~
- ~~Encouraging the supply of serviced industrial land for expansion of existing industries.~~
- ~~Structure Planning for the Carisbrook-Flagstaff and Maryborough North areas to provide guidance for the industrial and residential interface.~~
- ~~Encouraging gold mining, exploration activities and operation of existing quarries.~~
- ~~Facilitating and encouraging the development of the Shire's cultural-tourism industry industry related toof small gold towns, goldfields, Aboriginal cultural tourism and environmental assets, mining heritage and genealogy.~~
- ~~Increase accessibility and connectivity between infrastructure services and employment~~
- ~~Increase accessibility and connectivity between residential, commercial and industrial areas (ITS, 2020)~~
- ~~Encouraging tourism development that preserves heritage and landscape character.~~

## **02.03-8 Transport**

### Road network

Central Goldfields is well served by road including the Pyrenees Highway that provides important links to the Calder and Sunraysia Highways.

### Public transport

Maryborough is the public transport hub of the Shire. The re-establishment of limited passenger rail services between Maryborough and Ballarat has created opportunities for rail commuting from the Shire to Ballarat and more convenient train travel to Melbourne. Other public and community transport modes provide vital links to the wider region including to Castlemaine, Ballarat and Melbourne.

Rail lines bisect the Shire and provide an important economic function by carrying large tonnages of freight mainly wheat, oats and other bulk seed crops, fertilisers, bulk fuel and general parcel freight. Although opportunities for expansion of freight containerisation are limited in Dunolly, there is potential in Maryborough. (Loddon Campaspe freight hub study p44)

#### Active transport

Active transport is an important transport mode within the towns and as a tourism drawcard, with rail trails an emerging interest.

Maryborough aerodrome provides tourism, recreational and commercial opportunities. (ITS, 2020)

The road and public transport network provides significant social and economic benefits to settlement, business, trade and tourism. These linkages provide connectivity to regional centres and Melbourne, enhancing potential economic benefits for the community. This transport network provides significant social and economic benefits for settlement, business and tourism.

Transport planning in Central Goldfields Shire will:

- Support the continued delivery of transport infrastructure and services to meet the needs of the community.
- Protect the grain storage facility at the Dunolly train station and support the continued use as a freight hub
- Provide connected active transport infrastructure to facilitate accessibility for the community ((ITS 9)
- Support the viable operation of Maryborough aerodrome.

#### **02.03-9 Infrastructure**

Community Infrastructure (Community Plans, Council Plan, Recreation and Open Space Strategy 2020)

Community infrastructure planning must enhance the liveability, wellbeing, amenity and quality of life within the Shire.

Community infrastructure and services are required for all age demographics. As the population of Central Goldfields Shire is dispersed over a large, diverse area, the development and delivery of community facilities and services has challenges for quality, access and connectivity. New development in Central Goldfields the Shire requires the provision of infrastructure to service and support future development the community.

In planning and delivering community infrastructure, Central Goldfields Shire will:

- Facilitate improved accessibility
- Encourage local place based initiatives
- Encourage the development of and access to community infrastructure and services to cater for the current and potential future needs of all age demographics.

Recognise the land-use risks posed by closed landfills.

#### Open Space

The Shire has several sport and recreation facilities of varying quality, function and form. Maryborough has the most facilities, followed by Dunolly, Talbot, Bealiba, Majorca then Carisbrook. Bushland reserves, state forests, historic reserves and nature reserves provide open space, with further opportunities for recreation and tourism. The Paddy's Ranges and Maryborough Regional Park are the only regional park assets. (ROSS pg 5)

The community actively participates in sport, recreation or physical activity, with walking the most prominent.

Council seeks to improve its open space network and recreational opportunities by:

- Providing assessable, affordable and inclusive physical activity facilities
- Encouraging and facilitating activation of existing open space, sport and active recreation facilities
- Planning, designing and maintaining facilities and spaces that are fit for purpose and encourage the community to lead active lives
- Improving connections in the trails, track and path network

Development Infrastructure

New development in the Shire's towns and rural areas requires adequate provision of infrastructure to service and support future development. The infrastructure should be coordinated and integrated to meet the requirements of the development.

Some townships, such as Majorca, Talbot, Timor and Bealiba, are unsewered, which can inhibit physical growth and contribute to regional water quality problems.

Council aims to support the efficient delivery of infrastructure by:

- Supporting and encouraging renewable energy and investigating mechanisms to support green building design (pp 22 , 44 sustainable s)
- Supporting telecommunication infrastructure
- Ensuring rural residential development considers natural and environmental risks and natural resource constraints
- Encouraging industrial development in areas where sewerage and water services are available
- Encouraging residential development in areas where sewer, water, power and telecommunication infrastructure occurs
- Recognise the land use risks posed by closed landfills. (PSR)
- Recognise the potential need for development contributions plans and infrastructure contributions
- ~~Ensuring development can be provided with an adequate level of infrastructure.~~

## **02.04 STRATEGIC FRAMEWORK PLAN(S)**

The plans contained in Clause 02.04 are to be read in conjunction with the strategic directions in Clause 02.03.

**Central Goldfields Strategic Framework Plan**

~~Maryborough Structure Plan~~

~~Maryborough Central Business Area Structure Plan – move the retail/economy~~

~~Carisbrook Structure Plan~~

~~Dunolly Structure Plan~~

~~Talbot Structure Plan~~

~~Bealiba Structure Plan~~

~~Majorca Structure Plan~~

~~Timor-Bowenvale Structure Plan~~

~~Move these to Clause 11.01-L Settlements~~

~~Add new maps – settlement plan, environmental hazards plan, environmental and landscape values plan, economic development plan~~

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**10 PLANNING POLICY FRAMEWORK**

**11 SETTLEMENT**

**11.01-1L Settlement — Central Goldfields**

**Policy application**

This policy applies to land within townships identified in the maps to this Clause and the municipality's settlements.

**Objective**

To achieve a sustainable urban form for townships and settlements by containing future development within the township boundaries shown on the township and settlement structure plans.

**Strategies**

~~Provide medium density residential opportunities close to Maryborough Central Business Area.~~

Encourage medium density housing, including townhouses, mixed shop-top living and units, in the regional centre of Maryborough. [pop strat pg. 28, 72, 73]

Provide a diverse range of land types and lot sizes in areas where there is existing infrastructure to meet the needs of the future population

Encourage residential development that responds to the unique environmental risks of fire and floods.

~~Provide low density and rural living opportunities around the periphery of Maryborough and other district centres where they do not conflict with natural resource constraints environmental and agricultural objectives and where infrastructure can be supplied in a cost-effective way.~~

INSERT LOCAL TOWNSHIPS MAPS

**11.03-6L Regional and Local Places**

**Objective**

To recognise the unique characteristics of each town and place in the Shire.

**Strategies**

Encourage active transport infrastructure, provide for all ability access in recreation reserves, protect heritage buildings and plan environmental sustainability in Maryborough. (Maryborough community plan)

Encourage active transport, recognise and beautify town entrances and maintain heritage buildings in Bealiba (Bealiba community plan)

Recognise and beautify entrances and activate the Bet Bet Reserve in Bet Bet

Encourage and connect active transport infrastructure, maintain and protect heritage buildings and drains and plan environmental sustainability in Carisbrook.

Improve accessibility for all abilities, invest in active transport tourism, beautify town entrances, protect the heritage assets and plan environmental sustainability in Dunolly and district.

Beautify town entrances in Majorca

Improve accessibility of active transport networks, protect and maintain heritage buildings, beautify town entrances and plan environmental sustainability in Talbot and district.

Activate active transport and improve the visual amenity of the township in Timor.

FUTURE MAPS WILL BE FROM UDF\*\*

## **12 ENVIRONMENTAL AND LANDSCAPE VALUES**

### **12.01-1L Protection of Biodiversity**

#### **Objective**

To protect and enhance remnant vegetation and wildlife corridors for their biodiversity value in the Box Ironbark Forests.

#### **Strategies**

- Encourage the establishment of buffer areas and adequate setback distances on freehold land as a means to enhance and protect significant vegetation on all land tenures.
- Ensure that land use and development proposals are consistent with regional vegetation plans.
- Encourage retention of remnant vegetation and habitat corridors and areas for Victorian Rare and Threatened Flora and Fauna Species.

#### **Policy document**

Consider as relevant

North Central Regional Catchment Strategy 2013-2019 (North Central Catchment Management Authority, 2013)

Maryborough Bushland Study (1993).

## **14 NATURAL RESOURCE MANAGEMENT**

### **14.01-1L Protection of Agricultural land**

#### **Policy application**

This policy applies to the Farming Zone.

#### **Objective**

To protect productive agricultural land as identified in the Strategic Framework Plan and its supporting infrastructure. (PSR 2020)

#### **Strategies**

- Restrict the subdivision and alienation of productive agricultural land as identified in the Strategic Framework Plan and discourage conversion to land uses that take the land out of productive use.
- Limit inappropriate development of existing crown allotment subdivisions and encourage farm consolidation.

- Protect rural and agricultural infrastructure such as roads.
- Assess the implications of development proposals in rural areas in terms of their impact on existing and proposed infrastructure.
- Limit the application of the Rural Living Zone to areas adjacent to urban areas and where the predominant land use is residential and where agriculture is subordinate to the residential land use.

#### **14.01-2L Sustainable agricultural land use – Central Goldfields**

##### **Strategies**

Encourage development of poultry abattoirs and finished poultry product processing in the Shire.

Ensure intensive agriculture is located to minimise risks associated with effluent disposal and protect the amenity of adjacent land uses.

#### **14.01-2L Sustainable Agricultural Land Use**

##### **Objective**

To encourage ecologically sustainable farm management practices. (PSR 2020)

##### **Strategies**

- Support sustainable agricultural practices that are based on soil types.
- Ensure intensive agriculture industries are located so as to minimise risks associated with effluent disposal and protect the amenity of adjacent land uses.
- Consider the findings of salinity and nutrient catchment management plans and other relevant natural resource strategies to assist in the assessment of land use and development proposals in rural zones
- Encourage the preparation of Farm Management Plans to be provided with applications for rural industry on lots smaller than 40 hectares.

#### **14.02-2L Water quality – Central Goldfields**

##### **Strategies**

Ensure effluent disposal systems in unsewered areas are located and maintained to minimise the risk of pollution to waterways.

#### **14.02-1L Catchment and land protection**

##### **Objective**

To ensure that use and development in a special water catchment protects and enhances the quality and quantity of the natural resources and environment systems for the long term supply of quality water for future generations. (PSR, CCMA, Coliban, GMW 2020)

### **Strategies**

- Protect the environs of Bealiba, Laanecoorie and Tullaroop Reservoirs and Lake Cairn Curran from inappropriate development.
- Ensure that use and development incorporates measures to protect and enhance the natural resources and environmental systems, including waterways in special water supply catchments.
- Provide for the effective control of storm water drainage and waste water disposal in a manner that prevents any detrimental impacts to the natural resources and environmental systems.
- Manage the cumulative effects of unsewered development by ensuring land can accommodate effective on-site treatment of all waste water generated from the land.
- Encourage best practice approaches for all effluent disposal systems, effluent fields and irrigation fields.
- Minimise the impact of use and development on the existing condition, health and capacity of natural resources and environment systems including waterways, soil types, soil structure, soil condition, vegetation and aquatic and terrestrial habitats.

### **Policy guidelines**

- Consider as relevant:
- The ‘precautionary principle’ when assessing the likelihood of impact of an application on natural resources and environmental systems.
- The ability and suitability of the land capability to accommodate the impacts of the use or development
- Avoid locating use and development that includes a wastewater treatment and disposal system:
  - on any overland flow path or in any land depressions
  - upstream of any dam used for domestic or stock supply
  - within 100 meters of the edge of a waterway, dam or reservoir
  - within 200 meters of any wastewater treatment and disposal system on any neighbouring or adjoining land
- The availability and suitability of alternative effluent and waste water disposal systems.
- Maximise, maintain and enhance riparian edges and vegetation cover all year round.

## **14.02-2L Water quality – Central Goldfields**

### **Objective**

Maintain and protect water quality in the Bealiba, Laanecoorie, Tullaroop and Cairn Curran catchments. . (PSR, CCMA, Coliban, GMW 2020)

### **Strategies**

- Ensure the use and development of land protects the water quality of the Loddon and Avoca Rivers and Bet Bet Creek waterway systems.
- Ensure land capability is taken into account in the assessment of land use and development proposals.
- Minimise the potential impact of existing and new developments to cause water pollution, land degradation, and risk of salinity and erosion.
- Ensure that method and location of effluent disposal systems in unsewered areas minimise the risk of pollution to waterways and that efficiency of effluent disposal systems is monitored at regular intervals.
- Promote water conservation practice in mining, industry and agriculture and wastewater management.
- Encourage sewerage and waste pre-treatment and innovative recycling and co-generation techniques within industries.
- Ensure environmental management plans are prepared as part of planning permit applications where land is susceptible to degradation, requires native vegetation removal or contains environmental features.

### **Policy documents**

Consider as relevant:

- Construction Techniques for Sediment Pollution Control (Environment Protection Authority, 1991)
- Environmental Guidelines for Major Construction Sites (Environment Protection Authority, 1996 – Publication 480)
- Planning permit applications in open, potable water supply catchments (Department of Sustainability and Environment, 2012)

## **16.01-5I HOUSING**

### **16.01-1L Integrated Housing**

#### **Objective 1**

To recognise that future housing growth can be accommodated in the Maryborough urban area.

#### **Strategy**

Identify opportunities for urban consolidation in the existing settlement area of Maryborough [pop strat pg. 27]

#### **Objective 2**

To recognise that broad hectare development should occur in Maryborough North and Carisbrook-Flagstaff (Resi Strat, [PSR pg. 71]

#### **Strategy**

Prepare Precinct Structure Plans to investigate how the land in Carisbrook-Flagstaff and Maryborough North should be developed.

#### **Objective 3**

To recognise the limitations for housing development in the townships of Dunolly and Talbot and hamlets of Majorca, Bealiba, Moliagul and Timor.

**Strategy**

Investigate options for providing a reticulated sewerage facility in Talbot.

Encourage residential development in areas that can be serviced, and in areas where natural resource constraints or environmental risks can be mitigated (PSR 2020)

Encourage development that responds to the needs of an ageing population in Dunolly [pop strat pg. 28]

**16.01-2L Location of Residential Development**

**Strategies**

Investigate rezoning land north of Maryborough for urban development [pop strat pg. 36]

Investigate the opportunities for broad hectare development in Carisbrook-Flagstaff with a Precinct Structure Plan.

Investigate the provision of more low density residential and rural development in areas near Maryborough and Carisbrook [pop strat pg. 36]

**16.01-3L Housing Diversity**

**Objective**

This policy applies for land in the General Residential Zone.

**Objective**

To recognise that as households age the housing needs and preferences change.

**Strategy**

Encourage development of a variety of housing types responding to the forecast demands for an increase in smaller households [pop strat pg. 28]

**16.01-4L Affordable Housing**

**Objective**

This policy applies for land in the General Residential Zone.

**Strategies**

Encourage the development of a wide variety of housing options, including townhouses, apartments and specifically designed aged person housing in Maryborough, Dunolly and Carisbrook. [pop strat pg. 28]

Encourage and facilitate the involvement of community housing associations and specialist providers for meeting affordable housing needs in Maryborough.

Identify areas with appropriate zoning for community housing projects in the central area of Maryborough [pop strat pg. 55]

**16.01-5L Rural residential development**

**Objective**

To recognise that the shire has a substantial supply of land identified for rural residential development [Pop Strat pg. 21]

**Strategies**

Investigate protections to land of high environmental value and use of Rural Conservation Zone.

Investigate provision of Low Density Residential Zone closer to established settlements in Maryborough and Carisbrook [pop strat 37].

## 17 ECONOMIC DEVELOPMENT

### 17.01-1L **Diversified Economy** **Policy application**

This policy applies to all development within the Commercial Zones, Mixed Use Zone and Industrial Zones.

#### **Strategies**

Encourage new and emerging business sectors, including co-working spaces, business incubators and spaces for social enterprise (ecodev p45)

Encourage manufacturing industries, intensive agriculture and horticulture to locate in areas near roads and rail freight options, with sewerage and water services ecodev 7

### 17.02-1L **Business – Maryborough**

#### **Policy application**

This policy applies to all development within the Central Business Area of Maryborough (see the map)

#### **Strategies**

Support a diversity of uses to activate the Central Business Area

Direct private and government offices and civic developments to the Civic precinct in the Maryborough Central Business Area.

Direct office, administration and personal services uses to the precinct at the west side of the Central Business Area (Clarendon Street/Civic Precinct).

### 17.02-2L **Out-of-centre development – Maryborough**

#### **Policy application**

This policy applies to all development within the Central Business Area of Maryborough, (see the map)

#### **Strategies**

Prevent the establishment of major retail facilities at locations isolated from the Maryborough Central Business Area.

Limit commercial zoning outside of the Maryborough Central Business Area to existing retail and/or business locations.

**17.03-1L Industrial land supply – Central Goldfields**

**Policy application**

This policy applies to all development within the Industrial Zones.

**Strategies**

Require industrial development to be connected to reticulated water, sewerage, power and stormwater facilities.

Encourage industrial development in rural areas and in unsewered urban areas where:

- The industry cannot be located in an established industrial zone.
- A sufficient standard of road access is available or can be provided.
- Effluent can be contained within the site and there is a method of disposal that minimises the potential for pollution to waterways and groundwater systems.
- A reliable potable water supply is available.
- Detrimental impacts on the following are minimised:
  - Adjacent productive agricultural land.
  - The visual amenity of the rural landscape.
  - The amenity of adjacent residential land.

**17.03-2L Sustainable industry – Central Goldfields**

**Strategies**

Facilitate establishment of compatible industries within buffer areas at ~~Flagstaff and the~~ Maryborough wastewater treatment plant. ~~(ESO2 deletion)~~

**INSERT MAP – MARYBOROUGH CENTRAL BUSINESS AREA\*\***

**17.04-1L Tourism**

**Objective**

To promote Central Goldfields Shire's natural and cultural heritage tourism assets to maximise social and economic benefits.

**Strategy**

Support tourism uses that promote the themes of gold heritage, Box Ironbark forests, arts and culture [tourism strategy pp. 6-7]

Encourage the development of private and public tourism assets and infrastructure.

Encourage the utilisation of Maryborough aerodrome for tourism purposes.

Encourage events and festivals within the shire and region at appropriate sites considering environmental risks and natural resource constraints. [tourism strategy pp. 6-7]

Develop and resource the regional World Heritage Listing bid. [tourism strategy pp. 6-7]



Support and develop the tourism potential of the shire's townships. [tourism strategy pp. 6-7]

## 18 TRANSPORT

### 18.01-1L Transport Modes

Prioritise sustainable transport infrastructure in the sub-regional and district towns

Encourage residential, commercial and industrial development close to existing road, rail and active transport networks (ITS 90)

#### Policy document

Consider as relevant: Integrated Transport Strategy (Central Goldfields Shire, 2020)

### 18.02-1L Walking and Cycling

Prioritise road space for pedestrians and cyclists, including opportunities to implement shared zones in Maryborough and Dunolly

Create continuous walking and cycling networks to quality sport and recreation facilities, education and residences in Maryborough and Dunolly

Provide adequate land and links for sustainable transport

#### Policy document

Consider as relevant:

Walking and Cycling Strategy (Central Goldfields Shire, 2020)

### 18.03-2L Public Transport

#### Objective

Prioritise improved rail services between Ballarat and Maryborough [PSR, pg. 67]

#### Strategy

Centralise heavy freight industries near rail, and encourage container storage in Maryborough (LCFHS p44)

Centralise residential and commercial uses in the townships which have rail services, such as Maryborough, Talbot and Dunolly.

### **18.04-1L Maryborough aerodrome**

#### **Strategies**

Support tourism, recreational and commercial use and development at the Maryborough aerodrome.

## 19 INFRASTRUCTURE

### 19.03-2L Community facilities

#### Objective

To create a network of accessible, adaptable, community facilities.

#### Strategies

Encourage adaptable, multi-purpose facilities that incorporate a range of cultural, commercial and community uses instead of standalone or specialist facilities.

Facilitate opportunities to leverage community facilities as catalysts for urban and economic activation.

Maintain the network of accessible, adaptable community hubs that provide spaces for learning, collaboration, community connection, leisure and arts, preferably co-located with other services. (ROSS)

Extend the reach of the arts throughout the Shire by encouraging multi-purpose spaces for arts, exhibitions and creative activities. (tourism strategy)

#### Policy document

Consider as relevant: Recreation and Open Space Strategy (Central Goldfields Shire, 2020)

### 19.02-6L Open Space

#### Policy application

This policy applies to all development of land within the boundaries of townships shown in the Strategy Framework Plan at Clause 2.04.

#### Strategy

Provide a diversity of open spaces that incorporate passive and active recreation

Develop open space networks in towns, based on creeks, drainage lines, existing parks and recreation areas.

Maintain enhance and preserve the Shire's existing nature gardens and street plantings.

Maintain and enhance indigenous and significant vegetation within public reserves, movement and open space networks.

Develop safe and accessible walking pathways and trails within open space networks

#### Policy document

Consider as relevant: Recreation and Open Space Strategy (Central Goldfields Shire, 2020)

### 19.03-2L Infrastructure Design and Provision

#### Strategy

Provide a consistent approach to the design and construction of infrastructure across the municipality by using the Infrastructure Design Manual (2018) or approved precinct structure plans for new subdivisions and development.

#### Policy document

Consider as relevant: Infrastructure Design Manual (2018)

19.03-3L **Integrated water management** – ~~Central Goldfields~~

**Strategies**

Ensure effluent disposal systems can be contained within the site.

Minimise the potential for pollution if reticulated sewerage is not available.

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**SCHEDULE TO CLAUSE 51.01 SPECIFIC SITES AND EXCLUSIONS**

03 02  
--/20--  
Proposed  
C61

**Specific sites and exclusions (advice from DoT)**

Address of land	Title of incorporated document
The Mildura Line (Gheringhap to Yelta) and the Dunolly/Inglewood Line shown on the project area maps for the Rail Gauge Standardisation Project in the incorporated document.	Rail Infrastructure Projects (comprising the Rail Gauge Standardisation Project, the Regional Fast Rail Project and the Fibre Optic Project), December 2002
<del>The Mildura Line (Gheringhap to Yelta) shown on the project area map for the Mildura-Geelong Rail Freight Upgrade Project in the incorporated document.</del>	<del>Mildura-Geelong Rail Freight Upgrade Project September 2007</del>

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**SCHEDULE TO CLAUSE 66.04 REFERRAL AUTHORITIES**

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C61

**Referral of permit applications under local provisions (PSR 2020)**

Clause	Kind of application	Referral authority	Type of referral authority
Clause 3.0 of Schedule 1 to 42.01 (ESO)	All applications	Catchment Management Authority	Recommending referral authority
Clause 3.01 of Schedule 2 to Clause 42.01 (ESO)	All application	Central Highlands Region Water Corporation	Determining referral authority

**SCHEDULE TO CLAUSE 72.04 DOCUMENTS INCOPORATED IN THIS PLANNING SCHEME**

03/04  
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Proposed  
C61

**Incoporated documents (advice from DoT)**

Name of document	Introduced by
Fibre Optic Project, Integrated Approval Requirements, December 2002	VC17
Goulburn-Murray Water Native Vegetation Code of Practice, February 2011	C24
<del>Mildura-Geelong Rail Freight Upgrade Project September 2007</del>	C17
Rail Gauge Standardisation Project, Integrated Approval Requirements, VC17 December 2002	VC17
Regional Fast Rail Project, Integrated Approval Requirements, December 2002	VC17

**SCHEDULE TO CLAUSE 72.08 BACKGROUND DOCUMENTS**

**1.0 Background documents**

Name of background documents	Amendment number – clause reference
<i>Agenda for Action – Nature Conservation in the Avoca-Loddon-Campaspe Region</i> (B Osborne, 1996)	2.03, <del>12.01-1L</del> , <del>12.05-2L</del>
<i>City of Maryborough Heritage Study</i> (D. Bick, C. Kellaway, P. Milner & J. Patrick, 1992)	2.03, 43.01s
<u><i>Central Goldfields Economic Development Strategy (2020)</i></u>	<del>2.01, 2.03, 17.01-1L</del>
<u><i>Central Goldfields Integrated Transport Strategy, (2020)</i></u>	<del>2.03, 18.01-1L, 18.03-2L, 18.03-1L, 18.04-1L</del>
<u><i>Central Goldfields Population, Housing and Residential Strategy, (2020)</i></u>	<del>2.01, 2.03, 11.01-1L, 11.03-6L, 16.01-1L, 16.01-2L, 16.01-3L, 16.01-4L, 16.01-5L</del>
<u><i>Central Goldfields Recreation and Open Space Strategy (2020)</i></u>	<del>2.03-5, 19.03-2L</del>
<u><i>Central Goldfields Rural Land Capability Study, 2011</i></u>	<del>2.03, 2.04, 14.01-1L, 14.01-2</del>
<u><i>Central Goldfields Sustainability Action Plan, (2012-2020)</i></u>	2.03
<u><i>Central Goldfields Tourism and Events Strategy (2020)</i></u>	2.03, 17.04-1L
<u><i>Central Goldfields Shire Walking and Cycling Strategy (2017-2026)</i></u>	2.03, 18.01
<u><i>Code of Practice – Onsite Wastewater Management Publications 891.4 (Environment Protection Authority, 2016)</i></u>	<del>02.3-4, 14.02-1L, 42.01 – Schedule 1</del>
<u><i>Construction Techniques for Sediment Pollution Control Publication 275 (Environment Protection Authority, 1991)</i></u>	<del>02.3-4, 14.02-1L, 42.01 – Schedule 1</del>
<i>DNRE Selected Biodiversity Components – LGA Central Goldfields</i> (Department of Natural Resources and Environment)	2.03
<i>Box-Ironbark Forests &amp; Woodlands Investigation, Final Report</i> (Environment Conservation Council, 2001)	2.03 <del>12.01-1L</del> , <del>12.05-2L</del>
<u><i>Grampians Central West Waste and Resource Recovery Implementation Plan 2017 (Grampians and Central West Waste and Resource Recovery Group, 2017)</i></u>	<del>02.03-7L</del>
<u><i>Guidelines: Noise from Industry in Regional Victoria (Publication 1411, Environmental Protection Authority, 2011)</i></u>	<del>02.03-7, 14.01-2L, 17.01-1</del>
<u><i>Infrastructure Design Manual (Local Government Infrastructure Design Association, 2019)</i></u>	<del>02.03-9, 19.03-2L</del>
<i>Loddon Catchment Salinity Management Plan</i> (Jencie McRobert and Tess Dullard, 1992)	2.03, 44.02-9

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Commented [AB9]: LPPF Translation Manual – Version 2.0 pg. 25

CENTRAL GOLDFIELDS PLANNING SCHEME

<i>Maryborough – A Social History 1854-1904</i> (B Osborne and T Du Borg, 1985)	2.03
<i>Maryborough Bushland Study</i> (Elvyne Hogan, 1993)	2.03
<u><i>Maryborough Integrated Water Management Plan (2018)</i></u>	<u>19.03-3L</u>
<i>North Central Regional Catchment Strategy</i> (North Central Catchment Management Authority, <del>1997</del> 2013-2019)	2.03, <u>42.01-1</u>
<u><i>North Central CMA Region Loddon River System Environment Water Management Plan (North Central Catchment Management Authority, 2015)</i></u>	<u>02.03-4, 14.02-1L, 42.01 – Schedule 1</u>
<u><i>Planning Permit Applications in Open Potable Water Supply Catchment Areas (Department of Sustainability and Environment, 2012)</i></u>	<u>02.03-1, 14.02-1L, 42.01 – Schedule 1</u>
<u><i>Recommended Separation Distances for Industrial Residual Air Emissions (Publication 1518, Environment Protection Authority, 2012)</i></u>	<u>02.03-7, 11.01-1L, 14.01-2L, 14.02-1L, 17.01-1L</u>
<i>Shire of Bet Bet Conservation Study</i> (C. McConville & Associates, 1987)	2.03, 43.01s
<i>Talbot &amp; Clunes Conservation Study</i> (Richard Aitken, 1987)	2.03, 43.01s
<i>Tullaroop District Heritage Study - Stage One</i> (R. Ballinger & A. Ward, 1999)	2.03, 43.01s
<u><i>Upper Coliban Integrated Catchment Management Plan (North Central Catchment Management Authority and Coliban Water, 2018)</i></u>	<u>02.03-4, 14.02-1L, 42.01-Schedule 1</u>
<u><i>Urban Stormwater – Best Practice Environmental Management Guidelines (Victorian Stormwater Committee, 1999)</i></u>	<u>02.03-4, 14.02-1L, 42.01-Schedule 1</u>

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## SCHEDULE TO CLAUSE 74.01 APPLICATION OF ZONE, OVERLAYS AND PROVISIONS

### 1.0 Application of zones, overlays and provisions

This planning scheme applies the following zones, overlays and provisions to implement the Municipal Planning Strategy and the objectives and strategies in Clauses 11 to 19:

- Settlement objectives at 02.03-1 and 11.01-1L, 11.03-6L through the use of the General Residential Zone, Township Zone and Low Density Residential Zone within the townships and settlements and the Low Density Residential Zone and Rural Living Zone on the edge and outside of townships and settlements.
- Environment and landscape values objectives at 02.03-2, 12.01-1L and 12.05-5L through the use of the Public Park and Recreation Zone, Public Conservation and Resource Zone, and Rural Conservation Zone, the application of the Significant Landscape Overlay to the Cairn Curran Environs and Talbot Volcanic Rises and the Vegetation Protection Overlay to areas of significant native vegetation.
- Environmental risks and amenity at 02.02-3, 14.02-1L and 14.02-2L through the use of the Bushfire Management Overlay to land in the municipality that may be subject to extreme bushfire risk; Floodway Overlay and the Land Subject to Inundation Overlay to recognise and protect flood prone areas; the Erosion Management Overlay to area subject to significant soil erosion and the Salinity Management Overlay to areas subject to ground water discharge and areas affected by salinity.



- Natural resource management at 02.03-4, 14.01-1L, 14.01-2L, 14.02-1L and 14.02-2L through the use of the Farming Zone and the application of the Environmental Significance Overlay Schedule 1 to special water supply catchments and water storage and the Environmental Significance Overlay Schedule 2 over the Maryborough Waste Water Treatment Plant.
- Built environment and heritage at 02.03-5 through the use of the Heritage Overlay to heritage places incorporating sites, buildings, objects, landmarks and trees of identified heritage and the use of the Design and Development Overlay Schedules 1 for residential development associated with the Maryborough Golf Course and Design and Development Overlay Schedule 2 for the Maryborough Airport Environs; and the Development Plan Overlay Schedule 1 for the Maryborough Golf Course; Development Plan Overlay Schedule 2 for the Maryborough Urban Prospects residential and commercial development sites, and Development Plan Overlay Schedule 3 for the Maryborough Railway Precinct development.
- Housing objectives at 02.03-6, 16.01-1L, 16.01-2L, 16.01-3L, 16.01-4L and 16.01-5L through the use of residential zones outlined for Settlement to encourage integrated housing, in appropriate locations, that is affordable and diverse.
- Economic development objectives at 02.03-7 and 17.03-2L and this use of the Industrial 1 Zone over land for industrial use, the Commercial 1 Zone over town centres to create commercial centres for retail, office, business, entertainment community uses and residential uses; the Mixed Use Zone over a precinct allow for residential and commercial to be activated; and the Special Use Zone over the land in the Goldfields Reservoir and Maryborough Golf Course.
- Transport objectives at 02.03-8 and 18 through the use of the Road Zone Category 1 and Category 2 the identity significant roads, the Public Acquisition Overlay Schedule 1 for land associated with a bypass through Maryborough.
- Infrastructure objectives at 02.03-9 through the use of the Public Use Zone to protect public land used for public utility and infrastructure and community services and facilities.
- ~~Residential, commercial and industrial zones for Dunolly and Carisbrook.~~
- ~~Township Zone to township areas (other than in Dunolly and Carisbrook) to clearly define township boundaries and provide opportunities for industrial and business development.~~
- ~~Commercial 1 Zone covering the Maryborough Central Business Area.~~
- ~~Rural Living Zone:
 
  - ~~At the fringe to the Maryborough urban area.~~
  - ~~Limited to areas adjacent to urban areas and where the predominant land use is residential and where agriculture is subordinate to the residential land use.~~~~
- ~~Rural Conservation Zone covering watercourses and environs and water catchment areas.~~
- ~~Farming Zone covering the Shires' agricultural areas with a 40 hectare minimum subdivision size for dryland areas.~~
- ~~Public Conservation and Resource Zone for council owned or managed flora and fauna reserves.~~
- ~~Environmental Significance Overlays to:
 
  - ~~Ensure that low density residential and rural living development occurs on land that is not subject to development and environmental constraints.~~
  - ~~Cover the Loddon River, major creeks in the Shire, water supply catchment areas and other areas identified as having environmental significance.~~~~

- ~~• Erosion Management Overlay to areas identified in previous rural land mapping and land capability studies.~~

~~Heritage Overlay to protect heritage precincts and buildings in heritage townships.~~

- ~~• Salinity Management Overlay to cover areas identified as being of salinity risk.~~

## SCHEDULE TO CLAUSE 74.02 FURTHER STRATEGIC WORK

### 1.0 Further strategic work

Undertake a ~~settlement~~ housing strategy to:

- ~~o Provide an assessment of residential and rural residential land supply.~~
- o Review and define township boundaries.
- o Identify areas and sites suitable for different forms of residential development and accommodation.
- o Review land zoning and determine the most suitable locations for the Township Zone, General Residential Zone, Low Density Residential Zone and Rural Living Zone etc.
- ~~o Identify locations for medium density residential close to the Maryborough Central Business Area, supported by appropriate planning controls.~~
- ~~o Investigate placing a Restructure Overlay on old and inappropriate subdivisions outside of township boundaries to encourage consolidation of lots.~~
- o Undertake Include a housing facilitation strategy to develop Maryborough as a model centre for innovative and affordable housing.
- o Identify locations for future retirement and aged persons accommodation in the centres of Maryborough, Carisbrook and Dunolly
- o Investigate mechanisms for infrastructure contributions in new growth areas.

~~Identify locations for future retirement and aged persons accommodation in the centres of Maryborough, Carisbrook and Dunolly.~~

Undertake a rural settlement strategy, which may investigate placing a Restructure Overlay on old and inappropriate subdivisions outside of township boundaries to encourage consolidation of lots; identify areas of significant conservation value for recognition in the Rural Conservation Zone and identify appropriate areas for low density residential housing within proximity to services. (PSR 2020, resi strat)

~~Investigate measures to protect the amenity of residential and industrial areas in the Loch Street/Johnson Street area, Maryborough.~~

Undertake flora and fauna assessment across the Shire to update biodiversity controls.

~~Implement planning controls to improve environmental management in the Central Goldfields Shire.~~

~~Undertake land capability studies for areas of the Shire that have not previously been studied.~~

Identify flood prone areas and implement adopted flood mitigation studies.

Undertake a review of Bushfire Management Overlay schedules in accordance with the referral authority's traffic light mapping process (PSR 2020)

~~Investigate the use of a Design and Development Overlay to cover the Maryborough Central Business Area and the Maryborough Railway Station and environs.~~

Undertake strategic-place-based planning for Carisbrook, Talbot, Bealiba, Majorca, Moliagul and Timor to address issues and opportunities relating to urban design, heritage protection, retailing and tourism.

Complete and implement the Shire's heritage studies and urban design frameworks.

~~Investigate opportunities for new retail floorspace on the east side of the Maryborough Central Business Area (the street block bounded by Alma and Napier Streets, and Tuaggra and Nolan Streets).~~

Undertake an Industrial Land Study to inform structure planning for industry and ensure an adequate supply of industrial land, also to:

- Investigate measures to protect the amenity of residential and industrial areas in the Loch Street/Johnson Street area, Maryborough and Flagstaff.
- Undertake an industrial development strategy to consider opportunities for industrial development in a range of industrial lot sizes and locations, for diverse enterprises and industries.
- Include a Precinct Structure Plan for Carisbrook, to consider broad hectare development, rural living and industrial interface issues with Flagstaff

~~Prepare a development plan for the industrial estate at Carisbrook, (ex depot site).~~

~~Investigate the application of an appropriate zone for land associated with Carisbrook Trotting Track to reflect the ongoing use of this land for stables and similar enterprises.~~

~~Identify suitable industrial sites for the future location of new enterprises involved in the manufacture of new building products.~~

~~Implement the Shire's Tourism Strategy.~~

~~Develop a Rural Road Strategy with Regional Roads Victoria to review the Implement, with Regional Roads Victoria, the most appropriate heavy vehicle road bypass of Maryborough.~~

~~Investigate the application of an Airport Environs Overlay covering Maryborough Airport/Aerodrome and an Environmental Audit Overlay on the closed landfills in the Shire.~~

~~Undertake an agricultural land study to determine the future agricultural needs and requirements, and to ensure agricultural land is protected.~~

~~Investigate placing a Restructure Overlay on old and inappropriate subdivisions outside of township boundaries to encourage consolidation of lots.~~

~~Complete and implement an errors review of the scheme and mapping (PSR 2020)~~

~~Implement the Shire Recreation Plan.~~

~~Investigate the provision of reticulated sewerage to Talbot to enable potential growth to occur.~~

## 02 MUNICIPAL PLANNING STRATEGY

### 02.01 CONTEXT

Central Goldfields Shire is located in central Victoria, approximately 150 km from Melbourne. The Shire comprises some 1500 square kilometres of land and is one of the state's smaller rural shires. The municipal boundaries are shared with Hepburn, Mount Alexander, Loddon, Pyrenees and Northern Grampians Shires. Central Goldfields is located between the two regional cities of Bendigo and Ballarat.

Maryborough is the Shire's largest centre with a population of 8,003 people (VIF 2019) and provides a significant sub-regional hub of retail, industry and services for central Victoria.

Carisbrook is the next largest township, followed by Dunolly and Talbot, with hamlets at Bealiba, Moliagul, and Timor/Bowenvale. Rural residential and farmlet development surrounds Maryborough, the smaller towns and hamlets.

The Shire contains significant areas of remnant vegetation, notably the stands of Box Ironbark forest. Central Goldfields is located within the heart of the Box Ironbark ecosystem, which provides a habitat for a wide diversity of flora and fauna that is unique to this ecosystem. The Moolort Plains wetlands are a unique wetland complex situated in the Volcanic Plains in the Shire's east.

The Shire is located in the south west of the Loddon River catchment. Several creeks including the Bet Bet, Emu, Timor, Tullaroop and McCallums Creeks, traverse the Shire and the Avoca River forms part of its western boundary with the Pyrenees and Northern Grampians Shires. Other major water features include Lake Cairn Curran and Tullaroop Reservoirs.

Natural disasters, such as the floods of 2010 and 2011 in Carisbrook and Dunolly, have impacted the municipality. Flooding continues to be a risk to the settlements of the Shire. The proximity of Box Ironbark Forests and native vegetation stands is a recognised bushfire risk in the Shire. The identification of risk and protection of settlements from natural disasters, soil degradation, erosion and climate change are critical issues for the community.

The Shire's productive agricultural land is a finite and important resource. Cropping, grazing, fodder conservation and horticulture are enduring agricultural activities. Conflicts between farming, industry and residential uses are an ongoing challenge for the Shire. Agriculture is further impacted by climatic factors and soil degradation from erosion, salinity and prior mining activity.

Central Goldfields Shire has a number of industries that are driving the local economy, such as primary and trade; population driven industries; knowledge and public sector industries and tourism. Despite agriculture declining as an employment source, there are opportunities for improving supply chains, increased food manufacturing or diversified farming practices.

The Shire is part of the Goldfields Tourist Region, which celebrates its gold and mining heritage. There are also significant Aboriginal sites and an emerging arts and culture sector in the Shire which present unique cultural tourism experiences.

Central Goldfields is well serviced by a road network, with limited public transport options available. Active transport is emerging as an important resource for the sub-regional centre and within the district towns. The Shire features a diverse array of open space and recreation facilities.

### 02.02 VISION

Our vision is "to be a vibrant, thriving, inclusive community" (Council Plan 2017-2021).

Central Goldfields seeks to create a Shire that:

- Has a supported, cohesive community, living a full and healthy life.

- Has a vibrant local economy which contributes to the municipality's economic prosperity.
- Celebrates the rich built and natural heritage and a sustainable environment.

## 02.03 STRATEGIC DIRECTIONS

### 02.03-1 Settlement

The Shire's settlement hierarchy comprises urban centres and townships each with a role defined by levels of population, services and physical characteristics that provide the centre with its identity as follows:

#### Settlement hierarchy

Urban Centre	Classification	Role & Identity
Maryborough	Sub-regional centre	Major centre for employment, retailing, services and administration. Identity defined by Box Ironbark forest setting, heritage and compact central area
Carisbrook	District centre	Satellite town to Maryborough with town centre services providing day to day shopping needs. Identity defined by heritage character, with Deep Creek setting and proximity to natural environs such as the Moolort Plains, as a major feature
Dunolly	District centre	Provides limited retail, business and community services for town and district population. Identity defined by strong heritage character, grain facility and visible gold mining history
Talbot	Local community centre	Provides mainly day to day convenience shopping. Identity defined by town's heritage character, particularly Scandinavian Crescent and Camp Street and tourism prospects
Majorca	Hamlet	Small settlement with minescape features
Timor	Hamlet	Small settlement with several heritage features
Bealiba	Hamlet	Small heritage gold town
Moliagul	Hamlet	Historic village and 'Welcome Stranger' site

Maryborough is expected to experience small but steady (VIF 2019) population growth over the next ten years. Maryborough performs an important regional function as a centre for retail and commerce, employment and community services. Future development opportunities for the township exist north from Maryborough on Maryborough-Dunolly Rd and several large undeveloped sites within the township. Carisbrook is identified as the area for broad hectare residential development.

Rural living and rural residential developments are located around Dunolly, Carisbrook, Alma, Daisy Hill, Havelock, Majorca, Timor and Bealiba. There is an opportunity for low density rural living lots be designated around serviced areas in Maryborough and Carisbrook. Existing Rural Living areas outside of townships and in high environmental value areas should be protected under the Rural Conservation Zone.

Council seeks to support its established townships and emerging settlements by:

- Primarily directing development to Maryborough as a sub-regional centre.
- Encouraging medium density housing in and outside the Maryborough Central Business Area which includes shop-top living, townhouses and villa-style developments.
- Greater diversification of the Mixed Use Zone in Maryborough, encouraging commercial, retail and residential use

- Maintaining the network of smaller urban centres to ensure reasonable access to jobs and services and lifestyle choices.
- Directing development to infill lots that are suitable for development in the smaller townships of Dunolly, Carisbrook, Bealiba, Talbot and Majorca.
- Limiting low density residential development at the periphery of Maryborough, Carisbrook, Dunolly, Majorca and Timor to locations that can be economically and efficiently provided with water, electricity and suitable road access.
- Encouraging a more compact urban form for Maryborough, Carisbrook and Dunolly.
- Encouraging the provision of infrastructure to support walkability and accessibility in the sub-regional and district towns.
- Recognising the unique characteristics of each town and place as defined in the Community Plans
- Developing a Precinct Structure Plan for Carisbrook/Flagstaff and Maryborough North.

## 02.03-2 Environmental and landscape values

### Landscape

Prominent features of the natural landscape include Paddy's Ranges State Park, Mt Bealiba Range, Moolort Plains, the Cairn Curran Reservoir and Talbot's volcanic rises. Several creeks including the Bet Bet, Emu, Timor, Tullaroop and McCallums Creeks, traverse the Shire and the Avoca River forms part of its western boundary with the Pyrenees and Northern Grampians Shires.

### Vegetation

Central Goldfields Shire is located within the heart of the Box Ironbark ecosystem, with Box Ironbark forests surrounding the settlements of the Shire. This ecosystem provides essential habitat for a wide diversity of flora and fauna, many of which are unique to this area.

Box Ironbark vegetation communities are a vastly depleted natural resource in the Shire and have been identified as a priority for protection. Protecting remnant vegetation and encouraging revegetation of State forests will conserve habitats and significantly reduce the threat of extinction of plants and animals. There is potential for land use conflict that needs to be managed at the interface between forested public land and urban areas.

### Biodiversity

A rich diversity of plants, animals and habitats exist across the Shire. As part of the north central catchment, the Bealiba/Dalyenong, Moolort Plains and Upper Loddon are recognised as priority biodiversity areas.

The Moolort Plains Wetlands is a unique wetland complex located within the Volcanic Plains in the eastern part of the Shire. The catchment of the wetlands is Victoria's only National Biodiversity hotspot and is the habitat for many native animals, particularly waterbirds, and a number of threatened fauna species. The wetlands contain different wetland types, although their precise location, characteristics and biodiversity is not well understood. Recognised threats to the unique wetlands complex situated in the Volcanic Plains are cropping, pest plants and animals.

Threatened flora species within the Box Ironbark Forests include Buloke, Small Milk-wort, Clover Glycine and Scented Bush-pea. Threatened fauna species include Swift Parrot, Powerful Owl, Brush-tailed Phascogale and Striped Legless Lizard.

Council seeks to protect environmental and landscape values by:

- Protecting and enhancing remnant vegetation and wildlife corridors.
- Encouraging the establishment of buffer areas and setbacks on freehold land to protect significant vegetation.

- Support mechanisms to identify and protect the Moolort Wetlands and the Bealiba/Dayenong area
- Protecting the water quality of the Loddon and Avoca Rivers and Bet Bet Creek waterway systems.
- Protecting the Talbot district volcanic rises and the Cairn Curran Reservoir as significant landscapes.

### **02.03-3 Environmental risks and amenity**

Natural environmental hazards including bushfire, land degradation and flooding present risks and constraints for land use and settlement in the Shire. Climate change has the potential to have adverse impacts on agriculture and tourism and on economic prosperity and viability in general. The interface between industrial uses and neighbouring residential uses are an ongoing challenge in the Shire. Emerging industries, such as intensive agriculture, greyhound keeping and training is an emerging issue for the Shire.

#### **Bushfire**

The Shire is subject to significant bushfire hazards, particularly surrounding the townships of Maryborough, Dunolly, Moliagul and Bealiba. This hazard is due to the extent of Box Ironbark forest encircling the townships and traversing into the forests.

#### **Flooding**

Natural flooding of floodplains and the wetlands improve the health of rivers and floodplains, providing essential habitats for fauna. However the Shire includes areas of flood prone land where flooding has caused substantial damage to the built environment.

#### **Soil management**

Managing the impact of land uses on soil quality, erosion and salinity throughout the Shire is important for the preservation of high quality soils and the protection of waterways and groundwater tables in the catchment. Previous mining activity on land has diminished land quality, leaving bare white mounds without topsoil or vegetation cover.

#### **Industrial interface**

The growth of industry, particularly manufacturing, raises potential for conflict between industry and neighbouring residential uses. This needs to be balanced to manage the needs of both. Future industries need to be located in industrial areas to manage amenity, noise, air and environmental impacts.

Council seeks to address environmental risks and amenity by:

- Reducing the impacts of climate change, by supporting alternative energy sources, carbon farming, reducing greenhouse gas emissions, and adopting environmentally sustainable development principles.
- Directing future growth to existing townships to protect environmental values and improve community safety particularly from high bushfire risk.
- Encouraging development only when the risk to life and property from bushfire and flooding can be reduced to an acceptable level and that bushfire and flooding protection measures can be implemented.
- Minimising the potential impact of development on water pollution, land degradation, and risk of salinity and erosion.
- Ensuring land capability supports land use and development, particularly in environmental risk areas.
- Ensuring excessive land clearing, over grazing and mining activity are managed in a way to support continued and future agricultural uses.
- Balancing the protection of valued industrial land from encroachment by incompatible uses with protecting the amenity of existing residential uses.

### 02.03-4 Natural resource management

#### Agricultural land

Agricultural land in the Shire is a resource that must be maintained for productive use. Viable land includes the high riverine plains in the Dunolly, Bealiba and Natte Yallock areas; volcanic plains and rises at the Moolort Plains and at Talbot and east of Carisbrook; metamorphic plains and ridges south of Bealiba and west of Dunolly; granite to the south of Bealiba and south east of Bealiba; and sedimentary hills and rises around Maryborough, Dunolly and Carisbrook.

Agricultural uses in the Shire include cropping, sheep and cattle grazing and fodder conservation. There are emerging specialisations in less traditional agricultural activities such as fruit and vegetable growing, poultry farming, nursery and floriculture. There are emerging industries, such as intensive agriculture and renewable energy production.

Land use conflict can occur between agriculture and residential land uses. This has the potential to affect the operation of farms and reduce their productive capacity.

The future of the agricultural industry is dependent on sustainable agricultural practices. Issues such as soil salinity, erosion and maintaining the quality and quantity of water are threats to agricultural production.

Intensive agriculture industries have the potential to cause effluent disposal problems and affect the amenity of adjacent land uses.

#### Water

The Central Goldfields Shire is situated in the Loddon dry land catchment and is part of the wider Avoca Loddon-Campaspe catchment.

With a significant area of the Shire situated in the catchment of the Tullaroop and Laanecoorie Reservoirs, and Lake Cairn Curran, there is a need for sustainable land management in water supply catchment areas.

Protection of water quality and maintaining water supply are a priority. Poor land use planning decisions, unplanned incremental change and inadequate land management can influence both water quality and quantity in the catchments.

Council aims to protect the viability of natural resources by:

- Discouraging the subdivision of land or conversion to land uses that take the land out of productive use.
- Promoting alternative cropping, intensive agriculture and value added enterprises.
- Minimising conflicts between agriculture and residential uses to ensure the productive capacity of agriculture is not reduced.
- Support emerging agricultural industries that are compatible with existing agricultural practices, including horticulture, intensive animal production, niche agriculture, value adding industries and renewables.
- Protecting the environs and water catchments of Tullaroop and Laanecoorie reservoirs and Lake Cairn Curran.

### 02.03-5 Built environment and heritage

Heritage and townscape character are strong built form elements of towns in the Shire.

The Shire's goldfields heritage includes historic centres of Maryborough, Dunolly and Talbot. Maryborough's 19th Century civic precinct, Princes Park and the magnificent late Victorian Railway Station are outstanding examples of Maryborough's built heritage. The main streets of Dunolly and Talbot are among the most intact heritage streetscapes in the Goldfields region.

Conservation, protection and maintenance of this heritage are of community, economic and cultural significance to the Shire.



Significant aboriginal heritage sites are located in the Shire such as the Aboriginal Maternity Tree in Talbot, and Aboriginal Rock Wells in Paddy's Ranges State Park, also middens, scarred trees, and ceremonial sites.

Deep lead mines located in proximity to former settlements are a significant part of the larger cultural landscape.

Many of the Shire's industrial areas are situated at visually exposed locations. Improving the visual amenity of industrial areas is a major issue for Maryborough and other major towns.

Council seeks to protect heritage assets and promote built form improvements by:

- Protecting sites, places, buildings and features of heritage significance.
- Preserving and enhancing the visual amenity and character of Maryborough and the Shire's townships.
- Enhancing the visual qualities and character of the major road entrances to Maryborough and townships in the Shire.
- Maintaining and enhancing the character and qualities of the Maryborough Central Business Area by retaining its compact urban form, pedestrian scale and heritage character.
- Encouraging the provision of active transport infrastructure in the sub-regional and district townships.
- Encouraging industrial development to provide a high standard of visual amenity through landscaping and attractive entry treatments.

### **02.03-6 Housing**

Dwelling types in the Shire are similar to those in regional Victoria, with a higher proportion of separate houses and lower proportion of medium density houses than the corresponding State averages. With an ageing population and changing family structures, the Shire will need to cater for alternative housing needs close to services.

Affordable housing is an economic and lifestyle strength of Central Goldfields. The residential sector's energy, water and waste management future forms an important part of Council's sustainability goals.

Council seeks to manage the development of housing in its townships and settlements by:

- Encouraging the provision of innovative residential housing that is energy efficient and affordable.
- Direct future residential growth towards the townships of Maryborough and Carisbrook.
- Encourage and facilitate urban consolidation on existing residential lots in Maryborough, Carisbrook and Dunolly.
- Explore the provision of affordable housing options for the community in collaboration with housing associations and specialist housing providers on crown land.
- Encourage options to allow residents to 'age in place' with increased housing diversity close to services.

### **02.03-7 Economic development**

The Shire's economy is small compared to the Loddon Campaspe region, which is attributed to its lower population base. The main areas of economic activity are primary industries (agriculture, construction, manufacture and transport) population driven industries (retail, hospitality, personal and household services); knowledge and public sector industries (health, education and government agencies) and tourism (accommodation, hospitality, arts and recreation services).

#### **Rural enterprises**

Agricultural activities are primarily cropping, sheep and cattle grazing and fodder conservation. Beef and sheep farming are high employers within the sector. There are emerging specialisations in less traditional agricultural activities such as fruit and vegetable growing, poultry farming and nursery and floriculture. The Shire has a growing opportunity for intensive agriculture, horticulture and contributing to supply chain networks and renewable energy production.

### **Tourism**

Tourism is an emerging industry in the Shire. The Shire is part of the Goldfields Tourist Region, between the significant hubs of Ballarat and Bendigo. Each of the Shire's towns and hamlets have heritage streetscapes and landscapes which are complemented by environmental features such as the Box Ironbark forests, Moolort Plains, volcanic ridges and Aboriginal assets. The Shire encourages emerging arts and culture initiatives and events to further strengthen the tourism industry.

### **Retail and community services**

Maryborough's regional role is related to the services and opportunities it provides for employment, shopping, business and community services. The health and community services sector is an important growth industry in the region due to increasing demand, particularly as the population ages. Upgrades in existing and additional facilities will be required in townships over the coming years.

### **Manufacturing and industry**

Large scale industrial activity is located in the Maryborough-Flagstaff-Carisbrook area, with smaller dispersed industrial sites within Maryborough, Carisbrook and Dunolly. A large grain processing facility is located beside the Dunolly train station. A chaff and feed enterprise, hydroponics, composting and a large quarry operation are located in and around Carisbrook.

Council seeks to promote economic development by:

- Promoting Maryborough Central Business Area as a sub-regional centre for retail, business and community services.
- Enhance the Shire's townships to support liveable communities and provide a job ready labour force.
- Identify and protect heritage assets in the townships for tourism potential and the population's pride.
- Structure Planning for the Carisbrook-Flagstaff and Maryborough North areas to provide guidance for the industrial and residential interface.
- Facilitating and encouraging the development of the Shire's tourism industry of small gold towns, goldfields, Aboriginal cultural tourism and environmental assets.
- Increase accessibility and connectivity between residential, commercial and industrial areas.

## **02.03-8 Transport**

### **Road network**

Central Goldfields is well served by road including the Pyrenees Highway that provides important links to the Calder and Sunraysia Highways.

### **Public transport**

Maryborough is the public transport hub of the Shire. The re-establishment of limited passenger rail services between Maryborough and Ballarat has created opportunities for rail commuting from the Shire to Ballarat and more convenient train travel to Melbourne. Other public and community transport modes provide vital links to the wider region including to Castlemaine, Ballarat and Melbourne.

Rail lines bisect the Shire and provide an important economic function by carrying large tonnages of freight mainly wheat, oats and other bulk seed crops, fertilisers, bulk fuel and

general parcel freight. Although opportunities for expansion of freight containerisation are limited in Dunolly, there is potential in Maryborough.

### **Active transport**

Active transport is an important transport mode within the towns and as a tourism drawcard, with rail trails an emerging interest.

Maryborough aerodrome provides tourism, recreational and commercial opportunities.

The road and public transport network provides significant social and economic benefits to settlement, business, trade and tourism. These linkages provide connectivity to regional centres and Melbourne, enhancing potential economic benefits for the community.

Transport planning in Central Goldfields Shire will:

- Support the continued delivery of transport infrastructure and services to meet the needs of the community.
- Protect the grain storage facility at the Dunolly train station and support the continued use as a freight hub.
- Provide connected active transport infrastructure to facilitate accessibility for the community.
- Support the viable operation of Maryborough aerodrome.

## **02.03-9 Infrastructure**

### **Community Infrastructure**

Community infrastructure planning must enhance the liveability, wellbeing, amenity and quality of life within the Shire.

Community infrastructure and services are required for all age demographics. As the population of Central Goldfields Shire is dispersed over a large, diverse area, the development and delivery of community facilities and services has challenges for quality, access and connectivity. New development in the Shire requires the provision of infrastructure to service and support the community.

In planning and delivering community infrastructure, Central Goldfields Shire will:

- Facilitate improved accessibility.
- Encourage local place based initiatives.
- Encourage the development of and access to community infrastructure and services to cater for the current and potential future needs of all age demographics.

### **Open Space**

The Shire has several sport and recreation facilities of varying quality, function and form. Maryborough has the most facilities, followed by Dunolly, Talbot, Bealiba, Majorca then Carisbrook. Bushland reserves, state forests, historic reserves and nature reserves provide open space, with further opportunities for recreation and tourism. The Paddy's Ranges and Maryborough Regional Park are the only regional park assets.

The community actively participates in sport, recreation or physical activity, with walking the most prominent.

Council seeks to improve its open space network and recreational opportunities by:

- Providing assessable, affordable and inclusive physical activity facilities.
- Encouraging and facilitating activation of existing open space, sport and active recreation facilities.
- Planning, designing and maintaining facilities and spaces that are fit for purpose and encourage the community to lead active lives.
- Improving connections in the trails, track and path network.

### **Development Infrastructure**

New development in the Shire's towns and rural areas requires adequate provision of infrastructure to service and support future development. The infrastructure should be coordinated and integrated to meet the requirements of the development.

Some townships, such as Majorca, Talbot, Timor and Bealiba, are unsewered, which can inhibit physical growth and contribute to regional water quality problems.

Council aims to support the efficient delivery of infrastructure by:

- Supporting and encouraging renewable energy and investigating mechanisms to support green building design.
- Supporting telecommunication infrastructure.
- Ensuring rural residential development considers natural and environmental risks and natural resource constraints.
- Encouraging industrial development in areas where sewerage and water services are available.
- Encouraging residential development in areas where sewer, water, power and telecommunication infrastructure occurs.
- Recognise the land use risks posed by closed landfills.
- Recognise the potential need for development contributions plans and infrastructure contributions

## **02.04 STRATEGIC FRAMEWORK PLAN(S)**

The plans contained in Clause 02.04 are to be read in conjunction with the strategic directions in Clause 02.03.

### **Central Goldfields Strategic Framework Plan**

**– move the retail/economy Move these to Clause 11.01-L Settlements**

**Add new maps – settlement plan, environmental hazards plan, environmental and landscape values plan, economic development plan**

**10 PLANNING POLICY FRAMEWORK**

**11 SETTLEMENT**

11.01-1L Settlement – Central Goldfields

**Policy application**

This policy applies to land within townships identified in the maps to this Clause and the municipality's settlements.

**Objective**

To achieve a sustainable urban form for townships and settlements by containing future development within the township boundaries shown on the township and settlement structure plans.

**Strategies**

Encourage medium density housing, including townhouses, mixed shop-top living and units, in the regional centre of Maryborough.

Provide a diverse range of land types and lot sizes in areas where there is existing infrastructure to meet the needs of the future population

Encourage residential development that responds to the unique environmental risks of fire and floods.

Provide low density and rural living opportunities around the periphery of Maryborough and other district centres where they do not conflict with natural resource constraints

**11.03-6L Regional and Local Places**

**Objective**

To recognise the unique characteristics of each town and place in the Shire.

**Strategies**

Encourage active transport infrastructure, provide for all ability access in recreation reserves, protect heritage buildings and plan environmental sustainability in Maryborough.

Encourage active transport, recognise and beautify town entrances and maintain heritage buildings in Bealiba.

Recognise and beautify entrances and activate the Bet Bet Reserve in Bet Bet.

Encourage and connect active transport infrastructure, maintain and protect heritage buildings and drains and plan environmental sustainability in Carisbrook.

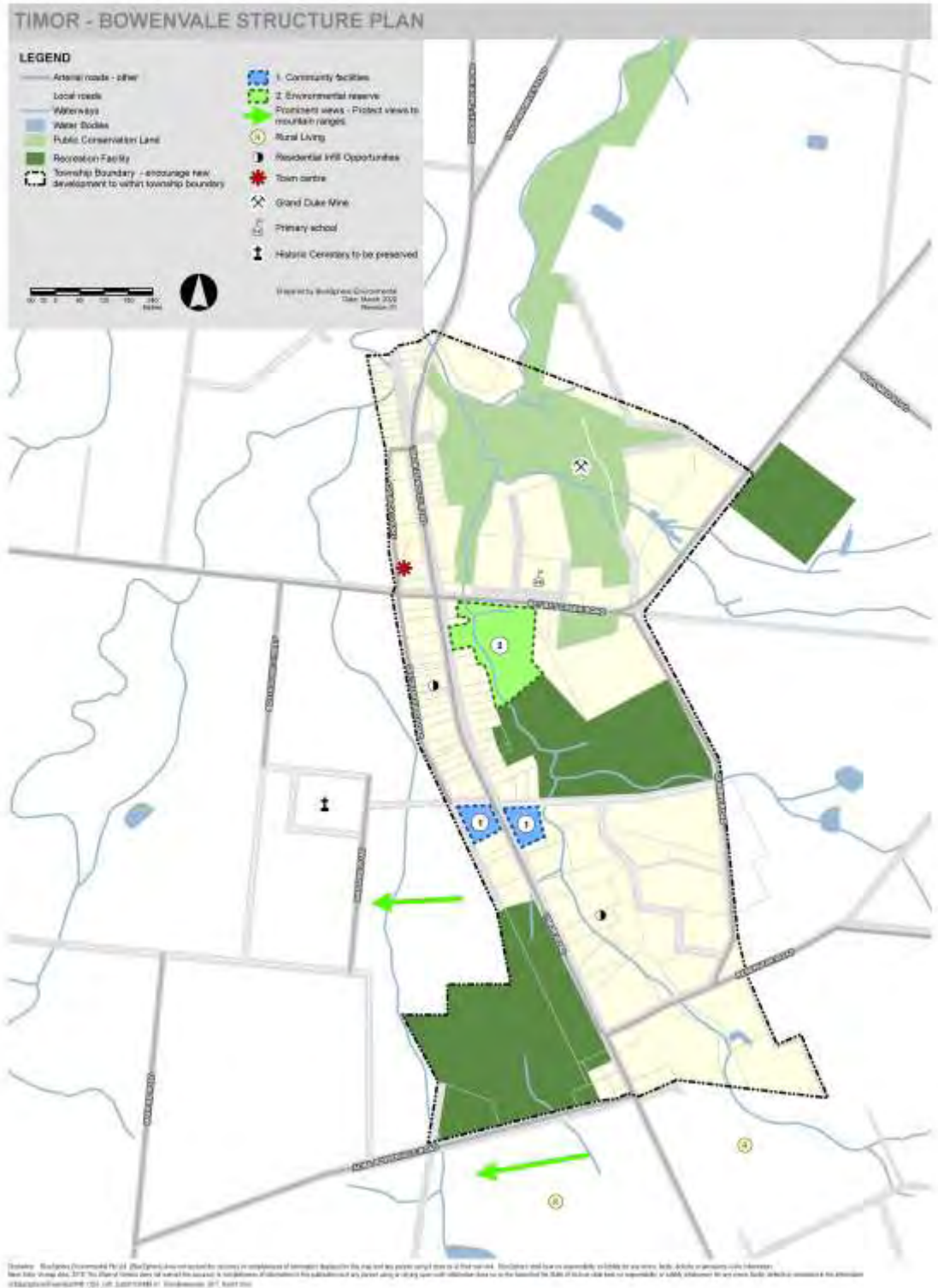
Improve accessibility for all abilities, invest in active transport tourism, beautify town entrances, protect the heritage assets and plan environmental sustainability in Dunolly and district.

Beautify town entrances in Majorca.

Improve accessibility of active transport networks, protect and maintain heritage buildings, beautify town entrances and plan environmental sustainability in Talbot and district.

Activate active transport and improve the visual amenity of the township in Timor.





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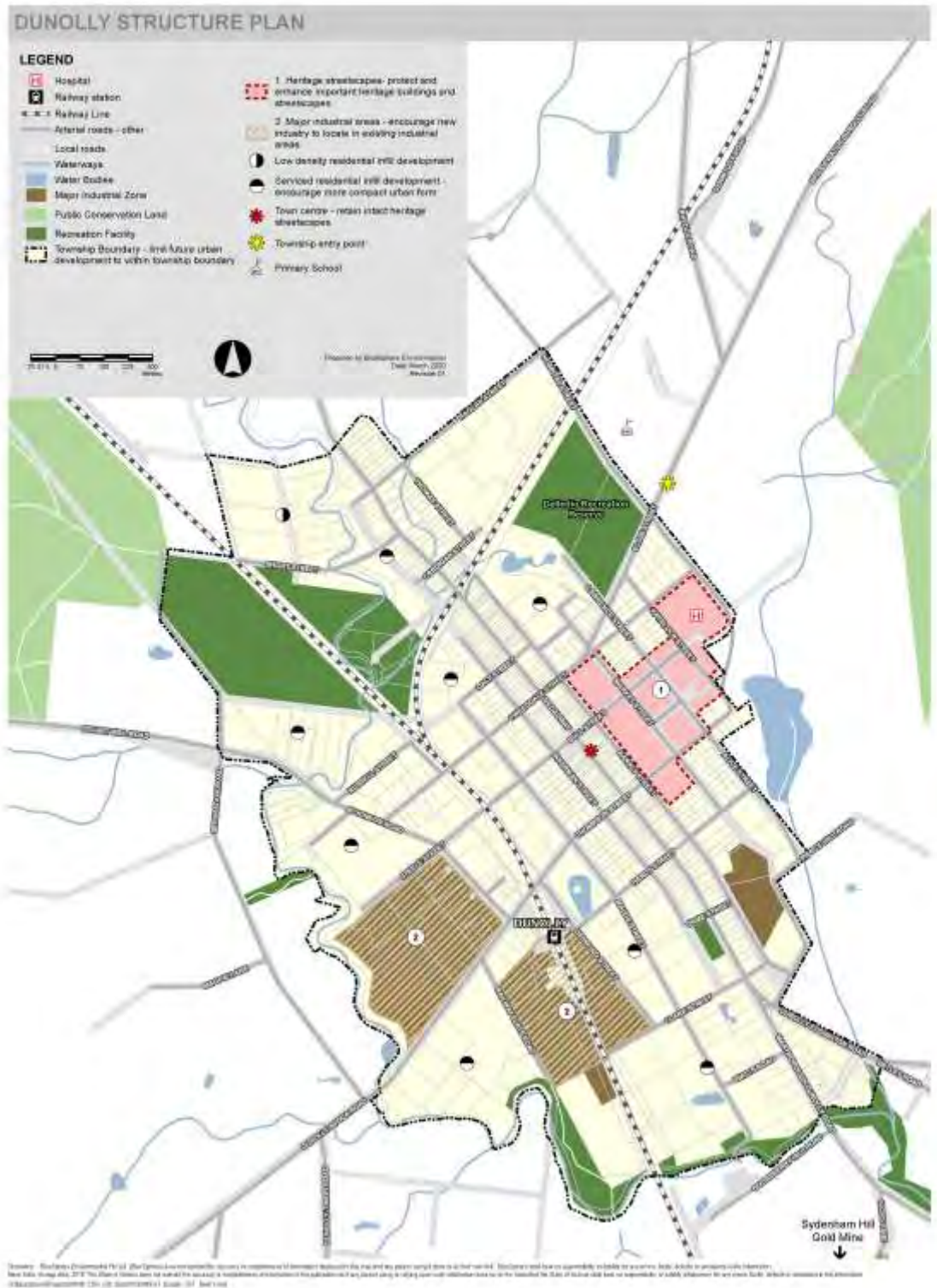








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## 12.01-1L Protection of Biodiversity

### Objective

To protect and enhance remnant vegetation and wildlife corridors for their biodiversity value in the Box Ironbark Forests.

### Strategies

- Encourage the establishment of buffer areas and adequate setback distances on freehold land as a means to enhance and protect significant vegetation on all land tenures.
- Ensure that land use and development proposals are consistent with regional vegetation plans.
- Encourage retention of remnant vegetation and habitat corridors and areas for Victorian Rare and Threatened Flora and Fauna Species.

### Policy document

Consider as relevant

North Central Regional Catchment Strategy 2013-2019 (North Central Catchment Management Authority, 2013)

Maryborough Bushland Study (1993).

## 14 NATURAL RESOURCE MANAGEMENT

### 14.01-1L Protection of Agricultural land

#### Policy application

This policy applies to the Farming Zone.

#### Objective

To protect productive agricultural land as identified in the Strategic Framework Plan and its supporting infrastructure.

#### Strategies

- Restrict the subdivision and alienation of productive agricultural land as identified in the Strategic Framework Plan and discourage conversion to land uses that take the land out of productive use.
- Limit inappropriate development of existing crown allotment subdivisions and encourage farm consolidation.
- Protect rural and agricultural infrastructure such as roads.
- Assess the implications of development proposals in rural areas in terms of their impact on existing and proposed infrastructure.
- Limit the application of the Rural Living Zone to areas adjacent to urban areas and where the predominant land use is residential and where agriculture is subordinate to the residential land use.

### 14.01-2S Sustainable Agricultural Land Use

#### Objective

To encourage ecologically sustainable farm management practices.

## Strategies

- Support sustainable agricultural practices that are based on soil types.
- Ensure intensive agriculture industries are located so as to minimise risks associated with effluent disposal and protect the amenity of adjacent land uses.
- Consider the findings of salinity and nutrient catchment management plans and other relevant natural resource strategies to assist in the assessment of land use and development proposals in rural zones
- Encourage the preparation of Farm Management Plans to be provided with applications for rural industry on lots smaller than 40 hectares.

### 14.02-1L Catchment and land protection

#### Objective

To ensure that use and development in a special water catchment protects and enhances the quality and quantity of the natural resources and environment systems for the long term supply of quality water for future generations.

#### Strategies

- Protect the environs of Bealiba, Laanecoorie and Tullaroop Reservoirs and Lake Cairn Curran from inappropriate development.
- Ensure that use and development incorporates measures to protect and enhance the natural resources and environmental systems, including waterways in special water supply catchments.
- Provide for the effective control of storm water drainage and waste water disposal in a manner that prevents any detrimental impacts to the natural resources and environmental systems.
- Manage the cumulative effects of unsewered development by ensuring land can accommodate effective on-site treatment of all waste water generated from the land.
- Encourage best practice approaches for all effluent disposal systems, effluent fields and irrigation fields.
- Minimise the impact of use and development on the existing condition, health and capacity of natural resources and environment systems including waterways, soil types, soil structure, soil condition, vegetation and aquatic and terrestrial habitats.

#### Policy guidelines

- Consider as relevant:
  - The ‘precautionary principle’ when assessing the likelihood of impact of an application on natural resources and environmental systems.
  - The ability and suitability of the land capability to accommodate the impacts of the use or development
  - Avoid locating use and development that includes a wastewater treatment and disposal system:
    - on any overland flow path or in any land depressions
    - upstream of any dam used for domestic or stock supply
    - within 100 meters of the edge of a waterway, dam or reservoir
    - within 200 meters of any wastewater treatment and disposal system on any neighbouring or adjoining land

- The availability and suitability of alternative effluent and waste water disposal systems.
- Maximise, maintain and enhance riparian edges and vegetation cover all year round.

#### 14.02-2L Water quality – Central Goldfields

##### Objective

Maintain and protect water quality in the Bealiba, Laanecoorie, Tullaroop and Cairn Curran catchments.

##### Strategies

- Ensure the use and development of land protects the water quality of the Loddon and Avoca Rivers and Bet Bet Creek waterway systems.
- Ensure land capability is taken into account in the assessment of land use and development proposals.
- Minimise the potential impact of existing and new developments to cause water pollution, land degradation, and risk of salinity and erosion.
- Ensure that method and location of effluent disposal systems in unsewered areas minimise the risk of pollution to waterways and that efficiency of effluent disposal systems is monitored at regular intervals.
- Promote water conservation practice in mining, industry and agriculture and wastewater management.
- Encourage sewerage and waste pre-treatment and innovative recycling and co-generation techniques within industries.
- Ensure environmental management plans are prepared as part of planning permit applications where land is susceptible to degradation, requires native vegetation removal or contains environmental features.

##### Policy documents

Consider as relevant:

- Construction Techniques for Sediment Pollution Control (Environment Protection Authority, 1991)
- Environmental Guidelines for Major Construction Sites (Environment Protection Authority, 1996 – Publication 480)
- Planning permit applications in open, potable water supply catchments (Department of Sustainability and Environment, 2012)

**16.01-5I HOUSING**

**16.01-1L Integrated Housing**

**Objective 1**

To recognise that future housing growth can be accommodated in the Maryborough urban area.

**Strategy**

Identify opportunities for urban consolidation in the existing settlement area of Maryborough.

**Objective 2**

To recognise that broad hectare development should occur in Maryborough North and Carisbrook-Flagstaff.

**Strategy**

Prepare Precinct Structure Plans to investigate how the land in Maryborough North and Carisbrook-Flagstaff should be developed.

**Objective 3**

To recognise the limitations for housing development in the townships of Dunolly and Talbot and hamlets of Majorca, Bealiba, Moliagul and Timor.

**Strategy**

Investigate options for providing a reticulated sewerage facility in Talbot.

Encourage residential development in areas that can be serviced, and in areas where natural resource constraints or environmental risks can be mitigated

Encourage development that responds to the needs of an ageing population in Dunolly.

**16.01-2L Location of Residential Development**

**Strategies**

Investigate rezoning land north of Maryborough for urban development.

Investigate the opportunities for broad hectare development in Carisbrook-Flagstaff with a Precinct Structure Plan.

Investigate the provision of more low density residential and rural development in areas near Maryborough and Carisbrook.

**16.01-3L Housing Diversity**

**Objective**

This policy applies for land in the General Residential Zone.

**Objective**

To recognise that as households age the housing needs and preferences change.

**Strategy**

Encourage development of a variety of housing types responding to the forecast demands for an increase in smaller households.

**16.01-4L Affordable Housing**

**Objective**

This policy applies for land in the General Residential Zone.

**Strategies**

Encourage the development of a wide variety of housing options, including townhouses, apartments and specifically designed aged person housing in Maryborough, Dunolly and Carisbrook.

Encourage and facilitate the involvement of community housing associations and specialist providers for meeting affordable housing needs in Maryborough.



Identify areas with appropriate zoning for community housing projects in the central area of Maryborough.

**16.01-5L Rural residential development**

**Objective**

To recognise that the shire has a substantial supply of land identified for rural residential development.

**Strategies**

Investigate protections to land of high environmental value and use of Rural Conservation Zone.

Investigate provision of Low Density Residential Zone closer to established settlements in Maryborough and Carisbrook.

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**17 ECONOMIC DEVELOPMENT**

**17.01-1L Diversified Economy  
Policy application**

This policy applies to all development within the Commercial Zones, Mixed Use Zone and Industrial Zones.

**Strategies**

Encourage new and emerging business sectors, including co-working spaces, business incubators and spaces for social enterprise.

Encourage manufacturing industries, intensive agriculture and horticulture to locate in areas near roads and rail freight options, with sewerage and water services.

**17.02-1L Business – Maryborough  
Policy application**

This policy applies to all development within the Central Business Area of Maryborough (see the map)

**Strategies**

Support a diversity of uses to activate the Central Business Area.

**17.02-2L Out-of-centre development – Maryborough  
Policy application**

This policy applies to all development within the Central Business Area of Maryborough, (see the map)

**Strategies**

Prevent the establishment of major retail facilities at locations isolated from the Maryborough Central Business Area.

Limit commercial zoning outside of the Maryborough Central Business Area to existing retail and/or business locations.

**17.03-1L Industrial land supply – Central Goldfields  
Policy application**

This policy applies to all development within the Industrial Zones.

**Strategies**

Require industrial development to be connected to reticulated water, sewerage, power and stormwater facilities.

Encourage industrial development in rural areas and in unsewered urban areas where:

- The industry cannot be located in an established industrial zone.
- A sufficient standard of road access is available or can be provided.
- Effluent can be contained within the site and there is a method of disposal that minimises the potential for pollution to waterways and groundwater systems.
- A reliable potable water supply is available.
- Detrimental impacts on the following are minimised:
  - Adjacent productive agricultural land.
  - The visual amenity of the rural landscape.
  - The amenity of adjacent residential land.

**17.03-2L Sustainable industry – Central Goldfields Strategies**

Facilitate establishment of compatible industries within buffer areas at the Maryborough wastewater treatment plant.



**17.04-1L Tourism**

**Objective**

To promote Central Goldfields Shire’s natural and cultural heritage tourism assets to maximise social and economic benefits.

**Strategy**

Support tourism uses that promote the themes of gold heritage, Box Ironbark forests, arts and culture.

Encourage the development of private and public tourism assets and infrastructure.

Encourage the utilisation of Maryborough aerodrome for tourism purposes.

Encourage events and festivals within the shire and region at appropriate sites considering environmental risks and natural resource constraints.

Develop and resource the regional World Heritage Listing bid.

Support and develop the tourism potential of the shire’s townships.

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## **18 TRANSPORT**

### **18.01-1L Transport Modes**

Prioritise sustainable transport infrastructure in the sub-regional and district towns.

Encourage residential, commercial and industrial development close to existing road, rail and active transport networks.

#### **Policy document**

Consider as relevant:

Integrated Transport Strategy (Central Goldfields Shire, 2020)

### **18.02-1L Walking and Cycling**

Prioritise road space for pedestrians and cyclists, including opportunities to implement shared zones in Maryborough and Dunolly.

Create continuous walking and cycling networks to quality sport and recreation facilities, education and residences in Maryborough and Dunolly.

Provide adequate land and links for sustainable transport.

#### **Policy document**

Consider as relevant:

Walking and Cycling Strategy (Central Goldfields Shire, 2020)

### **18.02-2L Public Transport**

#### **Objective**

Prioritise improved rail services between Ballarat and Maryborough.

#### **Strategy**

Centralise heavy freight industries near rail, and encourage container storage in Maryborough.

Centralise residential and commercial uses in the townships which have rail services, such as Maryborough, Talbot and Dunolly.

### **18.04-1L Maryborough aerodrome**

#### **Strategies**

Support tourism, recreational and commercial use and development at the Maryborough aerodrome.

**19 INFRASTRUCTURE**

**19.03-2L Community facilities**

**Objective**

To create a network of accessible, adaptable, community facilities.

**Strategies**

Encourage adaptable, multi-purpose facilities that incorporate a range of cultural, commercial and community uses instead of standalone or specialist facilities.

Facilitate opportunities to leverage community facilities as catalysts for urban and economic activation.

Maintain the network of accessible, adaptable community hubs that provide spaces for learning, collaboration, community connection, leisure and arts, preferably co-located with other services.

Extend the reach of the arts throughout the Shire by encouraging multi-purpose spaces for arts, exhibitions and creative activities.

**Policy document**

Consider as relevant:

Recreation and Open Space Strategy (Central Goldfields Shire, 2020)

**19.02-6L Open Space**

**Policy application**

This policy applies to all development of land within the boundaries of townships shown in the Strategy Framework Plan at Clause 2.04.

**Strategy**

Develop open space networks in towns, based on creeks, drainage lines, existing parks and recreation areas.

Maintain enhance and preserve the Shire’s existing nature gardens and street plantings.

Maintain and enhance indigenous and significant vegetation within public reserves, movement and open space networks.

Develop safe and accessible walking pathways and trails within open space networks

**Policy document**

Consider as relevant:

Recreation and Open Space Strategy (Central Goldfields Shire, 2020)

**19.03-2L Infrastructure Design and Provision**

**Strategy**

Provide a consistent approach to the design and construction of infrastructure across the municipality by using the Infrastructure Design Manual (2018) or approved precinct structure plans for new subdivisions and development.

**Policy document**

Consider as relevant:

Infrastructure Design Manual (2018)

**19.03-3L Integrated water management  
Strategies**

Ensure effluent disposal systems can be contained within the site.

Minimise the potential for pollution if reticulated sewerage is not available.

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**SCHEDULE TO CLAUSE 51.01 SPECIFIC SITES AND EXCLUSIONS**

02.03

**Specific sites and exclusions**

--/20--  
Proposed  
C61

Address of land	Title of incorporated document
The Mildura Line (Gheringhap to Yelta) and the Dunolly/Inglewood Line shown on the project area maps for the Rail Gauge Standardisation Project in the incorporated document.	Rail Infrastructure Projects (comprising the Rail Gauge Standardisation Project, the Regional Fast Rail Project and the Fibre Optic Project), December 2002

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**SCHEDULE TO CLAUSE 66.04 REFERRAL AUTHORITIES**

--/20--  
C--  
..v

**Referral of permit applications under local provisions**

--/20--  
Proposed  
C61

<b>Clause</b>	<b>Kind of application</b>	<b>Referral authority</b>	<b>Type of referral authority</b>
<b>Clause 3.0 of Schedule 1 to 42.01 (ESO)</b>	All applications	Catchment Management Authority	Recommending referral authority
<b>Clause 3.01 of Schedule 2 to Clause 42.01 (ESO)</b>	All application	Central Highlands Region Water Corporation	Determining referral authority

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**SCHEDULE TO CLAUSE 72.04 DOCUMENTS INCOPORATED IN THIS PLANNING SCHEME**

02.04

**Incorporated documents**

--/20--  
Proposed  
C61

Name of document	Introduced by
Fibre Optic Project, Integrated Approval Requirements, December 2002	<b>VC17</b>
Goulburn-Murray Water Native Vegetation Code of Practice, February 2011	<b>C24</b>
Rail Gauge Standardisation Project, Integrated Approval Requirements, VC17December 2002	<b>VC17</b>
Regional Fast Rail Project, Integrated Approval Requirements, December 2002	<b>VC17</b>

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**SCHEDULE TO CLAUSE 72.08 BACKGROUND DOCUMENTS****1.0 Background documents**

<b>Name of background documents</b>	<b>Amendment number – clause reference</b>
<i>Agenda for Action – Nature Conservation in the Avoca-Loddon-Campaspe Region</i> (B Osborne, 1996)	2.03, 12.01-1L, 12.05-2L
<i>City of Maryborough Heritage Study</i> (D. Bick, C. Kellaway, P. Milner & J. Patrick, 1992)	2.03, 43.01s
<i>Central Goldfields Economic Development Strategy (2020)</i>	2.01, 2.03, 17.01-L,
<i>Central Goldfields Integrated Transport Strategy, (2020)</i>	2.03, 18.01-1L, 18.03-2L, 18.03-1L, 18.04-1L
<i>Central Goldfields Population, Housing and Residential Strategy, (2020)</i>	2.01, 2.03, 11.01-1L, 11.03-6L, 16.01-1L, 16.01-2L, 16.01-3L, 16.01-4L, 16.01-5L
<i>Central Goldfields Recreation and Open Space Strategy (2020)</i>	2.03-5, 19.03-2L
<i>Central Goldfields Rural Land Capability Study, 2011</i>	2.03, 2.04, 14.01-1L, 14.01-2
<i>Central Goldfields Sustainability Action Plan, (2012-2020)</i>	2.03
<i>Central Goldfields Tourism and Events Strategy (2020)</i>	2.03, 17.04-1L
<i>Central Goldfields Shire Walking and Cycling Strategy (2017-2026)</i>	2.03, 18.01
<i>Code of Practice – Onsite Wastewater Management Publications 891.4 (Environment Protection Authority, 2016)</i>	2.3-4, 14.02-1L, 42.01 – Schedule 1
<i>Construction Techniques for Sediment Pollution Control Publication 275 (Environment Protection Authority, 1991)</i>	2.3-4, 14.02-1L, 42.01 – Schedule 1
<i>DNRE Selected Biodiversity Components – LGA Central Goldfields (Department of Natural Resources and Environment)</i>	2.03
<i>Box Ironbark Forests &amp; Woodlands Investigation, Final Report (Environment Conservation Council, 2001)</i>	2.03, 12.01-1L, 12.05-2L
<i>Grampians Central West Waste and Resource Recovery Implementation Plan 2017 (Grampians and Central West Waste and Resource Recovery Group, 2017)</i>	2.03-7,
<i>Guidelines: Noise from Industry in Regional Victoria (Publication 1411, Environmental Protection Authority, 2011)</i>	2.03-7, 14.01-2L, 17.01-1
<i>Infrastructure Design Manual (Local Government Infrastructure Design Association, 2019)</i>	2.03-9, 19.03-2L
<i>Loddon Catchment Salinity Management Plan (Jencie McRobert and Tess Dullard, 1992)</i>	2.03, 44.02-9
<i>Maryborough – A Social History 1854-1904 (B Osborne and T Du Borg, 1985)</i>	2.03

<i>Maryborough Bushland Study</i> (Elvyne Hogan, 1993)	2.03
<i>Maryborough Integrated Water Management Plan (2018)</i>	19.03-3L
<i>North Central Regional Catchment Strategy</i> (North Central Catchment Management Authority, 2013-2019)	2.03, 14.02-1L, 14.02-2L 42.01-1
<i>North Central CMA Region Loddon River System Environment Water Management Plan (North Central Catchment Management Authority, 2015)</i>	02.03-4, 14.02-1L, 42.01 – Schedule 1
<i>Planning Permit Applications in Open Potable Water Supply Catchment Areas (Department of Sustainability and Environment, 2012)</i>	02.03-1, 14.02-1L, 42.01 – Schedule 1
<i>Recommended Separation Distances for Industrial Residual Air Emissions (Publication 1518, Environment Protection Authority, 2012)</i>	02.03-7, 11.01-1L, 14.01-2L, 14.02-1L, 17.01-1L
<i>Shire of Bet Bet Conservation Study</i> (C. McConville & Associates, 1987)	2.03, 43.01s
<i>Talbot &amp; Clunes Conservation Study</i> (Richard Aitken, 1987)	2.03, 43.01s
<i>Tullaroop District Heritage Study - Stage One</i> (R. Ballinger & A. Ward, 1999)	2.03, 43.01s
<i>Upper Coliban Integrated Catchment Management Plan (North Central Catchment Management Authority and Coliban Water, 2018)</i>	02.03-4, 14.02-1L, 42.01-Schedule 1
<i>Urban Stormwater – Best Practice Environmental Management Guidelines (Victorian Stormwater Committee, 1999)</i>	02.03-4, 14.02-1L, 42.01-Schedule 1

## SCHEDULE TO CLAUSE 74.01 APPLICATION OF ZONE, OVERLAYS AND PROVISIONS

### 1.0 Application of zones, overlays and provisions

This planning scheme applies the following zones, overlays and provisions to implement the Municipal Planning Strategy and the objectives and strategies in Clauses 11 to 19:

- Settlement objectives at 02.03-1 and 11.01-1L, 11.03-6L through the use of the General Residential Zone, Township Zone and Low Density Residential Zone within the townships and settlements and the Low Density Residential Zone and Rural Living Zone on the edge and outside of townships and settlements.
- Environment and landscape values objectives at 02.03-2, 12.01-1L and 12.05-5L through the use of the Public Park and Recreation Zone, Public Conservation and Resource Zone, and Rural Conservation Zone, the application of the Significant Landscape Overlay to the Cairn Curran Environs and Talbot Volcanic Rises and the Vegetation Protection Overlay to areas of significant native vegetation.
- Environmental risks and amenity at 02.02-3, 14.02-1L and 14.02-2L through the use of the Bushfire Management Overlay to land in the municipality that may be subject to extreme bushfire risk; Floodway Overlay and the Land Subject to Inundation Overlay to recognise and protect flood prone areas; the Erosion Management Overlay to area subject to significant soil erosion and the Salinity Management Overlay to areas subject to ground water discharge and areas affected by salinity.
- Natural resource management at 02.03-4, 14.01-1L, 14.01-2L, 14.02-1L and 14.02-2L through the use of the Farming Zone and the application of the Environmental Significance Overlay Schedule 1 to special water supply catchments and water storage and the Environmental Significance Overlay Schedule 2 over the Maryborough Waste Water Treatment Plant.
- Built environment and heritage at 02.03-5 through the use of the Heritage Overlay to heritage places incorporating sites, buildings, objects, landmarks and trees of identified heritage and the use of the Design and Development Overlay Schedules 1 for residential development associated with the Maryborough Golf Course and Design and Development Overlay Schedule 2 for the Maryborough Airport Environs; and the Development Plan Overlay Schedule 1 for the Maryborough Golf Course; Development Plan Overlay Schedule 2 for the Maryborough Urban Prospects residential and commercial development sites, and Development Plan Overlay Schedule 3 for the Maryborough Railway Precinct development.
- Housing objectives at 02.03-6, 16.01-1L, 16.01-2L, 16.01-3L, 16.01-4L and 16.01-5L through the use of residential zones outlined for Settlement to encourage integrated housing, in appropriate locations, that is affordable and diverse.
- Economic development objectives at 02.03-7 and 17.03-2L and this use of the Industrial Zones over land for industrial use, the Commercial Zones over town centres to create commercial centres for retail, office, business, entertainment community uses and residential uses; the Mixed Use Zone over a precinct allow for residential and commercial to be activated; and the Special Use Zone over the land in the Goldfields Reservoir and Maryborough Golf Course.
- Transport objectives at 02.03-8 and 18 through the use of the Road Zone Category 1 and Category 2 the identity significant roads, the Public Acquisition Overlay Schedule 1 for land associated with a bypass through Maryborough.
- Infrastructure objectives at 02.03-9 through the use of the Public Use Zone to protect public land used for public utility and infrastructure and community services and facilities.

## SCHEDULE TO CLAUSE 74.02 FURTHER STRATEGIC WORK

### 1.0 Further strategic work

Undertake a housing strategy to:

- Review and define township boundaries.
- Identify areas and sites suitable for different forms of residential development and accommodation.
- Review land zoning and determine the most suitable locations for the Township Zone, General Residential Zone, Low Density Residential Zone and Rural Living Zone etc.
- Include a housing facilitation strategy to develop Maryborough as a model centre for innovative and affordable housing.
- Identify locations for future retirement and aged persons accommodation in the centres of Maryborough, Carisbrook and Dunolly
- Investigate mechanisms for infrastructure contributions in new growth areas.

Undertake a rural settlement strategy, which may investigate placing a Restructure Overlay on old and inappropriate subdivisions outside of township boundaries to encourage consolidation of lots; identify areas of significant conservation value for recognition in the Rural Conservation Zone and identify appropriate areas for low density residential housing within proximity to services.

Undertake flora and fauna assessment across the Shire to update biodiversity controls.

Identify flood prone areas and implement adopted flood mitigation studies.

Undertake a review of Bushfire Management Overlay schedules in accordance with the referral authority's traffic light mapping process.

Undertake place-based planning for Carisbrook, Talbot, Bealiba, Majorca, Moliagul and Timor to address issues and opportunities relating to urban design, heritage protection, retailing and tourism.

Complete and implement the Shire's heritage studies and urban design frameworks.

Undertake an Industrial Land Study to inform structure planning for industry and ensure an adequate supply of industrial land, also to:

- Investigate measures to protect the amenity of residential and industrial areas in the Loch Street/Johnson Street area, Maryborough and Flagstaff.
- To consider opportunities for industrial development in a range of industrial lot sizes and locations, for diverse enterprises and industries.
- Include a Precinct Structure Plan for Carisbrook to consider broad hectare development, rural living and industrial interface issues with Flagstaff

Develop a Rural Road Strategy with Regional Roads Victoria to review the most appropriate heavy vehicle road bypass of Maryborough.

Investigate the application of an Airport Environs Overlay covering Maryborough Airport and an Environmental Audit Overlay on the closed landfills in the Shire.

Undertake an agricultural land study to determine the future agricultural needs and requirements, and to ensure agricultural land is protected.

Complete and implement an errors review of the scheme and mapping

**1.0 SCHEDULE TO CLAUSE 37.01 SPECIAL USE ZONE**

--/20--  
Proposed  
C61

Shown on the planning scheme map as **SUZ1**

**GOLDFIELDS RESERVOIR, BALLARAT ROAD, MARYBOROUGH**

**Purpose**

To provide for the use and development of land for tourism and recreational purposes abutting the Goldfields Reservoir Public Park and Recreation Zone and the Paddys Ranges State Park and Highway.

**1.0**

--/20--  
Proposed  
C61

**Table of uses (following recommendation from PSR and SUZ2)**

**Section 1 – Permit not required**

Use	Condition
Apiculture	Must meet the requirements of the Apiary Code of Practice, May 1997.
Mineral exploration	
Mining	Must meet the requirements of Clause 52.08-2.
Natural Systems	
Search for stone	Must not be costeaning or bulk sampling.

**Section 2 – permit required**

Use	Condition
Agriculture	
Art Gallery	
Food and drinks premises	

Leisure and recreation (other than informal outdoor recreation and motor racing track)
Mineral, stone, or soil extraction (other than mineral exploration, mining and search for stone)
Museum
Research and development centre
Any use not in Section 1 or 3

**Section 3 – Prohibited**

Use	Condition
Animal boarding	
Brothel	
Cinema based entertainment facility	
Industry (other than Research and development centre)	
Intensive animal husbandry	
Motor racing track	
Nightclub	
Office	
Place of assembly (other than art gallery or museum)	



Retail premises (other than art gallery or museum <u>or food and drink premises</u> )
Saleyard
Transport terminal
Warehouse

**2.0**

**Use of land**

--/20--  
Proposed  
C61

All land should have regard to the sensitive nature of the location.

**Application requirements**

An application to use land must be accompanied by the following information as appropriate:

- The purpose of the use and type of activities to be carried out.
- How the proposed use supports, or is ancillary to the use of the land for a recreation reserve.
- The likely effects, if any, on adjoining land, including noise levels, traffic, the hours of delivery and dispatch of goods and materials (including garbage collections), hours of operation and potential light spill.
- A statement of how the proposed use achieves or is complimentary to the purpose of this Schedule.

**Decision Guidelines**

Before deciding on an application to use land, in addition to the decision guidelines in Clause 37.01-3, the responsible authority must consider, as appropriate:

- The purpose of the zone.
- The need for the proposed use, and the extent to which the use will contribute to the benefit of and promote the Goldfields Reserve as a viable recreation and entertainment venue.
- The effect of traffic to be generated on the existing road network.
- Any impact upon the amenity of the existing primary use of the land for a recreation reserve, and any impacts upon the amenity of the surrounding area.
- The provision of car parking.
- The provision of landscaping.

**3.0**

**Subdivision**

--/20--  
Proposed  
C61

Further subdivision will be strongly discouraged.

## 4.0 Buildings and works

--/20--  
Proposed  
C61

~~An application should demonstrate that appropriate urban design matters have been addressed given the environmental quality of the area, the nature of existing developments (Goldfields Restaurant) and public land and highway location.~~

### Buildings and works

#### Application requirements

An application to construct a building, or construct or carry out works, must be accompanied by the following information, as appropriate:

- Elevations drawings to scale of at least 1:100 of all elevations showing colours and materials of all buildings and works.

A plan drawn to a scale of at least 1:200 that shows:

- The boundaries and dimensions of the site, and adjoining roads.
- The location, height and nature (purpose) of buildings and works on adjoining land.
- Relevant ground levels or contours.
- The layout of existing and proposed buildings and works.
- The existing and proposed access to the site, driveways, car parking and loading areas.
- Proposed landscaping as designed by a suitably qualified person
- All external storage and waste treatment areas.
- Details of any proposed advertising signage.
- Construction details of all drainage, driveways, vehicle parking and loading areas.

A landscape plan that shows:

- The location of existing vegetation that is to be retained and removed.
- The location of any vegetation to be planted and surfaces to be constructed.
- A detailed planting and maintenance schedule including proposed species.

#### Decision Guidelines

Before deciding on an application to construct a building or construct or carry out works, in addition to the decision guidelines in Clause 37.01-4, the responsible authority must consider, as appropriate:

- The purpose of the schedule to the zone.
- Whether the proposed development will enhance the role of the Goldfields Reserve as an attractive recreation and entertainment venue.
- The streetscape, especially the presentation to Ballarat Road; the treatment of the facades of all buildings and their appearances; illumination of buildings or their immediate spaces, and the landscaping of land adjoining a road.
- Views into and out of the site.
- The impact of the proposed development on native vegetation both on the site and on adjoining properties, particularly the extent of existing native vegetation to be retained.
- The adequacy of proposed landscaping.
- The movement of vehicles, cyclists, and pedestrians on the site, and service vehicles providing for supplies, waste removal, emergency services and public transport.
- The adequacy and design of proposed car parking.
- The impact that the proposed development will have on traffic in the vicinity of the site.

- The interface with adjoining zones, especially with residential areas or other public use areas.
- The treatment and disposal of all wastewater and drainage water, in particular the way in which wastewater will be collected, treated and re-used on site or discharged to a reticulated system.
- The storage of rubbish and material for recycling.
- The availability of and connection to services.

## 5.0 Advertising signs

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Proposed  
C61

The requirements of category 4 – Sensitive Areas apply.

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**SCHEDULE TO CLAUSE 37.01 SPECIAL USE ZONE**

Shown on the planning scheme map as **SUZ1**

**GOLDFIELDS RESERVOIR, BALLARAT ROAD, MARYBOROUGH**

**Purpose**

To provide for the use and development of land for tourism and recreational purposes abutting the Goldfields Reservoir Public Park and Recreation Zone and the Paddys Ranges State Park and Highway.

**1.0**  
--/20--  
Proposed  
C61

**Table of uses**

**Section 1 – Permit not required**

Use	Condition
Apiculture	Must meet the requirements of the Apiary Code of Practice, May 1997.
Mineral exploration	
Mining	Must meet the requirements of Clause 52.08-2.
Natural Systems	
Search for stone	Must not be costeaning or bulk sampling.

**Section 2 – permit required**

Use	Condition
Agriculture	
Art Gallery	
Food and drinks premises	

Leisure and recreation (other than informal outdoor recreation and motor racing track)
Mineral, stone, or soil extraction (other than mineral exploration, mining and search for stone)
Museum
Research and development centre
Residential Hotel
Any use not in Section 1 or 3

**Section 3 – Prohibited**

Use	Condition
Animal boarding	
Brothel	
Cineme based entertainment facility	
Industry	
Intensive animal husbandry	
Motor racing track	
Nightclub	
Office	

Place of assembly (other than art gallery or museum)
Retain premises (other than art gallery or museum or food or drink premises)
Retail saleyard
Transport terminal
Warehouse

**2.0 Use of land**

--/20--  
Proposed  
C61

All land should have regard to the sensitive nature of the location.

**Application requirements**

An application to use land must be accompanied by the following information as appropriate:

- The purpose of the use and type of activities to be carried out.
- How the proposed use supports, or is ancillary to the use of the land for a recreation reserve.
- The likely effects, if any, on adjoining land, including noise levels, traffic, the hours of delivery and dispatch of goods and materials (including garbage collections), hours of operation and potential light spill.
- A statement of how the proposed use achieves or is complimentary to the purpose of this Schedule.

**Decision Guidelines**

Before deciding on an application to use land, in addition to the decision guidelines in Clause 37.01-3, the responsible authority must consider, as appropriate:

- The purpose of the zone.
- The need for the proposed use, and the extent to which the use will contribute to the benefit of and promote the Goldfields Reserve as a viable recreation and entertainment venue.
- The effect of traffic to be generated on the existing road network.
- Any impact upon the amenity of the existing primary use of the land for a recreation reserve, and any impacts upon the amenity of the surrounding area.
- The provision of car parking.
- The provision of landscaping.

**3.0 Subdivision**

--/20--  
Proposed  
C61

Further subdivision will be strongly discouraged.

## 4.0 Buildings and works

--/20--  
Proposed  
C61

### Application requirements

An application to construct a building, or construct or carry out works, must be accompanied by the following information, as appropriate:

- Elevations drawings to scale of at least 1:100 of all elevations showing colours and materials of all buildings and works.

A plan drawn to a scale of at least 1:200 that shows:

- The boundaries and dimensions of the site, and adjoining roads.
- The location, height and nature (purpose) of buildings and works on adjoining land.
- Relevant ground levels or contours.
- The layout of existing and proposed buildings and works.
- The existing and proposed access to the site, driveways, car parking and loading areas.
- Proposed landscaping as designed by a suitably qualified person
- All external storage and waste treatment areas.
- Details of any proposed advertising signage.
- Construction details of all drainage, driveways, vehicle parking and loading areas.

A landscape plan that shows:

- The location of existing vegetation that is to be retained and removed.
- The location of any vegetation to be planted and surfaces to be constructed.
- A detailed planting and maintenance schedule including proposed species.

### Decision Guidelines

Before deciding on an application to construct a building or construct or carry out works, in addition to the decision guidelines in Clause 37.01-4, the responsible authority must consider, as appropriate:

- The purpose of the schedule to the zone.
- Whether the proposed development will enhance the role of the Goldfields Reserve as an attractive recreation and entertainment venue.
- The streetscape, especially the presentation to Ballarat Road; the treatment of the facades of all buildings and their appearances; illumination of buildings or their immediate spaces, and the landscaping of land adjoining a road.
- Views into and out of the site.
- The impact of the proposed development on native vegetation both on the site and on adjoining properties, particularly the extent of existing native vegetation to be retained.
- The adequacy of proposed landscaping.
- The movement of vehicles, cyclists, and pedestrians on the site, and service vehicles providing for supplies, waste removal, emergency services and public transport.
- The adequacy and design of proposed car parking.
- The impact that the proposed development will have on traffic in the vicinity of the site.

- The interface with adjoining zones, especially with residential areas or other public use areas.
- The treatment and disposal of all wastewater and drainage water, in particular the way in which wastewater will be collected, treated and re-used on site or discharged to a reticulated system.
- The storage of rubbish and material for recycling.
- The availability of and connection to services.

## **5.0 Advertising signs**

--/120--  
Proposed  
C61

The requirements of category 4 – Sensitive Areas apply.



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## SCHEDULE 2 TO THE ENVIRONMENTAL SIGNIFICANCE OVERLAY

Shown on the planning scheme map as **ESO2**

### AIR EMISSIONS BUFFER

#### 1.0

--/20--  
Proposed  
C61

#### Statement of environmental significance (schedule still under consideration with CHW)

~~Due to the odours from the operations of Penney and Lang Abattoirs and Maryborough Waste Water Plant, residual air emission buffers have been applied to separate sensitive uses and protect the quality of life and environment from the off-site effects generated by these operations. Buffer areas and distances will have to be reviewed over time to ensure their scope is sufficient.~~

~~Agricultural, industrial and commercial developments that are less sensitive to odour may be appropriately located within these buffers while any residential development should generally only occur near the buffer margins.~~

Due to the odours from the operations of the Maryborough Waste Water Plant, a residual air emission buffer has been applied to separate sensitive uses and protect the quality of life and environment from the off-site effects generated by this operation.

Buffer areas and distances will have to be reviewed over time to ensure their scope is sufficient.

Agricultural, industrial and commercial developments that are less sensitive to odour may be appropriately located within these buffers while any residential development should generally only occur near the buffer margins.

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#### 2.0

--/20--  
Proposed  
C61

#### Environmental objectives to be achieved

~~To protect the commercial operations of Penney and Lang Abattoirs and Maryborough Waste Water Plant from the encroachment of development that has the potential to experience amenity problems from close location to these industries.~~

~~To ensure that development in the vicinity of Penney and Lang Abattoirs and Maryborough Waste Water Plant is located at an appropriate distance to protect the amenity of nearby land uses and developments.~~

To protect the commercial operations of the Maryborough Waste Water Plant from the encroachment of development that has the potential to experience amenity problems from close location to these industries.

To ensure that development in the vicinity of the Maryborough Waste Water Plant is located at an appropriate distance to protect the amenity of nearby land uses and developments.

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#### 3.0

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Proposed  
C61

#### Permit requirement

~~Building and works that are ancillary to existing uses and developments do not require a permit.~~

#### **Application requirements**

~~Planning permit applications for buildings and works within the air emission buffer areas must include information indicating distances of property boundaries and proposed buildings to Penney and Lang Abattoirs or Maryborough Waste Water Plant.~~

~~Planning permit applications for buildings and works within the air emission buffer areas must include notification in writing that the applicant understands the purpose of the air~~

~~emission buffer and in particular, the statement of environmental significance area and environmental objective to be achieved by this schedule.~~

## **1.0 Permit exemptions**

### **Buildings and works**

~~A permit is not required to subdivide land if:~~

- ~~• XX~~

### **Subdivision**

~~A permit is not required to subdivide land if:~~

- ~~• XX~~

## **4.0 Decision guidelines**

~~--/20--  
Proposed  
C61~~

~~When considering an application, the responsible authority will consider:~~

- ~~• **The likelihood of residual air emissions from the nearby abattoirs/treatment plant operations impacting on the proposed development on nearby land.**~~
- ~~• **Comments from the Environment Protection Authority.**~~
- ~~• **Whether the buildings and works represents orderly and proper planning in terms of impacts of residual air emissions.**~~
- ~~• **The compatibility of the proposed buildings and works to existing developments within and outside the buffer area.**~~
- ~~• **The effects of the proposed development on the continuing and future viable operations of the Waste Water Treatment Plant or the Penney and Lang Abattoirs.**~~

## **2.0 Application requirements**

~~--/20--  
Proposed  
C61~~

~~An application for a permit must be accompanied by a report that includes the following information, where appropriate, as determined by the responsible authority:~~

~~XX~~

## **3.0 Referral/notice requirements**

~~--/20--  
Proposed  
C61~~

~~An application for a permit must be referred in accordance with Section 55 of the Act to the referral authority specified in Clause 66.04 or a schedule to that clause.~~

~~A referral agreement between the responsible authority and the referral authority may be in place that may affect the above requirement.~~

~~The responsible authority may also seek the comments of the relevant water supply or drainage authority.~~

## **4.0 Decision guidelines**

~~--/20--  
Proposed  
C61~~

~~The following decision guidelines apply to an application for a permit under Clause 42.01, in addition to those specified in Clause 42.01 and elsewhere in the scheme which must be considered, as appropriate, by the responsible authority:~~

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30/07/2018

## **SCHEDULE 2 TO CLAUSE 42.01 ENVIRONMENTAL SIGNIFICANCE OVERLAY**

Shown on the planning scheme map as **ESO2**.

### **MARYBOROUGH WASTEWATER TREATMENT PLANT AIR EMISSIONS BUFFER**

#### **1.0 Statement of environmental significance**

30/07/2018

The Maryborough Wastewater Treatment Plant is critical infrastructure servicing the Central Goldfields Shire, where wastewater is required to be treated to a standard where it can be beneficially reused. The operations of the plant have the potential to result in residual air emissions. Buffer areas have been applied to separate sensitive uses and protect the quality of life and environment from the off-site effects generated by these operations and to protect the infrastructure from encroachment by inappropriate sensitive development. Buffer areas and distances will have to be reviewed over time to ensure their scope is sufficient.

Agricultural and some industrial that are less sensitive to odour may be appropriately located within these buffers while any residential and most commercial development should generally only occur near the buffer margins.

#### **2.0 Environmental objective to be achieved**

30/07/2018

To protect the Maryborough Wastewater Treatment Plant from the encroachment by incompatible development associated with sensitive land uses which may have a detrimental impact on the ongoing operation of the plant and community amenity.

#### **3.0 Permit requirement**

30/07/2018

A permit is not required to construct a building or construct or carry out works associated with:

- Agriculture;
- An alteration or extension to an existing dwelling;
- A building ancillary to an existing dwelling;
- A utility installation;
- A road.

A permit is not required to remove, destroy or lop any vegetation, including dead vegetation.

#### **4.0 Application requirements**

30/07/2018

The following application requirements apply to an application for a permit under Clause 42.01, in addition to those specified elsewhere in the scheme and must accompany an application, as appropriate, to the satisfaction of the responsible authority:

- Plans, prepared to scale, indicating distances of property boundaries and any proposed buildings to the property boundary of the Maryborough Wastewater Treatment Plant.
- A written statement that outlines how the application responds to the Statement of environmental significance at Clause 1.0 of this schedule and the Environmental objective to be achieved at Clause 2.0 of this schedule.

## 5.0 Decision guidelines

- 30/07/2018
- The following decision guidelines apply to an application for a permit under Clause 42.01, in addition to those specified in Clause 42.01 and elsewhere in the scheme which must be considered, as appropriate, by the responsible authority:
  - The proximity of the proposal to the wastewater treatment plant.
  - The likelihood of residual air emissions from the nearby treatment plant operations impacting on the proposed development on nearby land.
  - The avoidance of development and associated odour sensitive uses which may adversely affect the ongoing operations of the Plant.
  - The number of people likely to use the development, including the length and frequency of stay.
  - The potential for the proposed development to expand and attract additional people.
  - The degree of choice a person has to remain on the site associated with the development.
  - Comments from the Environment Protection Authority.
  - The compatibility of the proposed buildings with the Wastewater Treatment Plant and its sensitivity to odour that may be generated from the plant.
  - The effects of the proposed development on the continuing and future viable operations of the Wastewater Treatment Plant.
  - Whether the location and design of the proposal is appropriate given the proximity to the Wastewater Treatment Plant.

-/-/20-  
C-**SCHEDULE TO THE EROSION MANAGEMENT OVERLAY**Shown on the planning scheme map as **EMO****13.0**-/-/20-  
Proposed  
C61**Permit requirement**

~~A permit is not required for the use and development of an outbuilding having an area of less than 120m<sup>2</sup>.~~

~~A permit is not required for the construction of a building or construction or carrying out works for of an outbuilding with an area of less than 120m<sup>2</sup>.~~

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**24.0**-/-/20-  
Proposed  
C61**Application requirement**

~~Before deciding on an application, the responsible authority will consider:~~

- ~~• An application for a permit may need to include a report prepared by a professionally qualified engineering geologist or geotechnical engineer with experience in slope stability problems. The report will advise one of three conclusions:
 
  - ~~• that there are no slope problems and that a permit should therefore be issued without specific guidelines for development of the site;~~
  - ~~• that identified slope problems can be overcome by defined means giving guidelines for development of the site allowing the granting of a conditional permit; or that slope problems are so serious that a permit should not be issued.~~~~
- ~~• A report prepared by the qualified engineering geologist or geotechnical engineer will also include:
 
  - ~~• mapping of geological and slope features slope profile measurements~~
  - ~~• drilling, sampling and laboratory or field testing~~
  - ~~• mapping of incipient movements and past failures, including creep~~
  - ~~• groundwater occurrence~~~~
- ~~• stability analysis and conclusion on stability of the land under the conditions of its intended use~~

~~The following application requirements apply to an application for a permit under Clause 44.01, in addition to those specified in Clause 44.01 and elsewhere in the scheme and must accompany an application, as appropriate, to the satisfaction of the responsible authority:~~

- ~~▪ An application for a permit must include a report prepared by a professionally qualified engineering geologist or geotechnical engineer with experience in slope stability problems, if appropriate. The report will advise one of three conclusions:
 
  - ~~• that there are no slope problems and that a permit should therefore be issued without specific guidelines for development of the site;~~
  - ~~• that identified slope problems can be overcome by defined means giving guidelines for development of the site allowing the granting of a conditional permit; or~~
  - ~~• that slope problems are so serious that a permit should not be issued.~~~~
- ~~▪ A report prepared by the qualified engineering geologist or geotechnical engineer will also include:
 
  - ~~• mapping of geological and slope features~~
  - ~~• slope profile measurements~~
  - ~~• drilling, sampling and laboratory or field testing~~~~

- mapping or incipient movements and past failures, including creep
- groundwater occurrence
- stability analysis and conclusion on stability of the land under the conditions of its intended use

Applications for buildings and works should minimise the need for earthworks and the removal of native vegetation. Where appropriate, applications should include a landscaping plan to address erosion.

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C--**SCHEDULE TO CLAUSE 44.01 EROSION MANAGEMENT OVERLAY**Shown on the planning scheme map as **EMO****1.0****Permit requirement**--/20--  
Proposed  
C61

A permit is not required for the construction of a building or construction or carrying out works for of an outbuilding with an area of less than 120m<sup>2</sup>

**2.0****Application requirement**--/20--  
Proposed  
C61

The following application requirements apply to an application for a permit under Clause 44.01, in addition to those specified in Clause 44.01 and elsewhere in the scheme and must accompany an application, as appropriate, to the satisfaction of the responsible authority:

- An application for a permit must include a report prepared by a professionally qualified engineering geologist or geotechnical engineer with experience in slope stability problems, if appropriate. The report will advise one of three conclusions:
  - that there are no slope problems and that a permit should therefore be issued without specific guidelines for development of the site;
  - that identified slope problems can be overcome by defined means giving guidelines for development of the site allowing the granting of a conditional permit; or
  - that slope problems are so serious that a permit should not be issued.
- A report prepared by the qualified engineering geologist or geotechnical engineer will also include:
  - mapping of geological and slope features
  - slope profile measurements
  - drilling, sampling and laboratory or field testing
  - mapping or incipient movements and past failures, including creep
  - groundwater occurrence
  - stability analysis and conclusion on stability of the land under the conditions of its intended use

Applications for buildings and works should minimise the need for earthworks and the removal of native vegetation. Where appropriate, applications should include a landscaping plan to address erosion.



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C61

## SCHEDULE TO CLAUSE 44.02 SALINITY MANAGEMENT OVERLAY

Shown on the planning scheme map as **SMO**

### 1.0 **Permit requirement**

--/20--  
Proposed  
C61

~~A permit is not required for construction of an outbuilding having an area less than 120m<sup>2</sup>.~~

#### 1.1 **Salinity management objectives to be achieved**

--/20--  
Proposed  
C61

None specified.

#### 2.0 **Statement of risk**

--/20--  
Proposed  
C61

None specified.

#### 3.0 **Permit requirement**

--/20--  
Proposed  
C61

A permit is not required to construct and carry out the following works for:

- An outbuilding having an area less than 120m<sup>2</sup>.

#### 4.0 **Decision guidelines**

--/20--  
Proposed  
C61

None specified.

--/20--  
C--

## **SCHEDULE TO CLAUSE 44.02 SALINITY MANAGEMENT OVERLAY**

Shown on the planning scheme map as **SMO**

### **1.0**

#### **Salinity management objectives to be achieved**

--/20--  
Proposed  
C61

None specified.

### **2.0**

#### **Statement of risk**

--/20--  
Proposed  
C61

None specified.

### **3.0**

#### **Permit requirement**

--/20--  
Proposed  
C61

A permit is not required to construct and carry out the following works for:

- An outbuilding having an area less than 120m<sup>2</sup>.

### **4.0**

#### **Decision guidelines**

--/20--  
Proposed  
C61

None specified.

## **8.7 PLANNING APPLICATION 055/20 MAJOR PROMOTIONAL SIGN (NON-ILLUMINATED) At 4257 PYRENEES HIGHWAY, FLAGSTAFF**

**Author:** Coordinator Statutory Planning

**Responsible Officer:** General Manager Infrastructure Assets and Planning

*The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.*

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### **SUMMARY/PURPOSE**

The purpose of this report is to seek a determination on a planning permit application received by Council for a major promotional sign at 4257 Pyrenees Highway, Flagstaff.

Public notice of the application has been given and 3 objections have been received.

The Application has been assessed against the Planning Scheme and it is considered that the proposed development is appropriate

### **LEGISLATION AND POLICY CONTEXT**

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Economy

**Outcome:** Central Goldfields Shire is a proactive, well governed, professional and financially sustainable organisation.

**2.3 Objective:** Promote Central Goldfields as a place of choice to live, work and play.

This report has been developed in accordance with the Planning and Environment Act 1986, the Central Goldfields Planning Scheme.

### **BACKGROUND INFORMATION**

Planning application 055/20 for the construction and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff was received by Council on the 2 June 2020.

Council has previously considered 2 similar applications along the Pyrenees Highway. These were planning application 133/18 at 4189 Pyrenees Highway, Flagstaff and planning application 028/18 at 4027 Pyrenees Highway, Carisbrook

Planning application 28/18 was refused by Council on the following grounds:

- The sign would negatively impact on the rural landscape character of the locations as an entrance to an urban village, which is outlined in local policy.
- The proposed sign would not enhance the entrance to Carisbrook as required by local policy.
- The sign is excessive in scale to its surroundings and does not have any regard to the waterway or rural setting.
- The sign would be detrimental to the natural landscape character of the named waterway, Flagstaff Gully.
- The sign would have impact on a driver's line of sight given the location near Potts Lane and the Pyrenees Highway.

Planning application 133/18 was refused by Council on the following grounds:

- The sign would adversely impact the rural landscape character of the location as an entrance to a local settlement or urban village, which is outlined in local policy.
- The sign is excessive in scale to its surroundings and not sympathetic to the rural setting or urban village character that provides a welcoming entrance to the local settlement of Flagstaff.
- The sign would be a dominate element in the existing rural area and in the streetscape which is an entrance to the local settlement of Flagstaff and a significant approach to the larger towns of Maryborough and Carisbrook.
- The sign would have an impact on driver attention and safety given the location adjacent to the intersection of Madmans Lane with the Pyrenees Highway.

Both the previous applications were decided by VCAT with Council's decision to refuse the applications upheld.

The basis of the refusal mentioned above are heavily focused on preserving the rural character of the proposed subject sites and the surroundings areas. Attachment 1 shows the location of the subject site for planning application 133/18 and attachment 2 shows the subject site for planning application 028/18.

The currently proposed subject site is not considered to have the same rural character as the previously applied for locations, photos taken from the Planning Officers site inspection (attachment 3-6) demonstrates that the subject site should be considered industrial in nature as it is developed and is being used in such a manner.

## **REPORT**

### **Proposal**

Planning application 055/20 is proposing the display and construction of a major promotional sign (non-illuminated) at 4257 Pyrenees Highway, Flagstaff. The subject site is within the Industrial 1 Zone and is covered by the Bushfire Management Overlay, Environmental Significance Overlay and Salinity Management Overlay.

The site is covered by the Aboriginal Significance Overlay, however it is determined that a Cultural Heritage Management Plan is not required as the display and construction of a major promotional sign is not a high impact activity under the Aboriginal Heritage Regulations 2018.

The proposed sign will consist of a double sided display, both 18.26m<sup>2</sup> in size with a small 0.72m<sup>2</sup> business identification sign, displaying the Regional Billboard Co company name which will be a permanent fixture. The overall height of the sign will be 5.15 metres.

The sign is proposed to be located along the northern boundary of the site, setback approximately 2 metres from the existing chain-link fence. The sign will be orientated so the faces of the sign are displayed to traffic travelling in an eastern and western direction along the Pyrenees Highway (see attachment 7: proposed sign plans).

The sign is not proposed to be illuminated.

### **Site and Surrounds**

The subject site is approximately 1.32 ha in size and contains two parcels. Each parcel is addressed separately but currently under the same ownership. The site currently contains a building supply business known as 'Skinners Building Materials' and a self-storage facility.

The site is characterised by medium scale industrial sheds/buildings and contains a number of various business identification and advertising signs. Existing signage is mainly located along the front fence of the property and on the existing buildings, they are not considered to be dominate features of the site.

Land to the east currently contains a single dwelling and a postal sorting facility. Land to the north, across the highway, contains a single residentially zoned lot which contains a single dwelling that is surrounded by the Maryborough State Forrest. Land to the south contains further industrial zoned lots which appear to be used for light industrial purposes. Despite the existence of the two dwellings on either side of the subject site, overall the character of the area could be characterised as a small light industrial estate.

All lots adjoining the subject site are within the Industrial 1 Zone.

### **Planning Permit Trigger**

Land within the Industrial 1 Zone is listed as category 2 under Clause 52.05 (Signs). Category 2 is for office and industrial signs with low limitations implemented by the scheme. A planning permit is required under clause 52.05-12 (Signs) for the display and construction of a major promotional sign.

A planning permit is required under clause 44.02-2 (Salinity Management Overlay) for buildings and works.

A planning permit is required under clause 42.01 (Environmental Significance Overlay) for buildings and works.

### **Planning Policy Framework**

#### 15.01-1S Urban design

##### Objective

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity

#### 15.01-5S Neighbourhood character

##### Objective

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

#### 15.01-6S Design for rural areas

##### Objective

To ensure development respects valued areas of rural character.

#### 13.04-2S Erosion and landslip

##### Objective

To protect areas prone to erosion, landslip or other land degradation processes.

#### 13.04-3S Salinity

##### Objective

To minimise the impact of salinity and rising water tables on land uses, buildings and infrastructure in rural and urban areas and areas of environmental significance and reduce salt load in rivers.

## **Local Planning Policy**

### **21.07 Industrial Development**

The relevant objective(s) of this clause include:

#### **Objective 2**

Identify and maximise opportunities for innovative enterprise development based on Maryborough's economic strengths and expertise base.

### **22.05 Industrial Development**

#### **Objectives**

To facilitate well planned industrial areas with good road access and levels of visual amenity.

To ensure that development within industrial areas does not adversely affect the amenity of residential areas.

To encourage industrial development which adds value to local product.

## **Zones**

### **33.01 Industrial 1 Zone**

#### **Purpose**

To implement the Municipal Planning Strategy and the Planning Policy Framework.

To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

## **Overlays**

### **44.02 Salinity Management Overlay**

#### **Purpose**

To implement the Municipal Planning Strategy and the Planning Policy Framework.

To identify areas subject to saline ground water discharge or high ground water recharge.

To facilitate the stabilisation of areas affected by salinity.

To encourage revegetation of areas which contribute to salinity.

To encourage development to be undertaken in a manner which brings about a reduction in salinity recharge.

To ensure development is compatible with site capability and the retention of vegetation, and complies with the objectives of any salinity management plan for the area.

To prevent damage to buildings and infrastructure from saline discharge and high watertable.

### **42.01 Environmental Significance Overlay**

#### **Purpose**

To implement the Municipal Planning Strategy and the Planning Policy Framework.

To identify areas where the development of land may be affected by environmental constraints.

To ensure that development is compatible with identified environmental values.

### **44.04 Bushfire Management Overlay**

A planning permit is not required under the BMO as the proposed use and development is not associated with a permit trigger listed under the overlay.

**Particular Provisions**

**52.05 Signs**

**Purpose**

To regulate the development of land for signs and associated structures.

To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.

To ensure signs do not contribute to excessive visual clutter or visual disorder.

To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

**General Provisions**

**65 Decision Guidelines**

Before deciding on an application or approval of a plan, the Responsible Authority must consider, as appropriate:

- The matters set out in section 60 of the Act.
- The Municipal Planning Strategy and the Planning Policy Framework.
- The purpose of the zone, overlay or other provision. Any matter required to be considered in the zone, overlay or other provision.
- The orderly planning of the area.
- The effect on the amenity of the area.
- The proximity of the land to any public land.
- Factors likely to cause or contribute to land degradation, salinity or reduce water quality.
- Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.
- The extent and character of native vegetation and the likelihood of its destruction.
- Whether native vegetation is to be or can be protected, planted or allowed to regenerate.
- The degree of flood, erosion or fire hazard associated with the location of the land and the use, development or management of the land so as to minimise any such hazard.
- The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.

**Referrals**

The following tables outline the internal and external referrals undertaken under both clause 52 and 55 of the Central Goldfields Planning Scheme.

Department	Response
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<b>Department of Environment Land Water and Planning (S.55)</b>	No Objection/no conditions
Planners comment:	Nil

<b>Department</b>	<b>Response</b>
<b>VicRoads (S.55)</b>	No objection/no conditions
<b>Planners comment:</b>	Nil

## **ASSESSMENT OF APPLICATION**

### Planners comment on objections

Whilst the concerns raised within the objections received are considered to be valid concerns that are often raised against major promotional signs; the Planning Officer offers the following points in response to the objections:

- The subject site is considered to be part of an established industrial area which is developed in accordance with the zoning.
- VicRoads have not objected or raised issues of safety.
- Clause 52.05 (Signs) encourages major promotional signs which enhance the character of the area on industrially zoned sites.
- Whilst the sign may be visible from nearby residents and even from inside dwellings, this does not constitute a reason for refusal.
- The dwellings on either side of the subject site are located within the Industrial 1 Zone and therefore must expect to experience a level of amenity consistent with this zoning.
- The approval of this application will not result in a precedence. The shire has seen two similar applications that have been refused on amenity grounds; each application and subject site is considered on its merits.

### Assessment against Clause 52.05 Signs

An application made under Clause 52.05 must be considered against the following decision guidelines:

The character of the area including:

- The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.
- The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.

**Planner's comment:** The proposed sign is considered to be in keeping with the character of the subject site. The site has little to offer in regards to heritage, environmental, residential or rural landscape character. The site is currently used for a mixture of light industrial uses and is developed with a number of sheds and other industrial related development.



- The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs.
- The consistency with any identifiable outdoor advertising theme in the area.

**Planner's comment:** The site does currently contain a number of smaller business identification signage, however approval of the proposal is not considered to create a cumulative impact. The majority of the existing signs are small business identification signs located either on the boundary fence facing the highway or existing buildings. There is not considered to be an outdoor advertising theme for the area.

Impacts on views and vistas:

- The potential to obscure or compromise important views from the public realm.
- The potential to dominate the skyline.
- The potential to impact on the quality of significant public views.
- The potential to impede views to existing signs.

**Planner's comments:** The subject site is not considered to hold any significant public views or impede any existing signs. Whilst the sign will be the largest on the site and being a major promotional sign will be a dominant feature of the site, the proposed sign is not considered to dominate the skyline of the site.

The relationship to the streetscape, setting or landscape:

- The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.
- The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.
- The ability to screen unsightly built or other elements.
- The ability to reduce the number of signs by rationalising or simplifying signs.
- The ability to include landscaping to reduce the visual impact of parts of the sign structure.

**Planner's comment:** The proposed sign is a major promotional sign and therefore is likely to become a somewhat dominant feature of the site. The sign will be located within close proximity to the highway as vehicles travelling along the Pyrenees Highway are the target audience. In relation to the rest of the site, the proposed sign is not considered to be of an inappropriate scale in relation to the scale of existing buildings located on the site.

The relationship to the site and building:

- The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.
- The extent to which the sign displays innovation relative to the host site and host building.
- The extent to which the sign requires the removal of vegetation or includes new landscaping.

**Planner's comment:** The proposed sign is considered to be of an appropriate scale for the site. It has an overall height of 5.1 metres, the scale of the sign is considered to be of a similar scale to the existing buildings.

The impact on road safety. A sign is a safety hazard if the sign:

- Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.
- Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.
- Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
- Is at a location where particular concentration is required, such as a high pedestrian volume intersection.
- Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.
- Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.
- Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.
- Is within 100 metres of a rural railway crossing.
- Has insufficient clearance from vehicles on the carriageway.
- Could mislead drivers or be mistaken as an instruction to drivers.

**Planner's comment:** The proposed sign is not considered to impact on road safety and is not considered to be easily confused with a road traffic sign. The sign is not proposed to be illuminated. Further, the application was referred to VicRoads for comment and they did not object to the proposal.

When considering Major promotion signs the following decision guidelines under Clause 52.05 must be considered:

The effect of the proposed major promotion sign on:

- Significant streetscapes, buildings and skylines.
- The visual appearance of a significant view corridor, view line, gateway location or landmark site identified in a framework plan or local policy.
- Residential areas and heritage places.
- Open space and waterways.

**Planner's comment:** The proposed sign is not considered to be located within close proximity to any of the areas mentioned above.

When determining the effect of a proposed major promotion sign, the following locational principles must be taken into account:

- Major promotion signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area.
- Major promotion signs are discouraged along forest and tourist roads, scenic routes or landscaped sections of freeways.
- Major promotion signs are discouraged within open space reserves or corridors and around waterways.
- Major promotion signs are discouraged where they will form a dominant visual element from residential areas, within a heritage place or where they will obstruct significant view lines.
- In areas with a strong built form character, major promotion signs are encouraged only where they are not a dominant element in the streetscape and except for transparent feature signs (such as neon signs), are discouraged from being erected on the roof of a building.

**Planner's comment:** The proposed subject site is within an industrially zoned and developed area. The site is not considered to contain any of the heritage or environmental values aimed to be protected in the guideline above.

Overall the proposed major promotional sign is considered to be appropriate. The proposed sign is considered to be acceptable given the existing industrial context and form of the subject site. Whilst it is considered that the sign is likely to become a dominate feature of the site, the scale of the sign is not considered to be inappropriate given the scale of the existing buildings on the site.

## CONSULTATION/COMMUNICATION

The application was advertised via mail to 28 surrounding land owners as well as via newspaper and Councils website. The application attracted 3 objections. The issues raised in the objections are as follows:

- The sign will be visually intrusive on the highway;
- The proposed signage will not promote businesses or services located on the subject site;
- The sign will cause driver distraction along the highway;
- Approval of the sign would set a precedent for further major promotional signs to be approved in other areas of the shire;
- Negative visual amenity impacts on dwellings located within close proximity to the site;
- The sign will be obtrusive in the existing landscape; and
- Lack of net community benefit.

The applicant has responded to the objections with the following points (summarised):

1. The proposal would not be a dominant element, due to the following considerations:
  - A. Siting the proposal to be lower than adjoining built forms on the subject site.
  - B. Scaling the proposal to be modest in comparison to the warehouse/storage sheds on the subject site. Which will always dominate the skyline.
  - C. Locating the proposal to ensure all views to the sign include built forms framing the view.
  - D. Proposing the smallest industry standard size of billboard.
  - E. Having no form of illumination, so the sign will only be visible during daylight hours.
2. Road Safety

A similar issue was raised by objectors in the previous planning application 133/18. Member Templar (VCAT) made a range of finding on this issue including:

  - VicRoads did not object to the application.
  - The appropriate setback from the road pavement and the sign elevated much of the safety concerns.
  - The proposed sign will have no impact on the existing sightlines to the east of the review site and that the application should not be refused on traffic safety grounds.
  - The current proposal has been referred to VicRoads who have not objected.
3. Community benefit, content compliance and community contribution.

The current proposal for the signage differs vastly from that of a large solar farm as suggested within one of the objections and therefore so do the contributions Reginal Billboard Co are able to offer to community. However the applicant has in the past

offered permanent local advertising in the form of regional or Council tourism messaging (see attachment 8: Bridgewater example).

## **FINANCIAL & RESOURCE IMPLICATIONS**

The assessment of planning permit applications is within the normal operational budget of Council.

Should any party appeal any decision that Council makes there would be a VCAT hearing. Additional costs will be incurred if a VCAT hearing occurs.

## **RISK MANAGEMENT**

This report addresses Council's strategic risk Legislative compliance - Failure to manage our compliance with relevant legislative requirements. The risk management issues in relation to this planning permit application have been discussed in the Report and Assessment of Application sections above.

The risk to Council of not making a decision on the application is a 'failure to determine' appeal at VCAT.

Should the proposal be approved by Council and VCAT (upon appeal) there is a risk to non-compliance with the permit conditions. Council has a planning compliance function to mitigate this risk.

## **CONCLUSION**

The planning application proposed the development and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff. The Planning Officer's recommendation is that the proposal is consistent with the relevant clauses of the Central Goldfields Shire Planning Scheme and therefore a planning permit should be granted subject to the conditions detailed within this report.

A Council determination is sought as the application received three objections.

Council is asked to determine a position on the application for a planning permit and take one of the following options:

- i. Issue a refusal to grant the planning permit or;
- ii. Issue a Notice of Decision to approve the planning permit for the development and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff.

**ATTACHMENTS**

1. Attachment 1: 133/18 subject site
2. Attachment 2: 028/18 subject site
3. Attachment 3: Officer site inspection photo1
4. Attachment 4: Officer site inspection photo 2
5. Attachment 5: Officer site inspection photo 3
6. Attachment 6: Officer site inspection photo 5
7. Attachment 7: Proposed plans
8. Attachment 8: Bridgewater example

**RECOMMENDATION**

*That Council, having caused notice of Planning Application No. 055/20 to be given under Section 52 of the Planning and Environment Act 1987 and the Central Goldfields Planning Scheme and having considered all the matters generally required, determines to issue a notice of decision to grant planning permit 055/20 in respect of the land known and described as 4257 Pyrenees Highway, Flagstaff, for a major promotion sign, subject to the following conditions:*

**No alteration layout**

1. *The sign(s) permitted by this permit as shown on the endorsed plan(s) and/or described in the endorsed documents must not be altered or modified (for any reason) except with the prior written consent of the Responsible Authority.*

**No flashing light/driver distraction**

2. *Flashing or intermittent lights must not be used in the sign(s) permitted by this permit except with the prior written consent of the Responsible Authority.*
3. *In the opinion of the Responsible Authority the sign must not:*
  - a) *Dazzle or distract drivers due to its colouring*
  - b) *Contain images that may be mistaken for traffic signals*
  - c) *Be able to be mistaken as an instruction to drivers.*

**No floodlighting or illumination**

4. *The sign(s) permitted by this permit must not be floodlit or illuminated by external lights except with the prior written consent of the Responsible Authority.*

5. *The sign permitted by this permit must not contain any illuminated displays/advertisements.*

**No reflection or animation**

6. *The sign shall not be reflective or animated.*

**No bunting, streamers etc.**

7. *Bunting, streamers, flags, windvanes or similar material must not be displayed except with the prior written consent of the Responsible Authority.*

**No moving parts**

8. *Moving parts must not be used in the sign(s) permitted by this permit.*

**Drivers line of sight**

9. *The signage, including appurtenances such as lighting is erected within the property line and does not obstruct a driver's line of sight at a corner or bend, or between roads at a junction or any point of egress.*

**Maintain in good condition**

10. *The sign(s) permitted by this permit must be maintained in good condition to the satisfaction of the Responsible Authority.*

**Expiry**

11. *The major promotion sign as permitted by this permit will expire 15 years from the date this permit is issued. The expiry date must be annotated on the bottom right corner of the sign.*



6A-A1  
PP3071

Proposed sign location

133/18 proposed subject si

1  
PS621835

2  
PS621835

2A  
PS342315

2B  
PS342315

2  
PS811590

1  
LP116184

3  
LP208860

4  
LP208860

5  
LP208860

1  
TP323716

2  
LP43841

4  
LP43841

5  
LP43841

6  
LP43841

8  
LP43841

1  
TP88133

10  
LP43841

1  
PS525146

2  
PS525146

CM1  
PS525146  
Lane

1  
TP602411





enees Hwy

High St

Queen St

King St

King St

Church St

Pleasant St

Smith St

Mclachlan St

Albert St

Powlett St

Victoria St

Carisbrook Scout H

Mill St

Green St

Marlon St

Curragh Moor Ln

Belfast Rd

Carisbrook Recreation Reserve

Market Reserve

Tul





Subject site looking west



Subject site looking east



Subject site: location of sign



Subject site looking south

# FLAGSTAFF - PROPOSED DOUBLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN

4257 PYRENEES HIGHWAY,  
FLAGSTAFF, VIC 3465

## TOWN PLANNING DRAWINGS

- A01 COVER PAGE
- A02 SITE PLAN
- A03 FLOOR PLAN & ELEVATIONS
- A04 PERSPECTIVE VIEWS



PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



### KEY PLAN

SCALE 1 : 2500

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE PROMOTION SIGN.
02	PHOTOGRAPHIC VIEW NORTH FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.
03	PHOTOGRAPHIC VIEW EAST FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.
04	PHOTOGRAPHIC VIEW WEST FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.

### ISSUE/AMMENDMENTS SCHEDULE

- 01 15.04.2020  
TOWN PLANNING ISSUE

## TOWN PLANNING

NOT FOR CONSTRUCTION



**PROJECT**  
FLAGSTAFF - PROPOSED DOUBLE SIDED,  
NON-ILLUMINATED, MAJOR PROMOTION SIGN  
**ADDRESS**  
4257 PYRENEES HIGHWAY,  
FLAGSTAFF, VIC 3465

#### NORTH POINT



**DATE**  
15.04.2020

**PROJECT NO.**  
20-002

**DRAWING NO.**  
A01

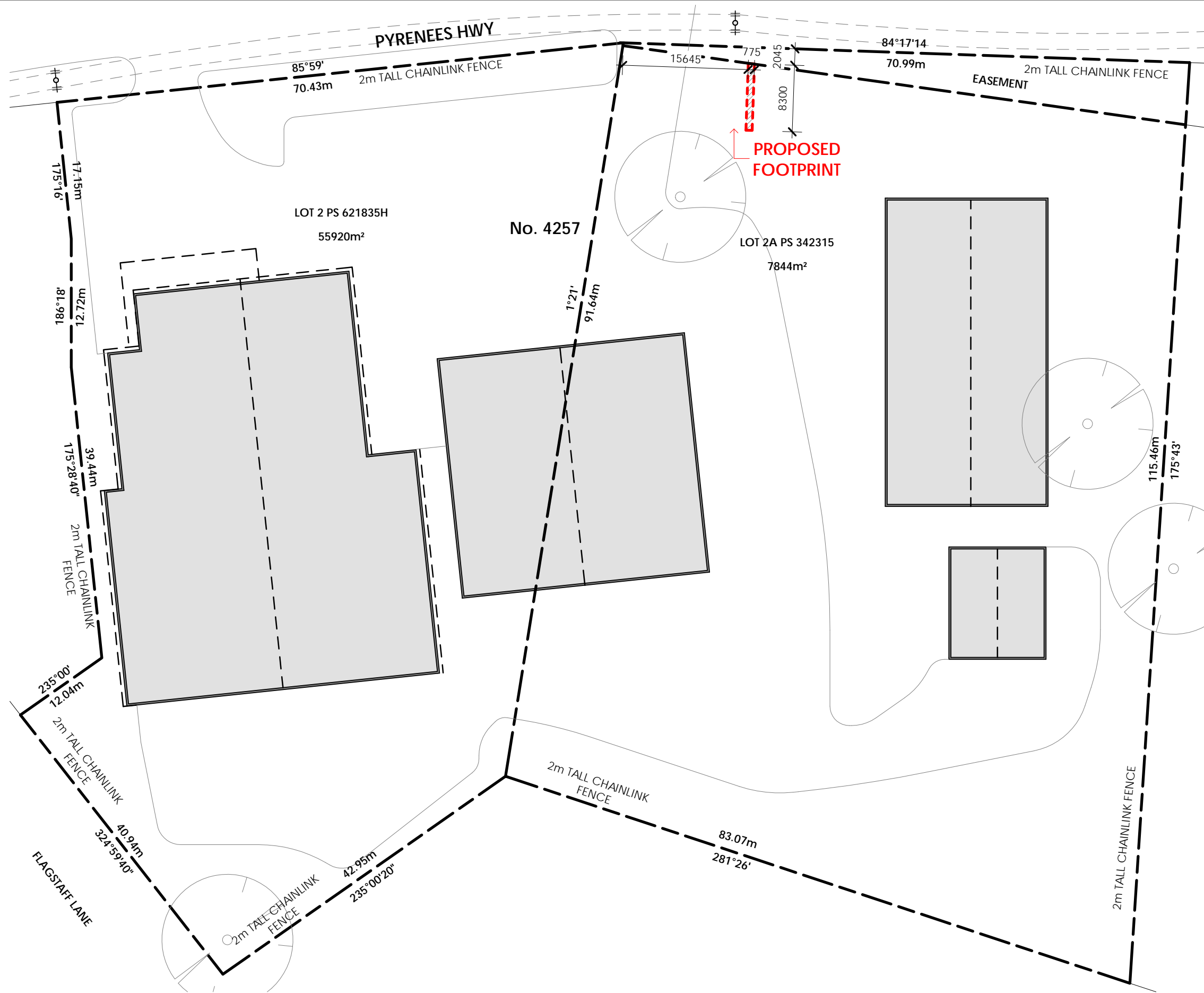
**PAGE SIZE**  
A3

**DRAWN BY**  
JC

**ISSUE NO.**  
01

### REGIONAL BILLBOARD CO.




- A 62 John Street, ELTHAM VIC 3095
- E james@regionalbillboardco.com.au
- M 0400 096 182



**ISSUE/AMMENDMENTS SCHEDULE**

01 15.04.2020  
TOWN PLANNING ISSUE

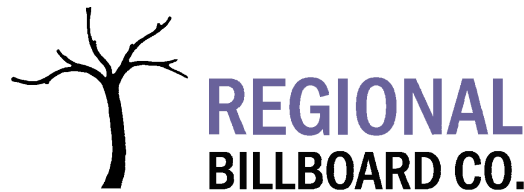
**LEGEND**

-  PROPERTY BOUNDARY
-  EXISTING BUILDINGS ONSITE
-  PROPOSED MAJOR PROMOTION SIGN FOOTPRINT

**TOWN PLANNING**

NOT FOR CONSTRUCTION

**SITE PLAN**  
SCALE 1 : 500



**PROJECT**  
FLAGSTAFF - PROPOSED DOUBLE SIDED,  
NON-ILLUMINATED, MAJOR PROMOTION SIGN  
**ADDRESS**  
4257 PYRENEES HIGHWAY,  
FLAGSTAFF, VIC 3465

**NORTH POINT**



**DATE**  
15.04.2020

**PROJECT NO.**  
20-002

**DRAWING NO.**  
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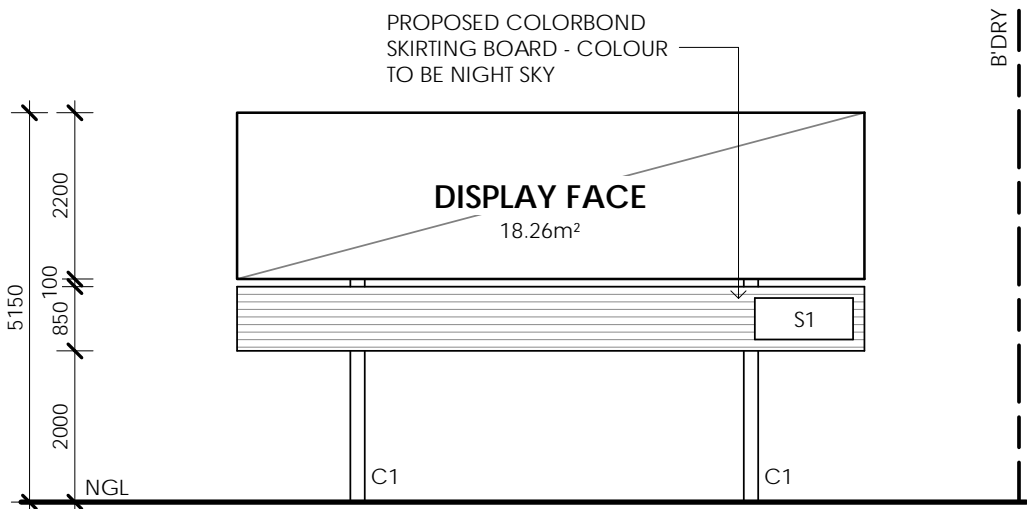
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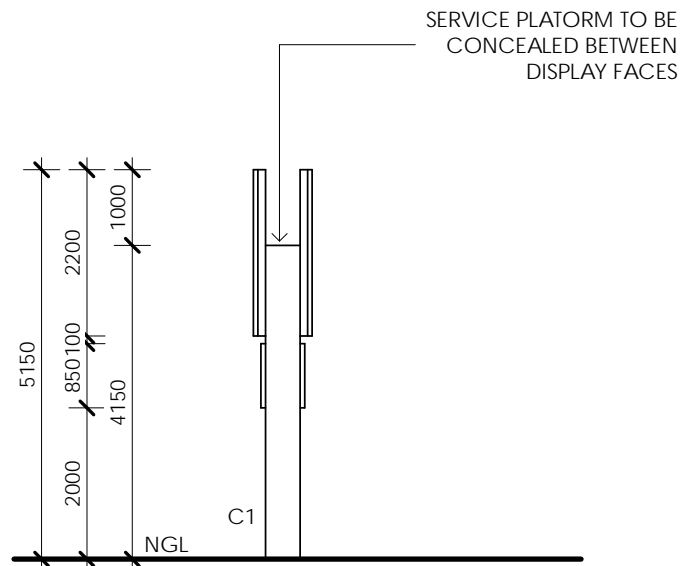
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01

**REGIONAL BILLBOARD CO.**

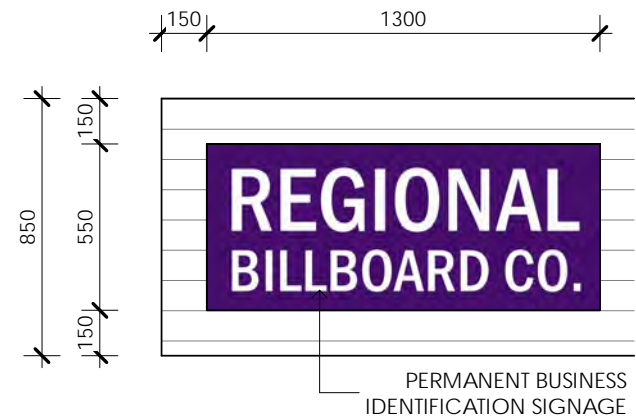
A 62 John Street, ELTHAM VIC 3095  
E james@regionalbillboardco.com.au  
M 0400 096 182



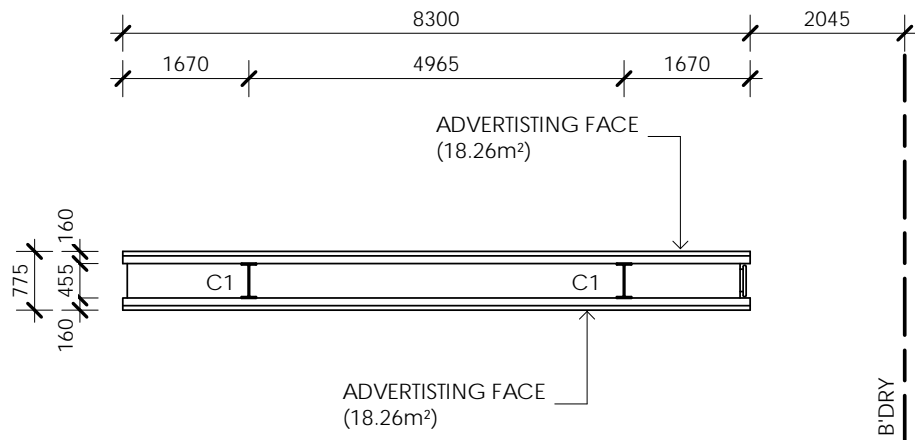
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SCALE 1 : 100



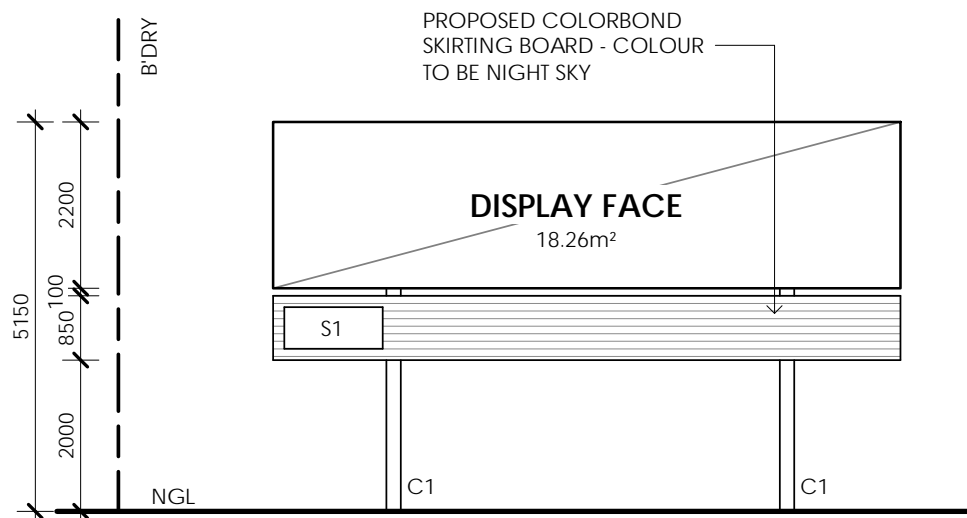
**NORTH ELEVATION**  
SCALE 1 : 100



**S1 - SIGNAGE DETAIL**  
SCALE 1 : 25



**FLOOR PLAN**  
SCALE 1 : 100



**WEST ELEVATION**  
SCALE 1 : 100

**MATERIALS BOARD**



C1  
PROPOSED COLUMN -  
POWDERCOAT BLACK  
FINISH



BLACK PAINT  
PROPOSED BLACK PAINT  
FINISH TO ALL FEATURES,  
TRIMS AND LIGHTING



SKIRTING BOARD  
PROPOSED COLORBOND  
SKIRTING BOARD WITH  
NIGHT SKY FINISH

**ISSUE/AMMENDMENTS SCHEDULE**

01 15.04.2020  
TOWN PLANNING ISSUE

**LEGEND**

C1 PROPOSED COLUMN - POWDERCOAT  
BLACK FINISH  
NGL NATURAL GROUND LINE  
S1 PERMANENT SIGN 1 - REFER TO DETAIL

**TOWN PLANNING**

NOT FOR CONSTRUCTION



PROJECT  
FLAGSTAFF - PROPOSED DOUBLE SIDED,  
NON-ILLUMINATED, MAJOR PROMOTION SIGN  
ADDRESS  
4257 PYRENEES HIGHWAY,  
FLAGSTAFF, VIC 3465

**NORTH POINT**



DATE  
15.04.2020

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A03

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JC

PROJECT NO.  
20-002

PAGE SIZE  
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ISSUE NO.  
01

REGIONAL BILLBOARD CO.

A 62 John Street, ELTHAM VIC 3095

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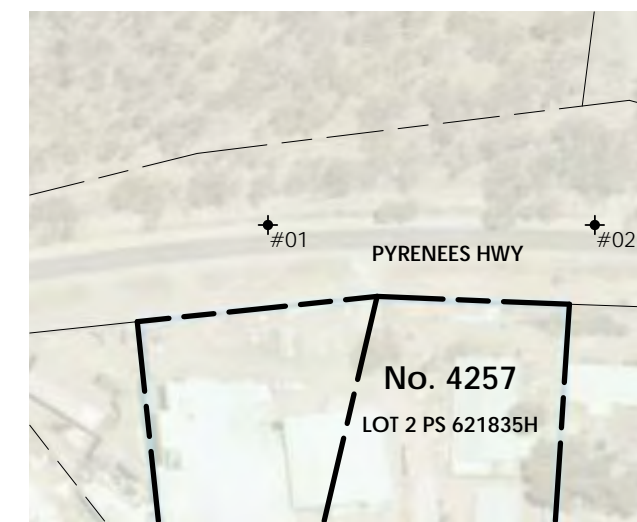
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EXISTING PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - EASTBOUND TRAFFIC



**PERSPECTIVE VIEW REFERENCE**

SCALE 1 : 2500



PROPOSED PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - EASTBOUND TRAFFIC

**ISSUE/AMMENDMENTS SCHEDULE**

01 15.04.2020  
TOWN PLANNING ISSUE

**GENERAL NOTES**

PROPOSED PERSPECTIVE VIEW IS AN ARTISTS IMPRESSION OF THE PROPOSAL ONLY. SIZE AND SCALE ARE REFERENCED ON THE FLOOR PLANS AND ELEVATIONS.

THE PROPOSAL SEEKS THE APPROVAL FOR THE DEVELOPMENT OF A DOUBLE SIDED, NON-ILLUMINATED, MAJOR PROMOTION SIGN.

ALL DRAWINGS TO BE READ IN CONJUNCTION WITH THE SUPPLIED TOWN PLANNING REPORT

REFER TO THE TOWN PLANNING REPORT FOR THE WRITTEN STATEMENT REGARDING THE METHODOLOGY DURING THE PREPARATION OF PERSPECTIVE VIEWS

**LEGEND**

#00 PERSPECTIVE VIEW - LOCATION IN WHICH PHOTOGRAPHIC VIEWS WERE TAKEN

**TOWN PLANNING**

NOT FOR CONSTRUCTION



PROJECT  
FLAGSTAFF - PROPOSED DOUBLE SIDED,  
NON-ILLUMINATED, MAJOR PROMOTION SIGN  
ADDRESS  
4257 PYRENEES HIGHWAY,  
FLAGSTAFF, VIC 3465

**NORTH POINT**



DATE  
15.04.2020

PROJECT NO.  
20-002

DRAWING NO.  
A04

PAGE SIZE  
A3

DRAWN BY  
JC

ISSUE NO.  
01

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