

Central Goldfields Shire Council

Priority Projects Plan



**CENTRAL
GOLDFIELDS**
SHIRE COUNCIL

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Acknowledgement of Traditional Owners

Central Goldfields Shire Council 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 Djaara 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.





MAYOR'S INVITATION

**“In 2031, we are an inspiring, thriving and prosperous community of choice.”
What an exciting future vision opening statement our community has set.**



As a Council we are passionately committed to leading the change that makes this exciting vision a reality. We have a Council Plan with a focus on sustainable growth. Our Shire sits between the two fastest growing regional cities in Australia and we have a population growth corridor between Ballarat and Maryborough supported by passenger rail.

We are located in the centre of the magnificent landscape of the central Victorian Goldfields World Heritage Listing Bid.

To reach our full potential we need investment to lead the change that will give all our residents the prosperity, opportunity and services they deserve.

Our unique and beautiful built heritage comes at a high cost which is an immense burden on a small council. These buildings however, are not only our treasure, but are for sharing with visitors from the wider community and the world.

We need to develop and enhance our sporting areas in Maryborough and Dunolly and create trails and open spaces to provide for fun, recreation, enjoyment and better health outcomes for residents and visitors including youth.

Small town sewerage for Talbot is critical to develop the potential of the Ballarat-Maryborough growth corridor.

We need to create a breathtaking visitor experience based on our gold legacy, beautify our Maryborough civic precincts, and consolidate Maryborough's role as a major regional centre.

Investment in Central Goldfields Shire projects unlocks the future we need and must deliver.

Chris Meddows-Taylor
Mayor, Central Goldfields Shire

OUR PEOPLE AND PLACE

Central Goldfields Shire – Victoria's best kept secret

Maryborough is the Shire's major business centre and also functions as a major health and retail centre for surrounding regional towns including Castlemaine, St Arnaud and Avoca.

The Shire's rich history began with Traditional Owners and has been enriched by migration during Victoria's gold rush era, and all of the Shire's townships feature iconic heritage architecture and streetscapes.

Central Goldfields Shire features many advantages including its liveability, manufacturing, agriculture, health, education, tourism and natural environment. It is home to the Maryborough Aerodrome and has access to passenger rail and freight as well as state-wide road connectivity.

Residents have access to affordable housing, schools, recreation facilities and parks and gardens. The Shire boasts a caring and friendly culture that values community leadership with a strong focus on volunteering and inclusiveness.

Central Goldfields Community Vision 2031

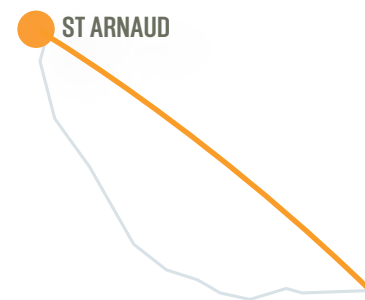
Through further investment and working closely with community leaders, we aim to capture key opportunities for sustainable growth towards realisation of the ten-year Community Vision:

"In 2031, we are an inspiring, thriving and prosperous community of choice, we've taken bold steps towards growing our economy and our community is full of optimism and opportunities.

We are kind, connected and inclusive and we nurture creativity, leadership and innovation.

We value and invest in our young people and our health and wellbeing is high.

We live sustainably, cherish and protect our environment and heritage and we have access to outstanding jobs, education, health, community services, infrastructure, and affordable housing".



Located at the geographic heart of Victoria, Central Goldfields Shire is home to:



13,000 people



5 kindergartens



1 aerodrome



6 primary schools



Rail – passenger and freight



2 high schools



35 park, gardens and playgrounds



2 hospitals



182 open space, sport and recreation facilities



14.4 GPs and **5** GP clinics



4 major supermarkets



1 regional retail centre



5 major industries



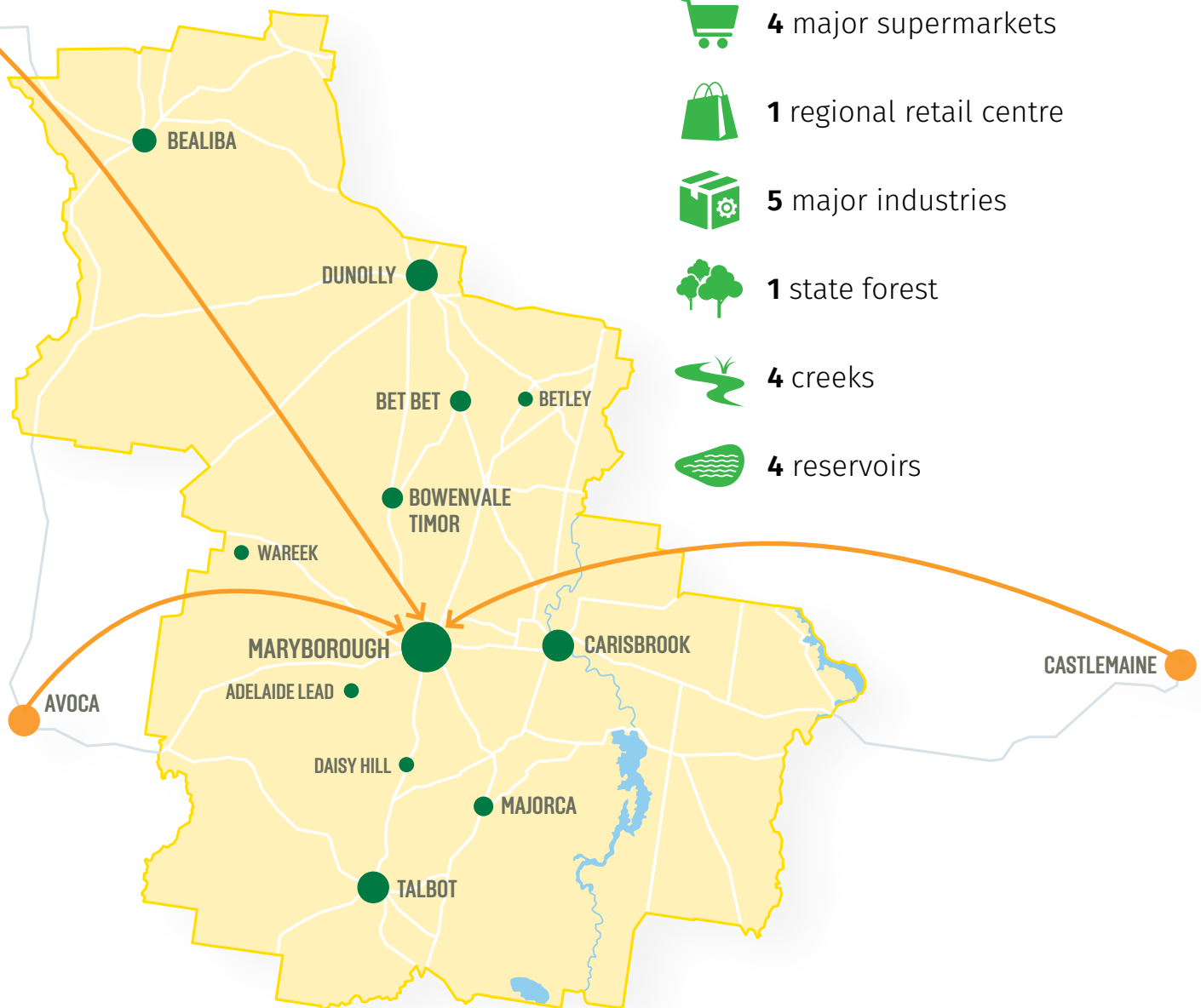
1 state forest



4 creeks



4 reservoirs



OUR STRATEGIC PLANNING FRAMEWORK

An ambitious rural Council ready to implement on significant strategic planning

In leading change, we're proud to be guided by a robust strategic planning framework developed with extensive community input. See Appendix One for more information about our Strategic Planning Framework (page 34).

Central to this framework is the Central Goldfields Community Vision 2031 which outlines twelve strategic priorities for the future of the Shire. These strategic priorities are captured and expanded on through the Central Goldfields Shire Council Plan 2021–2025 which is the delivery mechanism for the Vision:



Our community's wellbeing

1. Strengthen and build inclusion and community and intergenerational connections
2. Nurture and celebrate creativity
3. Support positive life journey development for all residents
4. Encourage, support and facilitate healthy and safe communities
5. Maximise volunteer efforts
6. Value, celebrate and actively engage First Nations culture and people

Our growing economy

7. Retain, grow and attract our population
8. Capitalise on tourism activities
9. Support existing and new and emerging business and industry
10. Develop a skilled and diverse workforce
11. Strengthen digital infrastructure and capability



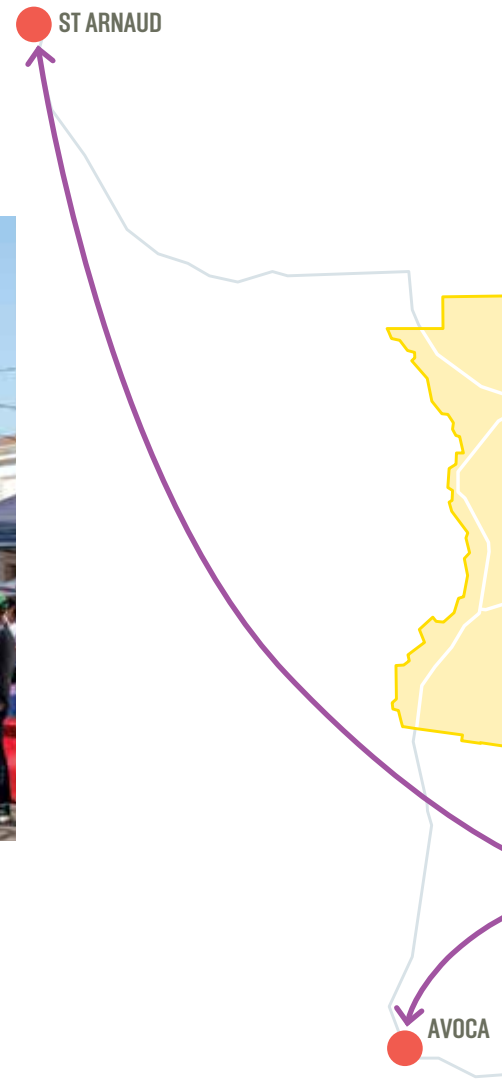
Our spaces and places

- 12. Provide engaging public spaces
- 13. Provide infrastructure to meet community need
- 14. Value and care for our heritage and cultural assets
- 15. Manage and reduce and reuse waste
- 16. Care for the natural environment and take action on climate change



Leading change

- 17. Actively engage, inform and build the leadership capacity of community members and organisations
- 18. Provide financial sustainability and good governance
- 19. Provide a safe, inclusive and supportive workplace
- 20. Advocate and partner on matters of community importance



OUR PRIORITY PROJECTS

Lead change through enhancing existing assets and strengthening the role of the Shire in the region

LEAD SUSTAINABLE GROWTH

- Industrial Employment Precinct
- Strengthen Central Maryborough
- Talbot Futures

FACILITATE REGIONAL TOURISM OPPORTUNITIES

- Central Goldfields Art Gallery
- Castlemaine – Maryborough Trail
- Events Prospectus – A Considered Approach to Events Planning
- Maryborough Railway Station Activation – Stage 3

SUPPORT AN ACTIVE AND HEALTHY COMMUNITY

- Deledio Recreation Reserve, Dunolly
- Maryborough Outdoor Pool
- Netball Activation Initiative
- Enhance our Active Transport Network
- Princes Park Grandstand

PRESERVE OUR HERITAGE BUILDINGS

- Princes Park Grandstand
- Town Hall Restoration Package



INDUSTRIAL EMPLOYMENT PRECINCT

Lead sustainable growth

The ask

Funding to support the delivery of a small lot industrial precinct in the Shire including detailed design work, a development plan, subdivision, site clean-up and infrastructure provision

\$2,000,000 – \$3,000,000

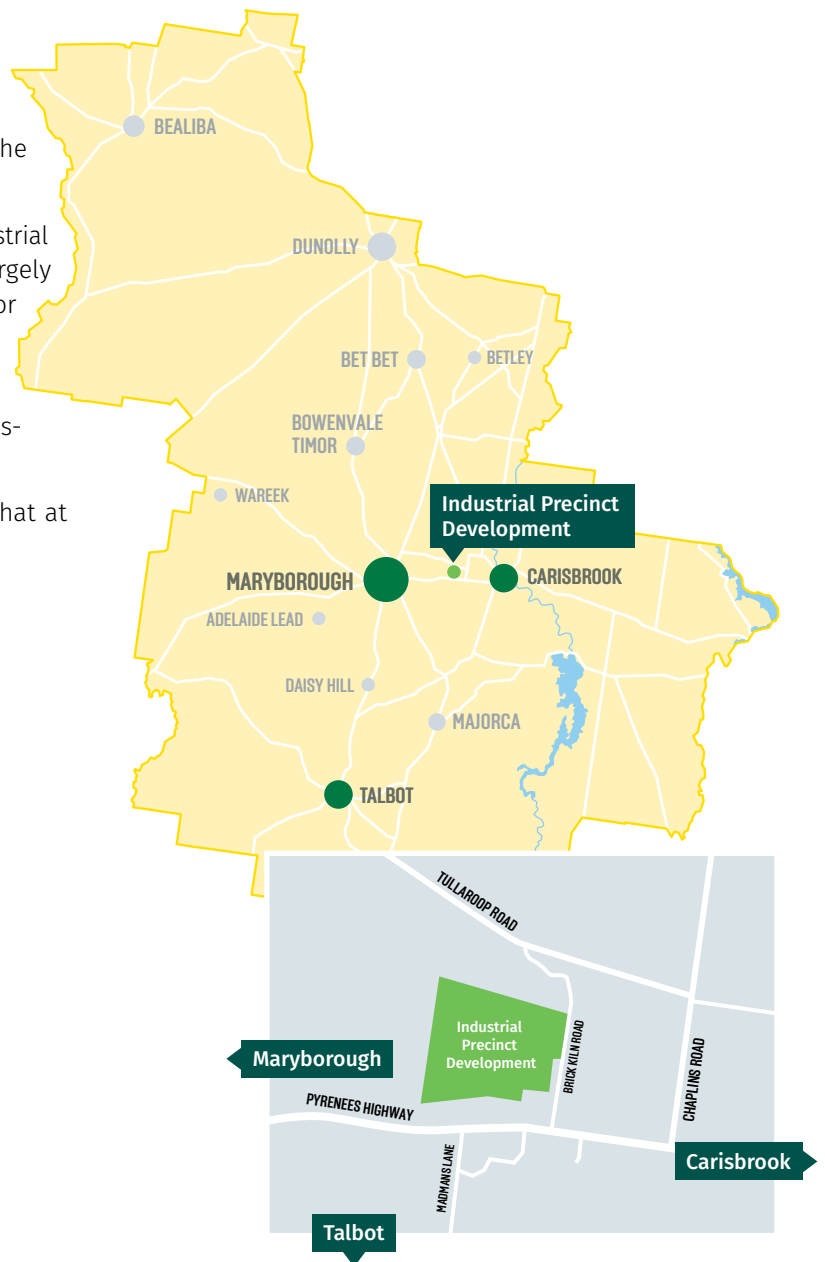
The brief

The recently adopted Industrial Land Supply & Demand Assessment and Strategy has identified the need for small lot industrial sites.

A large (18 hectare) Council-owned site zoned Industrial 1 is available for this use. The land is level and largely cleared and only a small portion of it is needed for future use by Council.

A Development Plan and subdivision of the site would provide 7 – 10 years supply of small lot industrial development.

Based on this supply scenario, it is estimated that at least 300 ongoing local jobs would be created.





25 Brick Kiln Road,
Carisbrook

The benefits

- ✓ Council owned land enables rapid implementation in a context where land fragmentation and a lack of local industrial developers has constrained supply of sites of this type
- ✓ An adjacent factory site has been bought by a business that seeks additional land for operations and future expansion
- ✓ The precinct meets an identified need for small industrial lots and creates 7–10 years of supply enabling more than \$2.2 million in annual industrial building approvals
- ✓ Establishes an employment precinct close to Maryborough and the future growth areas of Carisbrook and Talbot
- ✓ Supports the growth of small local businesses that underpin supply chains in goods, maintenance and other services and which are integral to the local economic ecosystem

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Support existing and new and emerging business and industry
 - Develop a skilled and diverse workforce
- Industrial Land Supply & Demand Assessment and Strategy

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- ✓ Business case – 2022
- Detailed planning – 2023
- Shovel ready / Implementation – 2024

CENTRAL MARYBOROUGH DEVELOPMENT

Lead sustainable growth

The ask

Funding to support place making activities in the centre of Maryborough including detailed design and implementation of key upgrades

\$3,000,000 (Stage 1 funding)

The brief

Significant public sector investment is revitalising key civic anchor sites around central Maryborough. Integrating this precinct through public realm improvements will facilitate a sense of place and stimulate private sector investment in the retail, tourism, hospitality and services sectors.

The fine heritage architecture of the Post Office, Supreme Court and Town Hall buildings create a space that can be re-imagined as a civic square or open plaza in the European tradition.

Integrated urban infrastructure treatments will invite pedestrians to explore the nearby Central Goldfields Art Gallery and the High Street retail area as well as provide a strong connection to the Hospital precinct.



Further staged works along the Nolan Street spine will draw visitors from the newly activated Maryborough Railway Station into this civic and retail area, integrating the Resource Centre, Phillips Gardens and Paramount Theatre area into a unified town core.

A pathway connection could also be installed between Princes Park and the unified town core to integrate this highly valued recreational space.

The benefits

- ✓ Establishes a cohesive vision and long-term view in which government investment in the public realm stimulates private sector investment in the retail, tourism, hospitality and services sectors
- ✓ Leverages off major projects already underway around central Maryborough and regional initiatives such as the evolving World Heritage recognition of the Central Victorian Goldfields
- ✓ Links key historical sites and facilitates activation of the public realm through supporting foot traffic and visitor 'stickiness' (local spending) through differentiating the centre of Maryborough from generic city/suburban/mall spaces and online retail
- ✓ Walkability of central Maryborough encourages inner-town residential renewal and diversification in a context of limited land supply and changing demographics



Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide engaging public spaces
 - Provide infrastructure to meet community need
- Economic Development Strategy 2020–2025
- Tourism and Events Strategy 2020–2025
- Maryborough Retail Recovery Program

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- ✓ Business case – Completed
- Detailed planning – 2022
- Shovel ready / Implementation – 2024

TALBOT FUTURES

Facilitate sustainable growth

The ask

Detailed design and costings for a sewerage system to connect Talbot to a reticulated sewerage system and Planning Scheme Amendment to implement a Structure Plan to plan for future land use, population and housing growth

\$10,000,000 - \$12,000,000



The brief

The charming village of Talbot is well placed to accommodate some of the renewed regional growth, and to take advantage of economic opportunities, but is currently constrained by a lack of wastewater infrastructure.

Talbot is strategically located between Maryborough and Ballarat, with an upgraded train station, a famous farmers' market and intact goldrush heritage to offer. A process to develop a town structure plan that ties in with a sewerage service area is currently under development. Up-to-date costings for the sewerage scheme are also being developed, which will lead to a 'shovel ready' project for delivering the infrastructure.

Funding the installation of a modern sewerage system would enable growth while improving the quality of life for existing residents, and allow local businesses to expand in servicing a growing population.





The benefits

- ✓ Provision of sewerage infrastructure will ensure the safety and health of Talbot residents and deliver much needed population and economic growth for the township
- ✓ An integrated planning approach in consultations with residents and other stakeholders is already underway, with a priority of retaining the charm and heritage character that is valued by the Talbot community
- ✓ Talbot can play a growing role as a 'village-sized' community within the Ballarat to Maryborough corridor that already includes Creswick and Clunes

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Complete planning for a wastewater scheme for Talbot township.
 - Ensure sufficient land is zoned to accommodate residential growth.
- Population, Housing and Residential Strategy 2020
- Economic Development Strategy 2020–2025

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Structure plan – Funded
- ✓ Business case – Funded
- Detailed design – 2023
- Shovel ready / Implementation – 2024

CENTRAL GOLDFIELDS ART GALLERY

Facilitate regional tourism opportunities

The ask

Funding for stage 2&3 of the Indigenous Interpretive Garden adjacent to the Central Goldfields Art Gallery including detailed design and construction

\$300,000

The brief

In partnership with the Dja Dja Wurrung Clans Aboriginal Corporation (DDWCAC), Council has designed an Indigenous Interpretive Garden as part of the Central Goldfields Art Gallery revitalisation project.

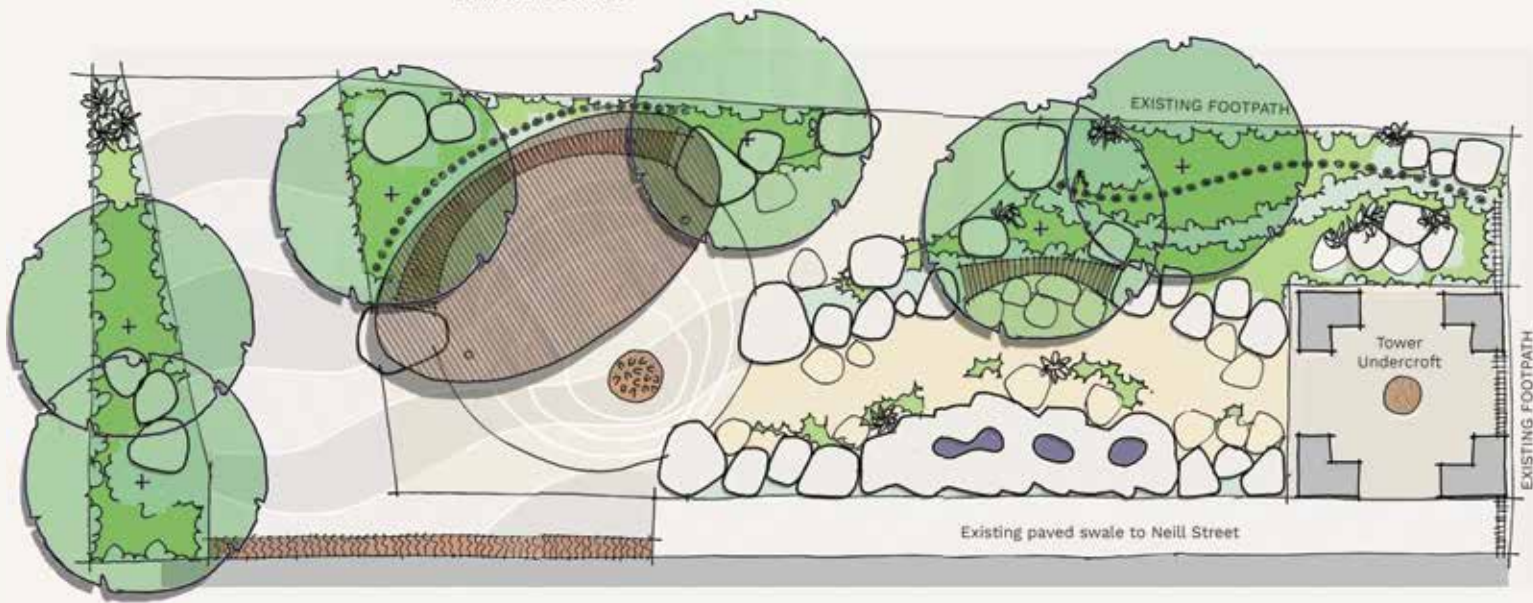
Through the design process, opportunities beyond the original scope were identified for Dja Dja Wurrung culture to be better recognised and shared with the community. These design recommendations have been developed into Stage 2&3 concept plans by Landscape Architect 3Acres.

Referencing the Aboriginal Rock Wells (found in the Shire), traditional fire practices (that juxtapose the adjacent 1861 fire station) and utilising Indigenous plantings, phase 2&3 links strongly to regional and state tourism and economic strategies, as well as those closer to home.



The benefits

- ✓ Opportunity for Dja Dja Wurrung culture to be recognised and shared with the local and regional community to enhance well-being and encourage greater respect and reconciliation as detailed in the Dja Dja Wurrung Country Plan, Dhelkunya Dja 2014–2034
- ✓ Opportunity to leverage from Bendigo and Ballarat's existing assets and experiences, including the UNESCO City and Region of Gastronomy and the UNESCO City of Creativity
- ✓ Development of arts and culture experiences which celebrate and promote Dja Dja Wurrung culture
- ✓ Opportunity for Central Goldfields Shire Council to demonstrate leadership through investing in and actively valuing and celebrating First People's culture and people



- Existing concrete driveway (bands of grit-blast exposed aggregate)
- Proposed new exposed aggregate coloured concrete and local stone paving.
- Proposed informal gravel path. Locally sourced.
- Proposed rock escarpment. Local stone with flat-tops.
- Proposed indigenous planting. Maryborough grassy woodland species.
- Proposed trees. Eucalyptus polyanthemus (Red Box)
- Proposed fire pit location (possible art commission)
- Proposed rockwells. (possible art commission).
- Proposed trench drain (Existing drain to be retained as part of phase 1)

0 1 2 3 4 5 metres



Central Goldfields Art Gallery Garden Landscape Concept Plan



Community leadership

Designs were developed through an Indigenist Wartaka process to ensure Dja Dja Wurrung people led the development of the story and representation of cultural themes embedded within the design. The workshops focused on creating space for storytelling, conceptual mapping and also visioning to ensure the integral values of respect, recognition and reconciliation. This process was facilitated by the Dja Dja Wurrung Clans Aboriginal Corporation (DDWCAC) and supported by Landscape Architects, 3Acres.

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Nurture and celebrate creativity
 - Value, celebrate and actively engage First Nations culture and people
 - Capitalise on tourism activities
- Tourism and Events Strategy 2020–2025
- Economic Development Strategy 2020–2025
- Goldfields Villages Destination Management Plan
- Victoria State Government – Visitor Economy Recovery and Reform Plan
- Dja Dja Wurrung Country Plan, Dhelkunya Dja 2014–2034

Delivery schedule

- Emerging priority – Completed**
- Feasibility study – Completed**
- Business case – Completed**
- Detailed planning – 2022
- Shovel ready / Implementation – 3 months post funding allocation

CASTLEMAINE – MARYBOROUGH TRAIL

Walking and Cycling Infrastructure

The ask

Funding for a feasibility study to progress the development of the Castlemaine – Maryborough Trail
\$150,000

The brief

Central Goldfields Shire Council has partnered with Mount Alexander Shire Council to support local community association. Castlemaine – Maryborough Rail Trail Inc. in seeking funding to prepare a detailed feasibility study regarding the development of a 55km shared-use trail on the disused rail corridor between Maryborough and Castlemaine.

The proposed trail would connect Maryborough to Castlemaine via Carisbrook, promoting active transport across communities and link key attractions in the region – including the beautiful central Victorian landscapes and rich Aboriginal history – with the large tourism market in Melbourne. A rail head at each end of the trail will further showcase the heart of the goldfields region and connect a new audience with the Maryborough Railway Station.

The benefits

- ✓ **A healthier, better-connected community, creating opportunities for active travel and an attractive recreation site for people of all ages and abilities**

- ✓ **Identification of features and histories which will underpin a trail of national significance in the heart of Goldfields country**

- ✓ **Sharing of stories and features through a network of destinations to create a powerful attraction for visitors seeking outstanding epicurean, cultural and nature-based experiences**

- ✓ **Protection of native flora and fauna through thoughtful design while creating maximum impact for visitors seeking to experience the natural beauty of the central Victorian landscape, wildlife and wildflowers**



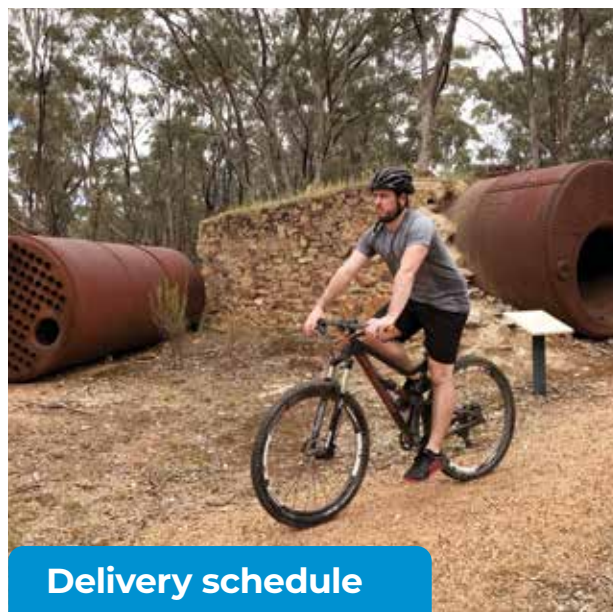


Community leadership

The project is led by Castlemaine–Maryborough Rail Trail Inc. (CMRT), a community-based incorporated association. The organisation has attracted over 4000 supporters, largely from local residents of Central Goldfields and Mount Alexander Shires (since its inception in 2019). CMRT members and supporters share a common passion for bringing life back to the disused rail corridor through re-purposing it as a rail trail for cyclists, walkers and horse riders. By realising this site as a valuable community asset, the trail will also be a valuable drawcard for tourists.

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
 - Actively engage, inform and build the leadership capacity of community members and organisations
- Municipal Health and Well Being Plan 2021–2025
- Walking and cycling strategy 2017–2026
- Recreation and Open Space Strategy 2020–2029
- Tourism and Events Strategy 2020–2025
- Economic Development Strategy 2020–2025



Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- Business case – 2022
- Detailed planning – 2023
- Shovel ready – 2024
- Implementation – 2025

EVENTS PROSPECTUS – A CONSIDERED APPROACH TO EVENTS PLANNING

Facilitate regional tourism opportunities

The ask

Funding for the research and development of a prospectus aimed at attracting events to the Shire by showcasing facilities, market strengths and identified regional target markets

\$100,000 – \$150,000

The brief

A prospectus is required to showcase the benefits of hosting events in the Shire, with a particular focus on visitor dispersal across the region.

Bringing attention to the Shire's existing strengths and key target markets, the document should also include tiering and funding criteria, providing readers with clear direction regarding the prioritisation of events promotion, funding and support.



The benefits

- ✓ Strengthen inclusion and community and build intergenerational connection
- ✓ Improve the perception of the Shire and strengthen the aspirational culture
- ✓ Expanded tourist activity throughout the Shire through existing and new and unique events and experiences
- ✓ Build the capability and capacity of the community to deliver strong and sustainable events
- ✓ Optimize the potential of existing events and opportunities for co-ordination and collaboration
- ✓ Identify possible new events and leverage off regional events
- ✓ Maximise economic, social and environmental outcomes
- ✓ Build visitation and investment attraction



Community leadership

Through the continued development and implementation of Council's plans and strategies, the Central Goldfields community consistently prioritise connection, events and places for people to come together.

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Strengthen and build inclusion and community and intergenerational connections
 - Nurture and celebrate creativity
- Health and Wellbeing Plan 2021–2025
- CGSC Tourism and Events Strategy
- CGSC Economic Development Strategy
- Central Goldfields 5-Year Events Strategy (2014)
- Goldfields Marketing Strategy
- Goldfields Villages Destination Management Plan
- Victoria State Government – Visitor Economy Recovery Reform Plan



Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- ✓ Business case – Completed
- Detailed planning – 2022–2023
- Shovel ready – 2023
- Implementation – 2024 and beyond

MARYBOROUGH RAILWAY STATION ACTIVATION – STAGE 3

*Immersive Interpretation Centre
telling the story of gold in Central Victoria*

Facilitate regional tourism opportunities

The ask

Funding for Stage 3 of the redevelopment of Maryborough Railway Station precinct, including detailed design and implementation of a contemporary world class immersive interpretation centre

\$3 million

The brief

An immersive contemporary interpretation of our goldfields history presents a unique opportunity to leverage from our existing assets and interpret our unique stories and those of the wider gold rush to create a point of difference.

The opportunity is to enhance and interpret the gold story within the iconic Maryborough Railway Station precinct, transforming it into a game-changing local and visitor hub which will become a renowned centre in the region.

Council is partnering with 12 other LGAs including the City of Ballarat and the City of Greater Bendigo to achieve World Heritage Listing of the Central Victorian Goldfields. There is an opportunity to share this exciting journey and the developing Outstanding Universal Value (OUV) statement with visitors as part of the story of gold.

There is added opportunity to approach regional Traditional Owners and the Dja Dja Warrung to invite them to participate in the story telling and interpretation from their own cultural and historical perspective.

Stage 1 focussed on the relocation of the Visitor Information Centre to the Station and creating a co-working space (*Complete*)

Stage 2 includes planning and design of visitor access and movement around the complex and supporting infrastructure changes as well as contemporary immersive and virtual reality technology design, followed by the development of a gold interpretation strategy framework (*Underway*)

Stage 3 will enable the implementation of a contemporary world class immersive interpretation centre for telling the story of gold focussed on the Central Victorian gold rush and its impact on the region, Victoria and the world. It will a massive visitor drawcard and its impact will be transformational (*This priority project*)



The benefits

- ✓ Facilitate local and regional tourism recovery and economic development
- ✓ Development of a world class interpretation centre creates a unique point of difference and attraction
- ✓ Provides a key driver for the local and regional visitor economy as a “must visit” destination
- ✓ Encourages wider and extended local regional visitation and greater spend by showcasing engaging stories of regional locations in an immersive way and boosts a recovering regional economy
- ✓ Promotes civic pride and investment attraction as this splendid heritage building is used in creative and engaging ways putting Maryborough and Central Goldfields on the map

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Value, celebrate and actively engage First Nations culture and people
 - Capitalise on tourism opportunities
 - Value and care for our heritage and culture assets
- Central Goldfields Tourism and Events Strategy 2020–2025
- Central Goldfields Economic Development Strategy 2020–2025 – Maryborough Railway Station

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- ✓ Business case – Completed
- Detailed planning – 2023
- Shovel ready / Implementation – 2024

DELEDIO RECREATION RESERVE, DUNOLLY

Support an active and healthy community

The ask

Funding for detailed design and construction costs to provide modern facilities at the recreation reserve including contemporary change facilities for players and umpires, a function space and a commercial kitchen

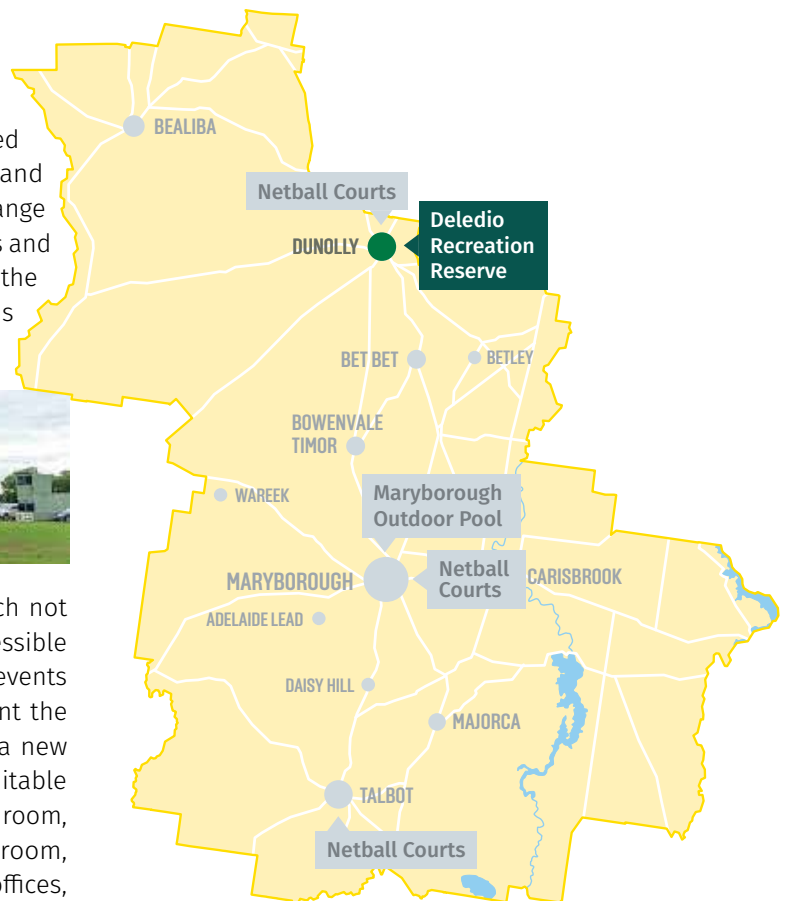
\$5,000,000

The brief

The existing club rooms are no longer fit for purpose. There is extensive termite damage, a cracked concrete slab and very poor change facilities and kitchen facilities. The building has no female change rooms and lacks disability access. Council officers and independent contractors have determined that the building is not suitable for an upgrade and needs to be replaced.



The local community envisages a complex which not only provides change facilities, but which is accessible to all and can also be used to host community events and gatherings. Through community engagement the following key components were identified for a new facility – change rooms and umpires’ rooms suitable for men and women (home and away), trainer’s room, first aid, gym, commercial kitchen, bar, social room, public toilets, technology access, storerooms, offices, memorabilia display and balcony.



Community leadership

The Dunolly Sports Committee (DSC) was established for this initiative. The DSC comprises the chair of the Deledio Recreation Reserve Committee Inc. plus representatives from the Dunolly Football Netball Club, the Laanecoorie Dunolly Cricket Club, the Dunolly Primary School, the Golden Triangle Archery Club, and the Dunolly Country Fire Authority (CFA). The DSC has been very active in contributing to the development of the concept plans. Community leaders are currently lobbying MPs to secure funding as well as leading other fund raising activities.



The benefits

- ✓ Increase in participation in sporting and active recreation for all
- ✓ Expansion of spaces and facilities to host local events, classes and activities which are accessible for all ages and abilities
- ✓ Creation of local employment through catering, personal training (12 indirect jobs) and jobs through construction (5 direct jobs)
- ✓ Change facilities that are fit for purpose and meet the requirements of the relevant State associations – AFL, Netball Victoria, Cricket Victoria
- ✓ A sporting and social community asset that is accessible to the whole community

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
 - Value and care for heritage and cultural assets
- Dunolly and District Community Township Plan 2030
- Central Goldfields Recreation and Open Space Strategy 2020–2029
- Deledio Recreation Reserve (Dunolly) Master Plan 2011–2020
- Deledio Reserve Multi-Purpose Facility Business Case 2020
- Deledio Pavilion Concept Plan

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- ✓ Business case – Completed
- Detailed planning – 2023
- Shovel ready / Implementation – 2024

MARYBOROUGH OUTDOOR POOL

Support an active and healthy community

The ask

Funding to complete essential restoration works at the Maryborough Outdoor Pool while preserving the heritage values as outlined in the Conservation Management Plan (and subject to Heritage Victoria approval)

\$6,500,000

The brief

Maryborough Municipal Olympic Swimming Complex is a highly valued community asset, both in terms of its recreation function and its heritage values. In fact, the swimming pool is identified in the Conservation Management Plan (2018) as (H1319).

In response to the COVID-19 pandemic, Council received \$2,000,000 in stimulus funding from Heritage Victoria to conduct upgrades to the pool.

As per the Conservation Management Plan, the works to the Olympic Pool will include:

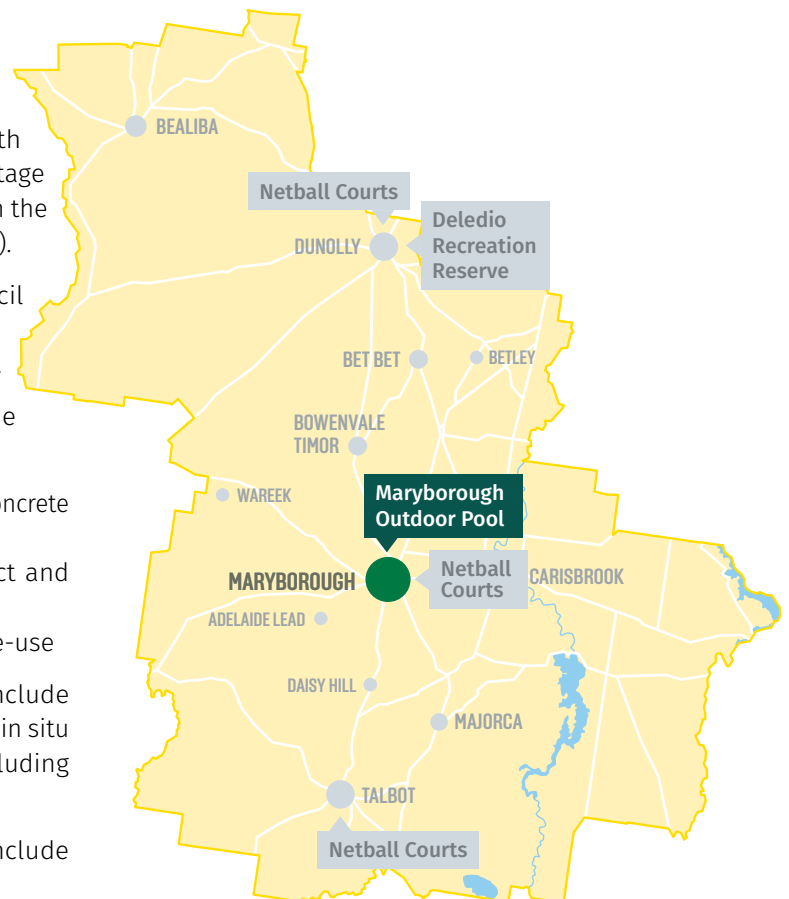
- Repair and reconstruction of reinforced in situ concrete pool basin and associated works
- Replacement of water filter, aeration, extract and balance drainage and cleaning system
- Conservation of original hexagonal tiles for re-use

The works to the Octagonal Wade Pool will include remedial repair and reconstruction of reinforced in situ concrete pool basin and associated works including conservation of hexagonal tiles.

The works to the Filter and Plant room will include rebuilding part of roof and wall.

The works to the Entrance Pavilion will include repairs to box gutter and rainwater down pipe roof plumbing system.

All works are subject to approvals under the Heritage Act 2017. The works will allow essential repairs and ensure the continued preservation of the pool complex.



Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
 - Value and care for our heritage and cultural assets
- Active Central Goldfields: Recreation and Open Space Strategy 2020–2029
- Conservation Management Plan (2018) as (H1319)



The benefits

- ✓ A significant heritage asset restored to its former glory
- ✓ A safe and pleasant space for the community to enjoy during the summer months
- ✓ A regional heritage asset that attracts swimming events and carnivals



Delivery schedule

- ✓ Emerging priority – Not applicable
- ✓ Feasibility study – Completed
- ✓ Business case – Not applicable
- Detailed planning – 2023
- Shovel ready / Implementation – 2024 and beyond

NETBALL ACTIVATION INITIATIVE

Support an active and healthy community

The ask

Funding for detailed design and construction of courts and facilities

\$2,000,000

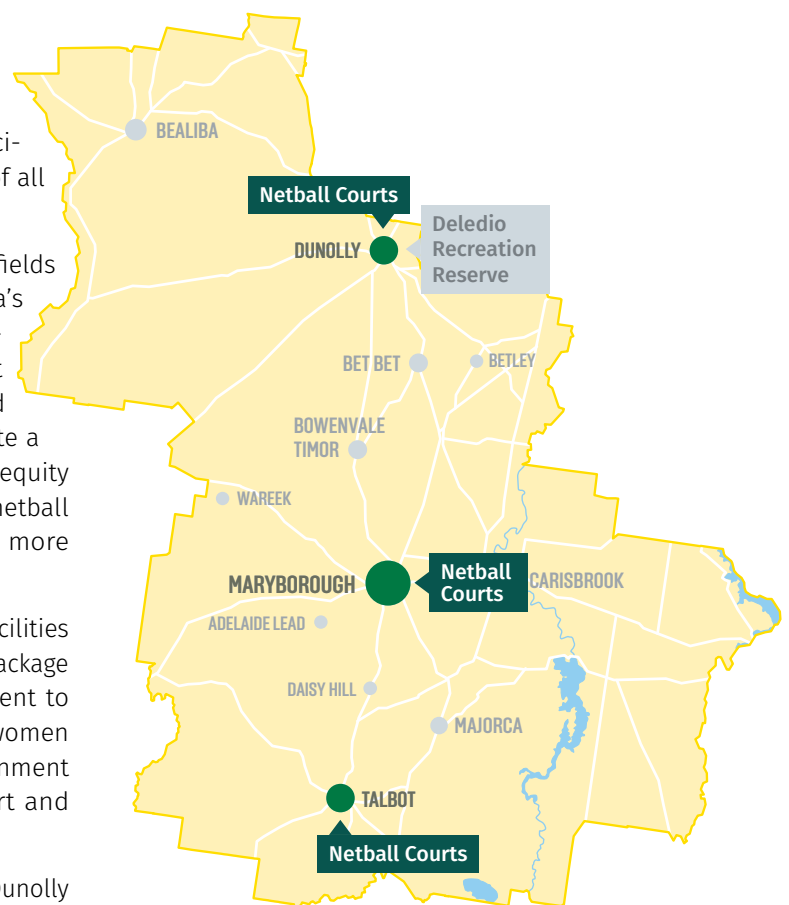
The brief

Netball courts are a major investment and an important community asset that support participation in physical activity for women and girls of all ages, and in some cases, males as well.

The netball courts and facilities in Central Goldfields are non-compliant across all of Netball Victoria's requirements and standards. Also, the accompanying change facilities require upgrades to support safe and accessible change places for women and girls. There is an increasing need to demonstrate a sustained commitment and approach to gender equity and equality across all sports, and given that netball is predominately a female sport, this is even more important.

Whilst upgrading courts and the accompanying facilities – as a package – will result in a significant cost, a package approach will demonstrate Council's commitment to gender equity, improving access to sports for women and girls, and aligning its focus with State Government priorities around female participation in sport and recreation.

Netball courts and facilities are located at Talbot, Dunolly and Maryborough in three locations – Jack Pascoe Netball Complex, JH Hedges Memorial Oval and Princes Park. The existing court at Carisbrook has been upgraded and a new show court with lights is currently under development.





The benefits

- ✓ Increased participation by women and girls in sport and recreation
- ✓ Female friendly facilities that are modern, safe and accessible
- ✓ Increased opportunities for large scale netball events, particularly at the Jack Pascoe Reserve Netball Complex

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
- Active Central Goldfields: Recreation and Open Space Strategy 2020–2029
- Maryborough Major Reserves Master Plans 2021 (under development)

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Feasibility study – Completed
- Business case – 2022
- Detailed planning – 2023
- Shovel ready / Implementation – 2024

ENHANCE OUR ACTIVE TRANSPORT NETWORK

Support an active and healthy community

The ask

Funding to design and construct the tracks, trails and paths network

\$500,000

The brief

Every year Council commits funding for footpaths, bike paths and shared pathways but additional funding is needed to continue a dedicated program of new pathways across our townships.

As part of the Victorian Government's Healthy Heart of Victoria initiative, Central Goldfields Shire participated in the Active Living Census in 2019. More than 1,176 responses were received providing us with a detailed dataset to better understand the needs of our community.

Whilst walking was identified as the most common and simple form of exercise in our Shire, the results also told us that 69% of adults living in Central Goldfields are overweight or obese and just 51% of adults meet the guidelines for physical activity.

Based on these findings it is more important than ever for us to increase opportunities for our communities to participate in active transport by providing usable, safe and appealing tracks, trails and pathways. Our aim is to provide connected multi-use tracks, trails and pathways for people of all ages and abilities, including families with prams, people with motorised scooters or mobility aids, cyclists, and pedestrians. This approach will create greater connectivity around our townships, and eventually between some of our townships. We will also have a more active and healthy community.

The benefits

- ✓ **An active, connected and healthy community where people of all ages and abilities regularly walk and cycle**
- ✓ **Pathways that are safe, well linked and easy to access from homes, provide universal access to shops, school, work, friends and other essential destinations**
- ✓ **Promotes uptake of sustainable forms of transport**





Community leadership

The role of the Walking and Cycling Advisory Group (WCAG) is to provide advice to Council on the implementation of the Walking and Cycling Strategy 2017-2026. The group is chaired by Councillor Grace La Vella and memberships consists of community members and representatives from Sport & Recreation Victoria, Parks Victoria, Victoria Police, Sports Focus, Department of Transport, Committee for Maryborough and Council officers. The group will meet quarterly and focus on a strategic approach to the implementation of the Strategy.



Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Encourage, support and facilitate healthy communities
 - Provide infrastructure to meet community need
 - Care for the natural environment and take action on climate change
- Health and Wellbeing Plan 2021–2025
- Walking and Cycling Strategy 2017–2026
- Integrated Transport Strategy 2020–2030
- Recreation and Open Space Strategy 2020–2029

Delivery schedule

- ✓ Emerging priority – Completed
- ✓ Business case – Not applicable
- ✓ Feasibility study – Not applicable
- ✓ Detailed planning – Completed
- Shovel ready / Implementation – 2023 onwards

PRINCES PARK GRANDSTAND

Support an active and healthy community

Preserve our heritage buildings

The ask

Funding for a business case, detailed design and construction for upgrades to Princes Park Grandstand while preserving the heritage values as outlined in the Conservation Management Plan (and subject to Heritage Victoria approval)

\$5,000,000

The brief

The Princes Park Grandstand is a highly valued community asset with a Conservation Management Plan having been recently completed for the precinct. Beyond the heritage values, the grandstand serves an important community function with urgent facility upgrades needed.

Within the Grandstand:

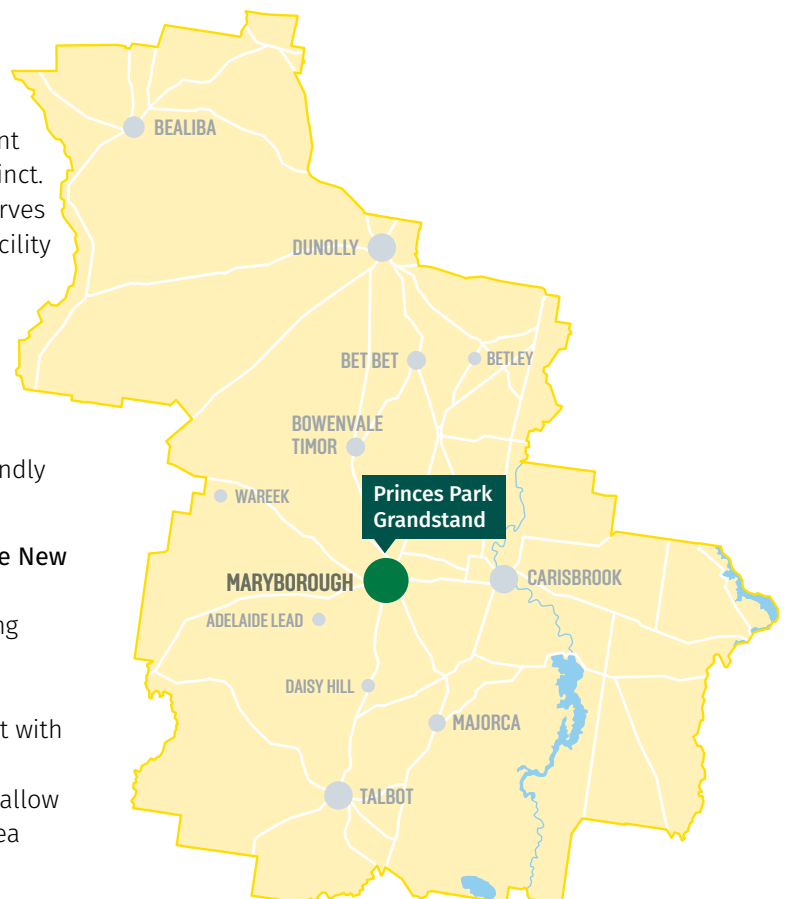
- A new design layout within the existing space to increase the functionality and use of the space and to upgrade facility
- Retrofitting of change rooms to be female friendly (players and umpires)

At the Junction between the Grandstand and the New Club Room addition (in 1979):

- Redesign of layout to allow for more co-sharing of facilities
- Refurbishment of changing rooms and toilets
- Refurbishment of kitchen area to be compliant with building and OHS Act 2021
- Possible new lift and access to Grandstand to allow universal access to the Grandstand seating area

Other matters requiring funding include:

- Increasing disability access throughout the facility as per DDA requirements.





The benefits

- ✓ Provision of fit for purpose change facilities that meet the requirements of the State Sporting Associations – AFL, Netball, Cricket – for players and umpires
- ✓ Brings components within a significant historical Grandstand up to current standards, making it more user friendly and retaining its long history as a valued community sporting asset
- ✓ The Grandstand will be more accessible and inclusive and will be available for use by all community members
- ✓ Increasing the functionality and use of an important community asset
- ✓ Supports the World Heritage Bid through maintaining and enhancing a highly valued heritage asset

Delivery schedule

- ✓ Emerging priority
- ✓ Business case – 2022 – 2023
- ✓ Feasibility study – Not applicable due to Cultural Management Plan
- Detailed planning – 2024
- Shovel ready – 2026
- Implementation – 2027

Strategic precedence

- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
 - Value and care for our heritage and cultural assets
- Active Central Goldfields, the Central Goldfields Shire’s Recreation and Open Space Strategy 2020–2029
 - Continue planning to make the Princes Park Complex the Premier Sport, Recreation and Open Space Strategy
 - Increasing multi-use shared use by clubs/associations
 - Grandstand Renewal
- Princes Park Grandstand, Cultural Management Plan, 2021
 - The CMP recommends the Princes Park Grandstand to be restored to its former glory.
- Maryborough Major Reserves Master Plans 2021 (under development)

TOWN HALL RESTORATION PACKAGE

Preserve our heritage buildings

The ask

Funding to support the development of a revitalisation masterplan for Maryborough Town Hall and Carisbrook Town Hall. The masterplans will build on the historic significance of the buildings and capture arts, conferencing and civic activities as potential future activities.

\$400,000

The brief

The Maryborough Town Hall has architectural significance as a notable and largely intact example of a late nineteenth century provincial town hall, and as a major public building designed by the prominent Melbourne architect George Johnson. It is notable for the fine interior of the hall, particularly the gallery and painted ceiling.

There are significant opportunities to upgrade the Town Hall so that it is more widely used and open more often to the community and broader public. These include, reinstatement of the council chambers, creation of a function and modernised performance space, regional conferencing facilities as well as community and creative industry spaces.

The revitalised Town Hall will provide direct opportunities to attract new income into the Shire through conferencing and touring productions. It forms a central part of the full civic upgrade planned for Maryborough which will support the town to further cement its role as a regional centre, serving communities across the area in terms of access to new, high quality cultural, civic and wellbeing opportunities.

The Carisbrook Town Hall serves the Shire's second largest town. Carisbrook is set to grow in the next five years, through housing development, industry investment and an associated rise in population. In order to support this growth we must prioritise improved liveability to better serve new and existing residents.

The Town Hall, as well as being an historic building of cultural significance also has the potential to offer modern meeting facilities, provide a venue for community events, performance and exhibitions support local groups and activities and facilitate the delivery of outreach services to the Carisbrook community.

The benefits

- ✓ **Bring two of Maryborough's most cherished and historically significant buildings back into use for the community**
- ✓ **Establish modern conferencing and performance facilities which can attract new investment into the Shire and enhance the cultural life of the community**
- ✓ **Along with the art gallery and railway station, create a major civic precinct for central Victoria, which fully supports and complements the World Heritage application for the Central Victorian Goldfields**



Community leadership

In revitalising the Carisbrook Town Hall there is an opportunity for the local community to take on the management of its day to day running to ensure that the Hall becomes a centrepiece of the Carisbrook community. Council is very supportive of working with community groups to establish Community Asset Committees, where there is local demand, to give real power back to people in how local resources are best shaped to meet their needs.

Strategic precedence

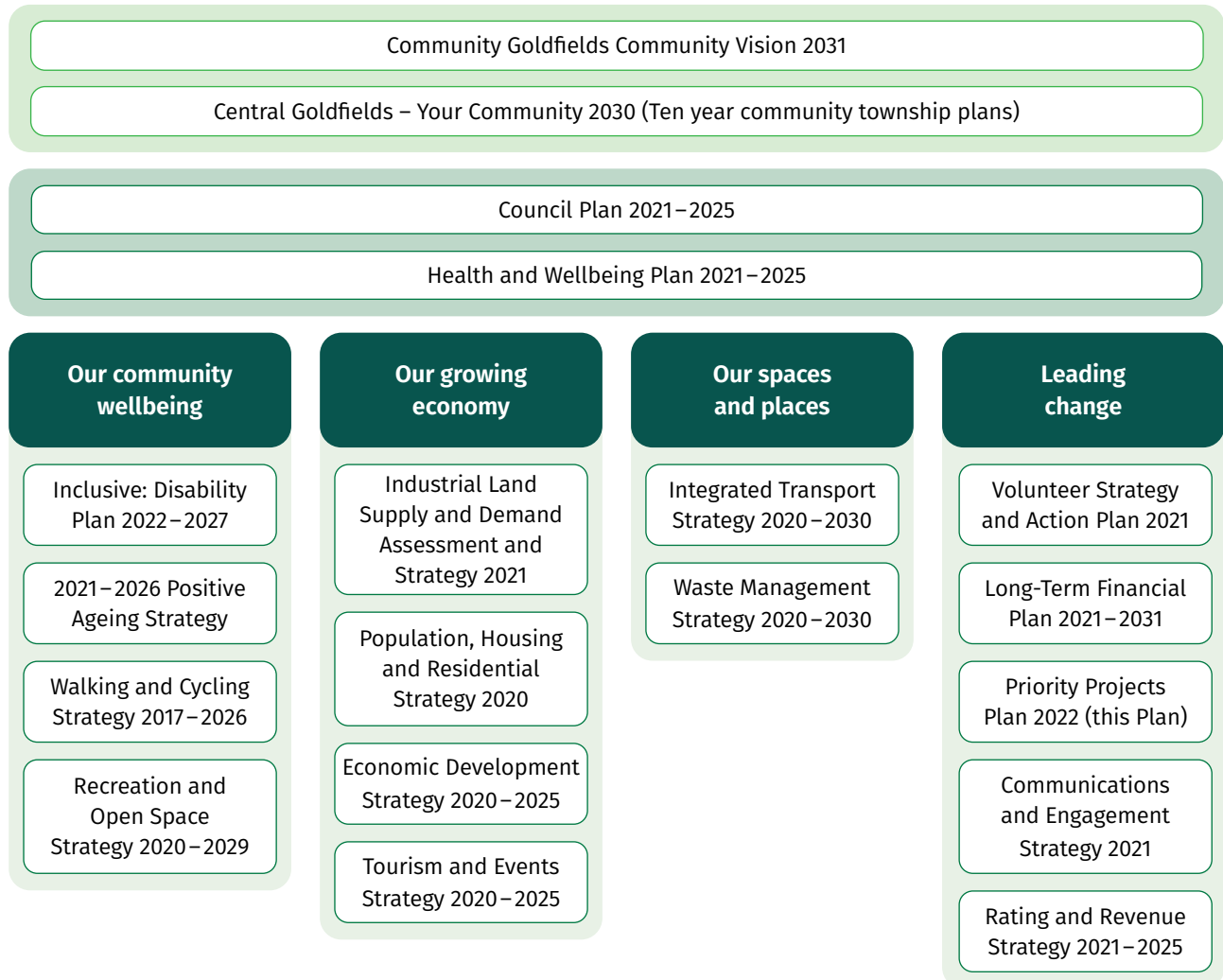
- Central Goldfields Community Vision 2031
- Central Goldfields Shire Council Plan 2021–2025
 - Provide infrastructure to meet community need
 - Value and care for our heritage and cultural assets

Delivery schedule

- ✓ Emerging priority – Complete
- ✓ Feasibility study – 2022
- Business case – 2023
- Shovel ready – 2024
- Implementation – 2025

APPENDIX 1

Our strategic planning framework



Delivery schedule legend

- **Emerging priority** – a project idea which links to community priorities, is supported by high-level research and demonstrates desirability as well as potential feasibility
- **Feasibility study** – a study that determines whether a project idea is practically and financially viable. It determines the resources (time, effort and money) required to deliver the project and the potential benefits including whether these benefits outweigh the resource costs
- **Business case** – once it's clear that a project is practically and financially viable a business case is completed to determine how the project will operate including the key objectives, operating structure, financial projections, targets and delivery methods
- **Detailed planning** – takes the concept developed through the feasibility study and business case and makes it practical and implementable including detailed construction plans, permit applications, procurement planning and establishing delivery timelines
- **Shovel ready** – is the stage where the project is ready to commence pending the procurement and commissioning of the relevant services required
- **Implementation** – begins once the physical work of the project has commenced continues throughout the remaining duration of the project

APPENDIX 2

Creating value through previous investment

Through Council's previous Priority Projects Plan, 7 of the 10 projects have been awarded State and or Federal Government funding with 2 projects being carried over into this Plan.

The Shire is already reaping multiple benefits from this investment including progress with economic development and improvements to community health and wellbeing.

Here are just two examples:

CASE STUDY ONE

Economic development and tourism

In 2018 the State Government funded the Economic Development and Tourism Strategy to secure a strategic way forward for economic development in the Shire.

Once in place, the strategy provided justification for the funding of two key projects including the relocation of the Visitor Information Centre (VIC) to Maryborough Railway Station and the co-location of a co-working space for small enterprises.

While COVID-19 restrictions and a lack of NBN have impacted these services and their ability to operate at full capacity, we saw some encouraging trends during 2021 with a significant increase in visitation, tour groups and merchandise sales at the Station location.

Building on the successful implementation of these projects, the Victorian Government have funded additional works at the Station precinct including an immersive tourism experience, new creative spaces, increased co-working facilities and improved facilities for the VIC and café.

This project, which is now underway, is set to boost and diversify the small business ecosystem. The improvements will increase tourism visits and consolidate the Station as the centre of the story of gold (through the World Heritage Bid).

CASE STUDY TWO

Developing Central Goldfields Shire's pedestrian pathways

Through Council's previous Priority Projects Plan, footpaths were nominated as a key area for investment and new footpaths have now been constructed Maryborough, Dunolly and Bealiba.

Since construction, there has been a increase in people walking, pushing prams, using mobility scooters off road (which has significantly increased safety).

The Active Living Census in 2019 said walking was the most common form of exercise in our Shire and we have been told that, connecting our footpath network is increasing a notable increase in safe spaces for access and recreation and exercise.

Further, the delivery of a complete and widened path around Goldfields Reservoir has led to more people using this for exercise and a Saturday ParkRun event on the pathway each week.

This Priority Project Plan aims to increase our understanding of footpaths usage. Through funding pedestrian counters at various sites across the Shire.

