



**Central Goldfields
Shire Council**
Priority Projects Plan 2023



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Acknowledgement of Traditional Owners

Central Goldfields Shire Council acknowledges and extends appreciation for the Dja Dja Wurrung People, the Traditional Owners of the land that we are on.

We pay our respects to leaders and Elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung People.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.



MAYOR'S MESSAGE

In developing our Community Vision 2031, we committed to working together to create a community that's not just surviving but thriving.



Located in the heart of Victoria, nestled between the two fast-growing regional cities of Bendigo and Ballarat, Central Goldfields Shire is at the centre of the magnificent landscape of the Victorian Goldfields World Heritage Bid.

Offering opportunities and support for every resident, we are fast becoming a prosperous community of choice. It's an exciting time for our community as we build a Central Goldfields Shire that's full of optimism and opportunity.

We might be the second-lowest ranked shire in Victoria for socio-economic advantage but we don't shy away from this. Instead, it drives us to lay the foundations for a stronger, more assured future.

For us to drive this change and to reach our full potential, we need investment that will help us move from disadvantage to prosperity.

To help stimulate private sector investment in the retail, tourism, hospitality and services sector, and to create a breathtaking visitor experience, we're seeking funding to beautify and consolidate Maryborough's role as a major regional centre.

Our unique and beautiful built heritage comes at a high cost which is an immense burden on a small rural Council. Investment in our iconic Princes Park Heritage Precinct is necessary to not only preserve this heritage asset but to improve recreational and health outcomes for our local community.

Small town sewerage for Talbot remains critical to develop the potential of the Ballarat Maryborough Growth Corridor and to provide much needed affordable housing.

Sport is the life-blood of rural communities and it's crucial for us to improve the sub-standard sporting facilities at Deledio Reserve in Dunolly.

We're aspirational and determined and we see these projects as the drivers for change in our community.

We look forward to you joining us on our journey to create a Central Goldfields Shire that we can be proud of.

Councillor Liesbeth Long
Mayor, Central Goldfields Shire



OUR PEOPLE AND PLACE

*A community not defined by its challenges,
but by its aspirations and determination*

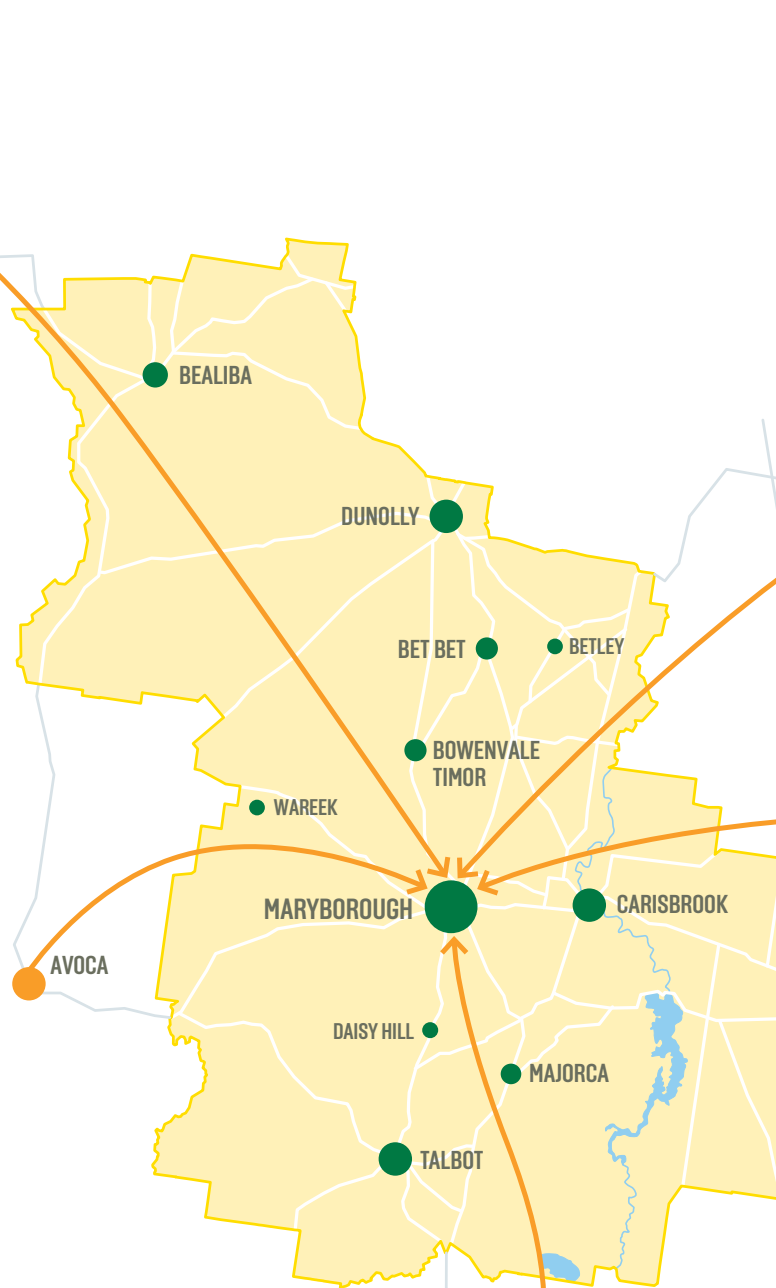
Central Goldfields Shire is located in the heart of Victoria, nestled between the two fast-growing regional cities of Bendigo and Ballarat. The Shire's rich history began with Traditional Owners and has been enriched by migration during Victoria's gold rush era.

All of the Shire's townships feature iconic heritage architecture and streetscapes – so much so that a UK World Heritage expert described the landscape of the Central Victorian Goldfields as the best-surviving example from the 19th century gold rush.

To gain World Heritage Listing would define our region as a significant tourism destination on a global scale and with tourism comes jobs, and with jobs comes the potential to grow our Shire.

While we are the second-lowest ranked local government area in Victoria for socio-economic advantage, this drives us to lay the foundations for a stronger, more assured future. We see the potential in our community and we're committed to working together to nurture and grow this.

In 2031, our community envision a people and place that's not just surviving but thriving –



"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."

Central Goldfields Shire Community Vision 2031, October 2021, Page 8.





40% over 60 years



20% under 20 years



52 years median age



49% not in labour force



2,651 total young people (under 20 years of age)



22% of families are single parent



\$904 median weekly household income



45% households are welfare dependent



Over 80% Australian born (67% Australia) (65% Victoria)



Over 15% do not achieve higher than Year 9



Over 25% of families experience family violence



4x more likely than average Victorian to live in a caravan or improvised dwelling



OUR PROVEN TRACK RECORD

We are not just a local government, but are champions of change

We continually aim to move our community from adversity to prosperity by improving tourism and economic growth, which in turn enhances equitable access to essential services and overall community connectedness and wellbeing.

Change can be daunting, but it's necessary and we are ready for it. We understand the struggles of our residents and our commitment to prosperity is fuelled by our deep care for the people who call this place home.

We are proud of our track record of program and infrastructure delivery and will continue to maximise our return on government investment through understanding our community's unique needs at the centre of everything we do.

Alongside our diversely skilled community, we will facilitate lasting change in collaboration with key partners including government.

Our achievements

Since adoption of the Priority Projects Plan 2022 in July 2022, we have achieved the following –

Project	
Talbot Futures	The Structure Plan for Talbot and the Business Case for delivery of the Talbot Sewerage Scheme infrastructure are both on track for completion by December 2023
Central Goldfields Art Gallery	<p>Construction of the redeveloped Central Goldfields Art Gallery which has been recognised with two awards in recent months:</p> <ul style="list-style-type: none"> ■ Master Builders Association of Victoria Awards – Excellence in Commercial Construction (under \$3 million category) ■ Victorian Museums & Galleries Awards – Highly Commended in the 2023 Large Project of the Year category <p>Funding for an Indigenous Garden at the Gallery has also been received from the Regional Infrastructure Fund. This project has now commenced</p>
Maryborough Railway Station Activation project	Stages 1, 2 and 3 of the project are complete. The Visitor Centre has reopened with two exhibition displays making it a visitor destination. The co-working space has been extended with a contemporary fit-out. A gallery space and sculpture garden have been created with further funding sought for activation (Stage 4)
Maryborough Town Hall	Federal funding allocated in Council 2023/24 budget to undertake electrical and AV upgrades with this work to be complete by June 2024 allowing for the Hall to reopen for small scale use. Further funding is required to develop a masterplan for the Town Hall
Princes Park Grandstand	Funding allocated in the Council 2023/24 budget for scoping and design for future renewal and conservation works has been provided, which will ensure the project is shovel ready to capitalise on future funding opportunities
Carisbrook Recreation Reserve	Construction of this project has now been completed including the Main and Bowls Pavilions and Netball Court
Netball Courts Activation	Local Sports Infrastructure Fund funding received for netball courts and lighting at Deledio Recreation Reserve. There is an election promise for upgraded facilities at Hedges oval
Castlemaine Maryborough Rail Trail	Regional Development Infrastructure Planning funding received for a feasibility study. The feasibility study is now complete
Princes Park Heritage Precinct	Planning work has been included in the Council 23/24 budget to ensure the project is grant application ready
Town Halls Package	Funding has been allocated to undertake designed planning/design work for the town halls in Carisbrook, Talbot and Dunolly. This will help determine the scope of works and costs to renew these significant assets to capitalise on future funding opportunities

A PRECINCT-BASED APPROACH TO CENTRAL MARYBOROUGH

Our approach will facilitate a rich sense of place for residents and a world class visitor experience. Three cultural heritage precincts will provide the foundation for this sense of place –

- Maryborough Railway Station Precinct
- Maryborough Central Activity District (MCAD) – including the Civic Precinct
- Princes Park Heritage Precinct

Interpreting the heritage of each of these precincts will ensure that they offer exciting and engaging experiences for all and a practical focus on things to see and activities to enjoy, increasingly new and contemporary technologies will be engaged where appropriate to create a “must do” experience.

We are an active partner with the Cities of Ballarat and Greater Bendigo and twelve other local government authorities in the bid to secure UNESCO World Heritage Listing of the Victorian Goldfields.

Maryborough Central Activity District (MCAD) forms a central and significant location within that Bid and our approach to heritage interpretation and place making activities will form a critical element of the world heritage journeys and UNESCO Listing.

Touring routes within the MCAD and between the other precincts will be supported with placemaking activities including high quality interpretive panels. We will lead this work in close partnership with the Dja Dja Wurrung Corporation.

Maryborough was an important gathering site for the Dja Dja Wurrung and we are proud of their unique history extending over many thousands of years. Their stories will be told alongside the stories of significant heritage buildings and other sites which form part of Maryborough’s rich history.

Upgrades to our highly valued heritage buildings are essential to meet the standards required of a UNESCO Listing and key priorities in each of the precincts include:

- Maryborough Town Hall
- Maryborough Railway Station
- Princes Park Grandstand
- Maryborough Heritage Olympic Pool Complex

Maryborough Central Activity District

Central Goldfields Art Gallery

Post Office

Town Hall

Civic Square or open plaza

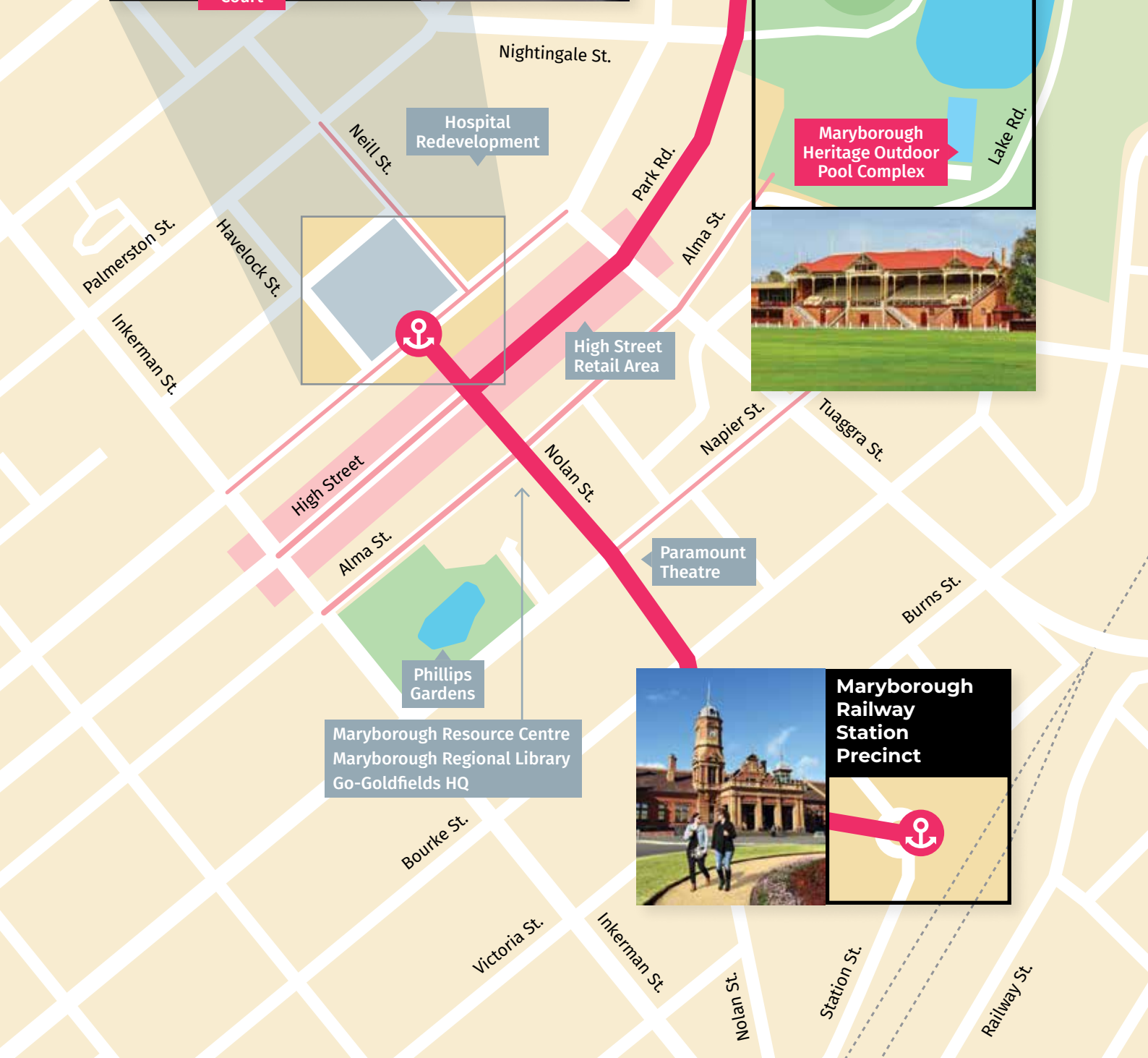
Supreme Court

Princes Park Heritage Precinct

Princes Park

Maryborough Heritage Outdoor Pool Complex

Lake Rd.



Maryborough Railway Station Precinct

MARYBOROUGH CENTRAL ACTIVITY DISTRICT (MCAD)

The ask

Funding to support place making to re-invigorate Central Maryborough including detailed design and costing for key upgrades

\$400,000 (Stage 1 funding)

The brief

Significant public sector investment is revitalising key civic anchor sites around Central Maryborough. An integrated plan is needed to leverage off these projects and drive public realm improvements. As well as enabling affordable, town-centre housing, this will support private sector investment in the retail, tourism, hospitality and services sectors.

The fine heritage architecture of the Post Office, court house 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 award-winning, newly re-imagined Central Goldfields Art Gallery and the High Street retail area as well as provide a strong connection to the redeveloped 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.

Improved walkability and place-making throughout the central grid and connections with the adjacent Princes Park Heritage precinct will activate the heart of Maryborough and historical interpretation and signage will boost the heritage-based tourism across the Shire.

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

- ✓ Feasibility study – Completed
- Detailed planning – 2024-25
- Shovel ready / Implementation – 2025-26

MARYBOROUGH TOWN HALL

The ask

Funding to undertake a masterplan to guide the revitalisation of Maryborough Town Hall. The masterplan will build on the historic significance of the building and capture arts, civic activities, to bring the historic building in line with modern standards

\$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 and facilities as well as community and creative industry spaces.

The revitalised Town Hall will form a central part of the full civic upgrade planned for Maryborough (Maryborough Central Activity District project) 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 benefits

- ✓ **Bring one of Maryborough's most cherished and historically significant buildings back into use for the community**
- ✓ **Establish modern 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 Victorian Goldfields**



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

- Feasibility study – 2024
- Detailed design – 2024/2025
- Shovel ready / Implementation – 2025/2026

MARYBOROUGH RAILWAY STATION ACTIVATION – STAGE 4

The ask

Funding for Stage 4 of the redevelopment of Maryborough Railway Station precinct, including activating the creative space and courtyard at the station

\$3,000,000

The brief

Stage 4 will focus on activation of the recently renovated creative space and courtyard situated at the north east end of the Station platform.

The creative space and courtyard will celebrate the rich culture and creativity of today's goldfields community, complementing existing visitor attractions at the Station.

The two adjoining spaces will provide an array of indoor and outdoor participatory arts experiences for such as acoustic music performances and other arts and crafts activities across a broad range of different types of creative practice.

The initiative will include the display of outdoor sculptures and installations in the courtyard. It will both strengthen this exciting regional attraction and support the development and promotion of the Shire's emergent arts community, addressing social, cultural and economic priorities and complementing the visual arts focus of the recently revitalised Central Goldfields Art Gallery.

Further activation work at the Maryborough Railway Station Precinct will be undertaken in partnership with the Dja Dja Wurrung Corporation in recognition of the importance of Maryborough as a central meeting location for the Dja Dja Wurrung people.

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

Stage 2 included planning and design of visitor access and movement around the complex and supporting infrastructure changes as well as contemporary and immersive audio visual display, followed by the development of a gold interpretation strategy framework (*Complete*)

Stage 3 enabled 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 is a massive visitor drawcard and its impact is already transformational (*Complete*)

Stage 4 will focus on activation of the creative space and courtyard strengthening the attraction for visitors to the Station and supporting the growth and celebration of the rich culture and creativity of today's goldfields community (*This priority project*)



The benefits

- ✓ Facilitate local and regional tourism recovery and economic and cultural development
- ✓ Development of a regional cultural attraction that complements the Visitor Centre attraction at the Station as well as the world class Central Goldfields Art Gallery
- ✓ 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
- ✓ Regional cultural attraction that complements the Visitor Centre attraction at the Station as well as the world class Central Goldfields Art Gallery

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
- Central Goldfields Art Gallery Strategy 2023–2026

Delivery schedule

- ✓ Feasibility study – Completed
- Detailed planning – 2024
- Shovel ready / Implementation – 2025

PRINCES PARK GRANDSTAND

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)

\$6,000,000

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 –

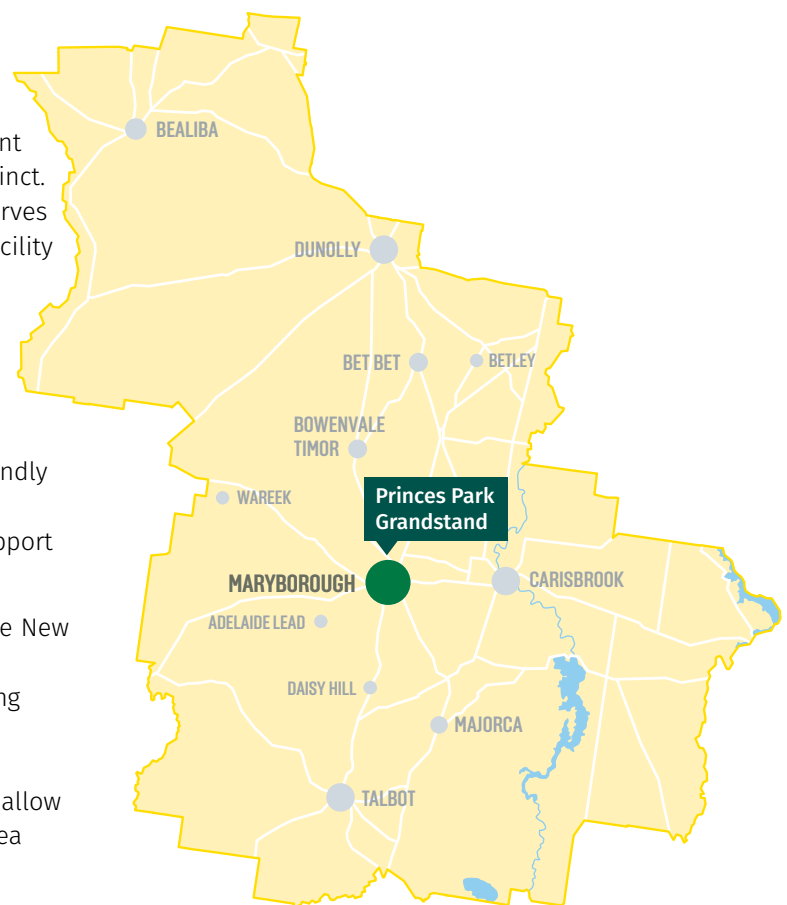
- A new design layout within the existing space to increase the functionality and use of the space and to upgrade facility
- Retrofitting of change rooms to be female friendly (players and umpires)
- Renewal of failed structural elements that support the historic grandstand

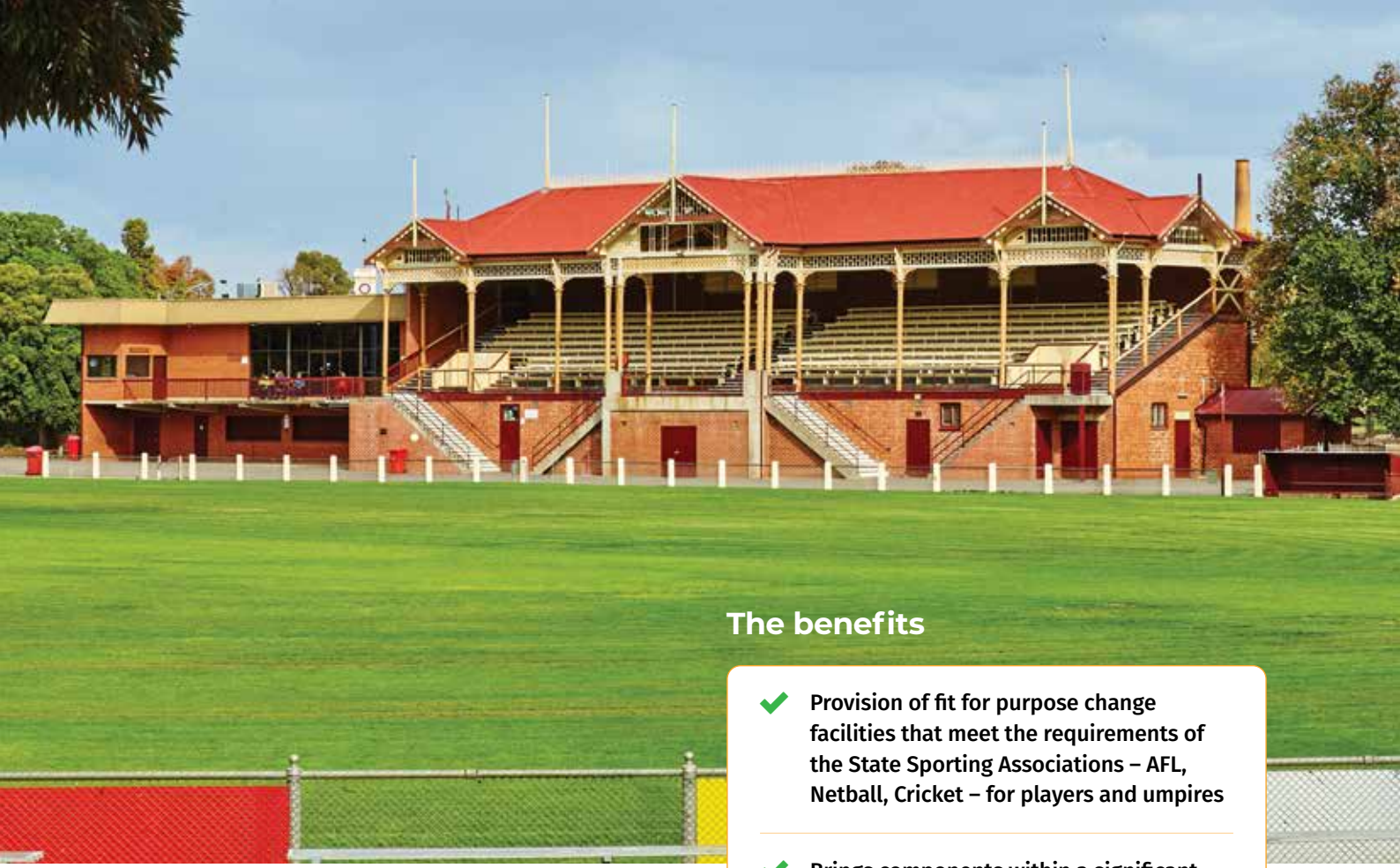
At the Junction between the Grandstand and the New Club Room addition (in 1979) –

- Redesign of layout to allow for more co-sharing of facilities
- Refurbishment of changing rooms and toilets
- 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
- Upgrade the Canteen to make it compliant with health and safety requirements





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
 - Increasing 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 2022

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

- ✓ **Feasibility study – Not applicable due to Cultural Management Plan**
- Detailed planning – 2024
- Shovel ready / Implementation – 2026-2027

MARYBOROUGH HERITAGE OLYMPIC POOL COMPLEX

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)

\$8,000,000

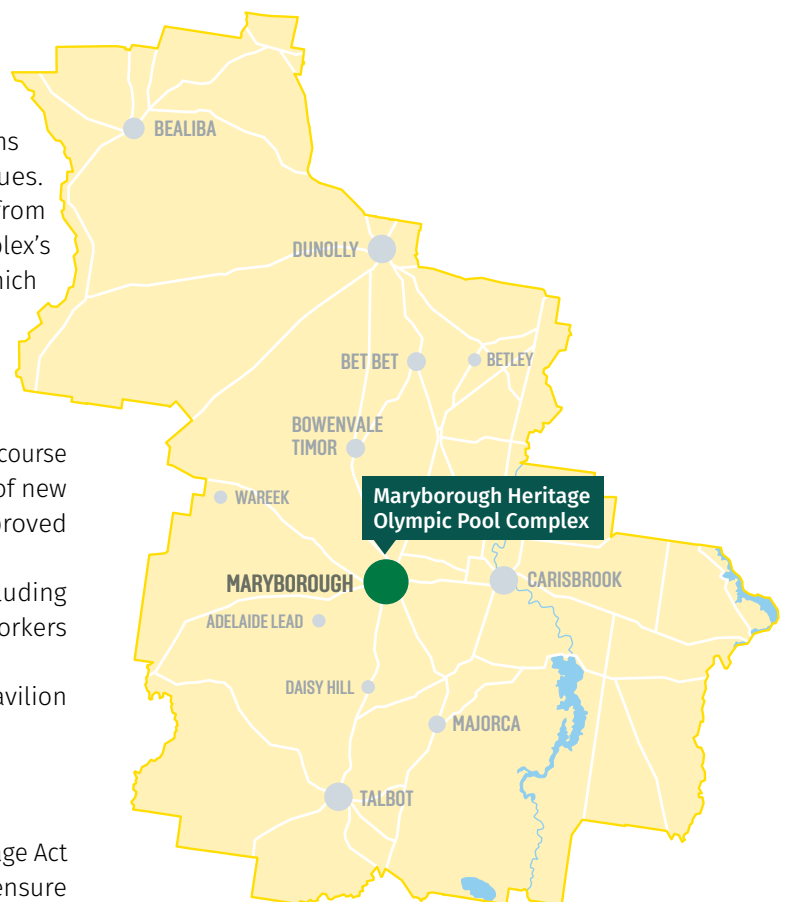
The brief

The Maryborough Heritage Olympic Pool Complex is a highly valued community asset, both in terms of its recreation function and its heritage values. Council received \$2,000,000 in stimulus funding from Heritage Victoria to conduct upgrades to the Complex's Octagonal Wade Pool and associated buildings which is due for completion in 2024.

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

- Full reconstruction of the Olympic 50m pool, concourse and associated works – including installation of new ramp and pool dividing wall system for improved accessibility and flexibility of operation
- Retention of specific heritage features – including hexagonal tiles and preservation of original workers initials
- Repair and structural works to restore the Pavilion and Pump Rooms
- Landscaping and civil works
- New filtration 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
- Maryborough Major Reserves Master Plans 2022
- 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 whilst meeting accessibility standards and modern-day community expectations
- ✓ 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

- ✓ Feasibility study – Completed
- Detailed planning – 2023
- Shovel ready / Implementation – 2024 and beyond

OTHER GAME CHANGING INITIATIVES

Significant projects aimed at addressing housing, early years and jobs challenges are also on our agenda as key priorities. Town sewerage for Talbot remains critical to develop the potential of the Ballarat Maryborough growth corridor and an Early Years Hub will ensure parents can access services they need, and that our young people get the best start to life. Sport is the life-blood of rural communities and it's essential for us to improve the sub-standard sporting facilities at Deledio Reserve in Dunolly.

Key priorities include:

- Deledio Recreation Reserve
- Talbot Futures
- Early Years Hub
- Industrial Employment Precinct



DELEDIO RECREATION RESERVE

The ask

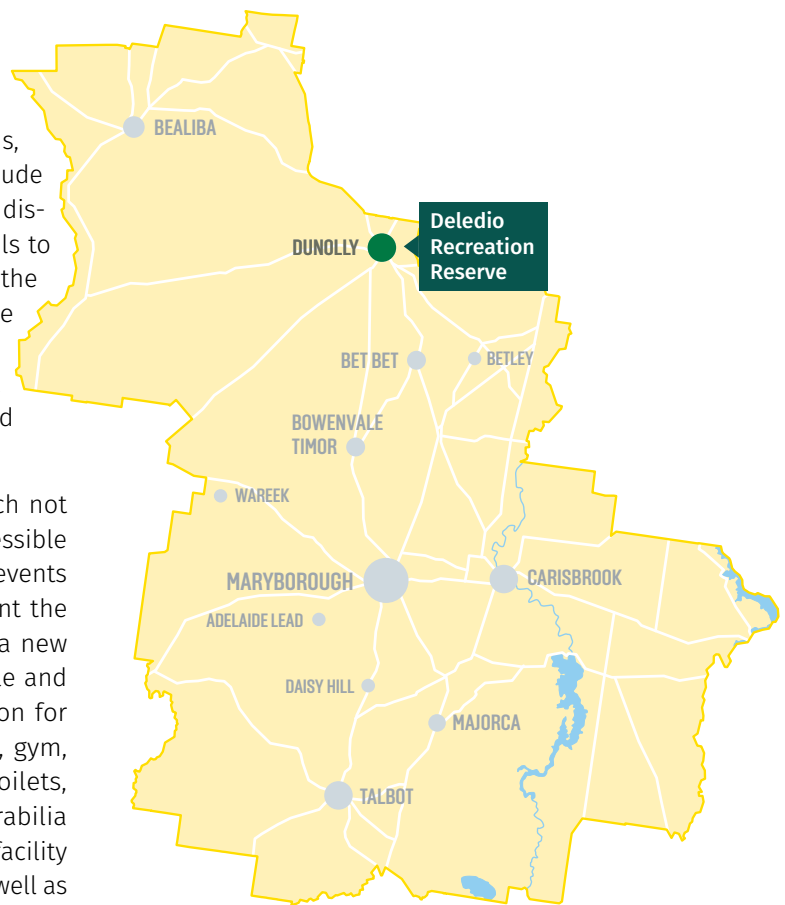
Funding to undertake the detailed design and construction of modern facilities at the recreation reserve including contemporary change facilities for players and umpires, a function space and a commercial kitchen

\$5,000,000

The brief

The existing club rooms are no longer fit for purpose and fail to meet even minimum standards, the change facilities are very poor and do not include female or disabled change facilities, there is no disability access to the building and the kitchen fails to meet health and safety regulations. Structurally, the concrete slab is cracked and there is extensive termite damage throughout. 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 – home and away change rooms for male and female players and umpires as well as provision for disabled participants, trainer’s room, first aid, gym, commercial kitchen, bar, social room, public toilets, storerooms, offices, technology access, memorabilia display and a undercover viewing area. The new facility would meet current accessibility requirements as well as take advantage of environmentally sustainable design practices.



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

- ✓ Feasibility study – Completed
- Detailed planning – 2024/2025
- Shovel ready / Implementation – 2025/2026

TALBOT FUTURES

The ask

Implementation of a sewerage system for Talbot to enable population and housing growth
\$20,000,000+



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 town structure plan that ties in with a sewerage service area is almost complete. Up-to-date costings for the sewerage scheme are also being finalised, 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 in line with the recently supported Talbot Futures Structure Plan.





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
- ✓ A structure planning approach in consultation with residents and other stakeholders is almost complete, with a priority of retaining the charm and heritage character that is valued by the Talbot community
- ✓ As a 'village-sized' community within the Ballarat to Maryborough corridor that already includes Creswick and Clunes, Talbot can play a role in providing much-needed housing and share the benefits of growth beyond Maryborough

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

- ✓ Structure plan – To be completed at the end of 2023
- Detailed design – 2024-25
- Shovel ready / Implementation – 2025-26

EARLY YEARS HUB

The ask

Funding for detailed design and construction of an Integrated Children and Families Hub in Central Maryborough

\$13,000,000

The brief

Central Goldfields Shire Council partnered with Go Goldfields to develop the Central Goldfields Early Years Infrastructure Master Plan. While addressing Kinder Infrastructure Service Planning requirements, the broader remit also encompassed a holistic approach to early years' service provision. This considered the socio-economic status of families, existing early years infrastructure and services and evidenced need, alongside a shared vision of ensuring every child in Central Goldfields has every chance to grow up safe, healthy, and confident.

The successful consultants, Public Realm Lab and Seaman Slattery worked alongside Council and Go Goldfields, to develop an Early Years Infrastructure Master Plan over 2022. Its development was informed by engagement with community and service providers, population driven needs analysis, a review of the suitability of existing infrastructure, and the latest research in early years' service provision.

The centre piece of the Master Plan is the development of a centrally located Integrated Children and Families Hub that supports smaller spatially distributed spokes providing early years education and care. The Hub is proposed to include integrated critical early years services of Maternal & Child Health, Immunisation alongside Supported Playgroups, Allied Health, Toy Library, and community facilities including an Aboriginal and Torres Strait Islander Family space and the Nest parenting space.

Additional daycare, occasional care, and kinder places would also be included in the Hub to meet the growing needs of the community and be access via a separate entrance.

The Children and Families Hub is a transformational project that impacts every child and family in the Central Goldfields. It represents a local commitment to ensuring the right support is delivered in the right way to give our children the best opportunities in life.

The benefits

- ✓ **Creates a centrally located one stop shop for children and families in Central Goldfields focussed on improving outcomes for the community**
- ✓ **Brings together a range of health, education, and social services to be accessible, welcoming, and available to all families**
- ✓ **Establishes the conditions to support parents and carers accessing early years and support services to enable positive parenting**
- ✓ **Applies the latest research in reducing social inequities in health and well-being outcomes**
- ✓ **Informed by local community to address significant community need**
- ✓ **Builds on the success of The Nest, a community led collaboration, providing parenting resources and support**
- ✓ **Assists attract and retain skilled staff to work in quality, purpose-built infrastructure**



Strategic precedence

- Victorian Government Education State Reforms
- Central Goldfields Shire Plan 2021 – 2025
 - Provide infrastructure to meet community need
- Every Child, Every Chance initiative
 - Strategic Outcomes Map
- Central Goldfields Early Years Infrastructure Master Plan

Delivery schedule

- ✓ Feasibility study – 2023
- Detailed design – To be determined
- Shovel ready / Implementation – To be determined

INDUSTRIAL EMPLOYMENT PRECINCT

The ask

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

\$5,000,000

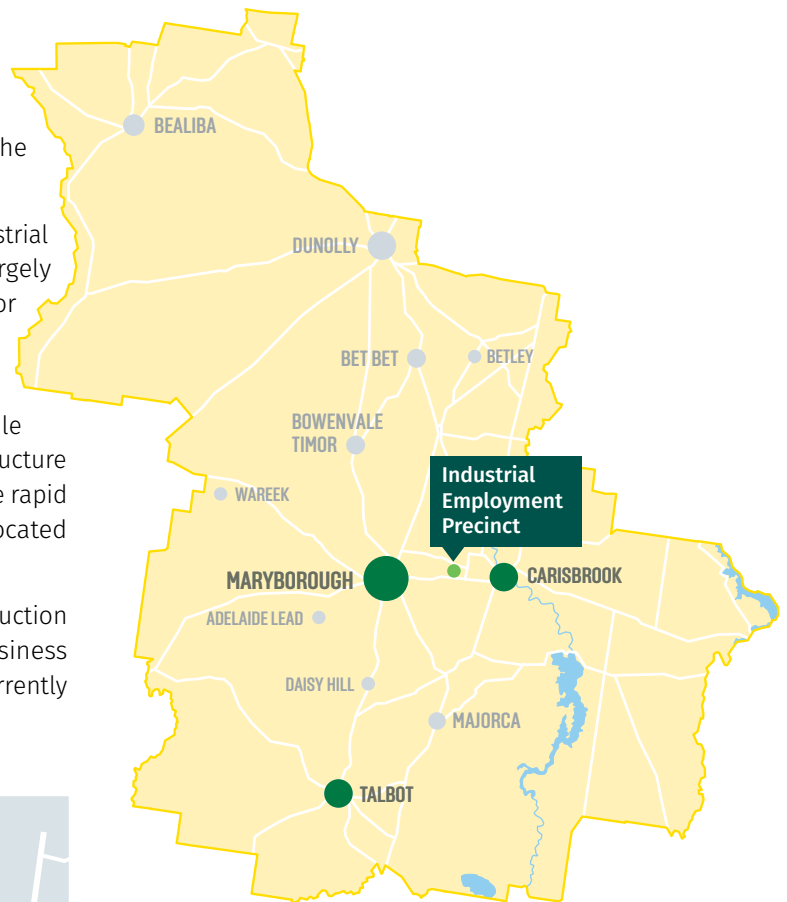
The brief

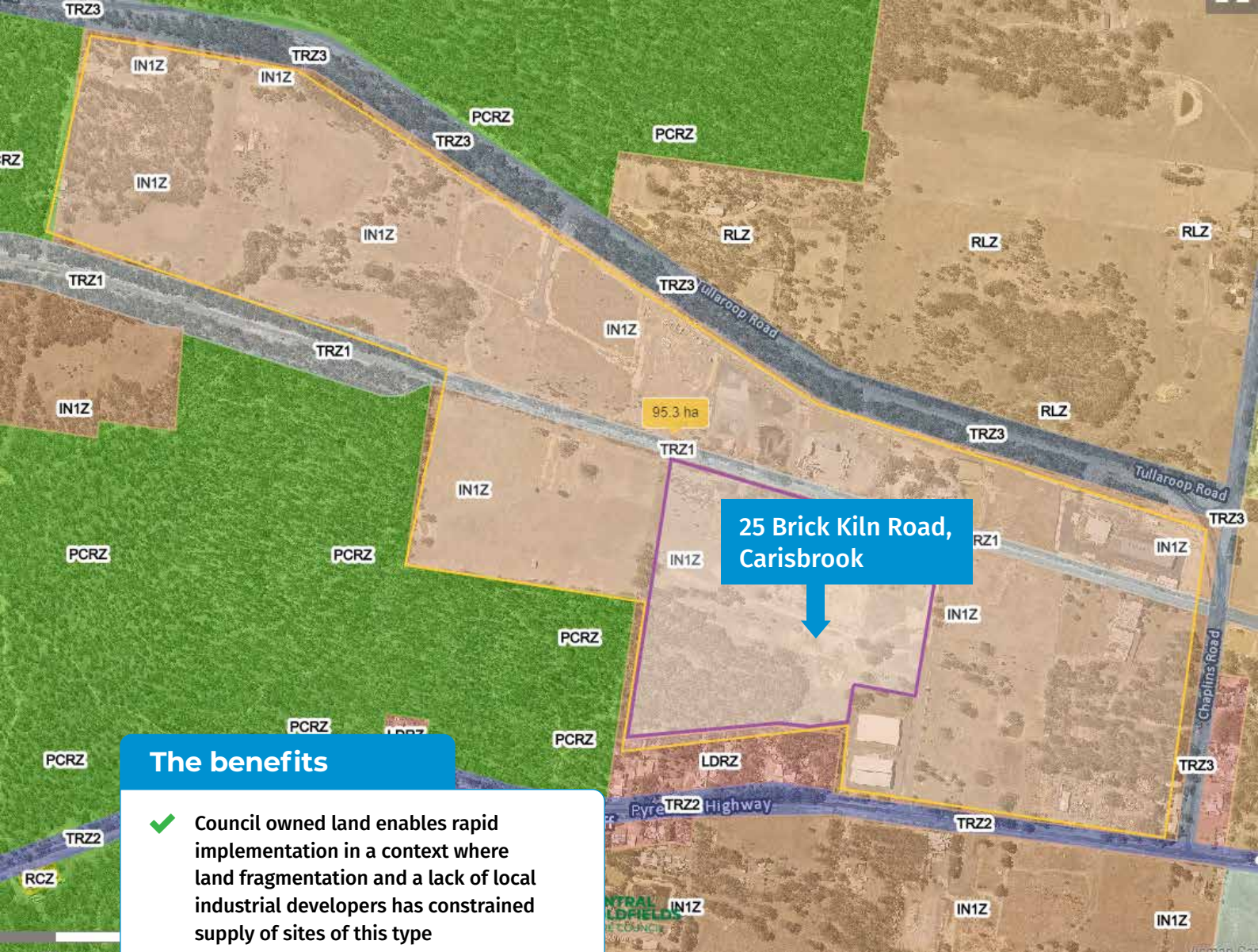
The recently adopted Industrial Land Supply & Demand Assessment and Strategy has identified the need for small lot industrial sites in the Shire.

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 sewer pump station and local network would unlock over 80 hectares of Industrial Zone land, while a development plan, subdivision and other infrastructure for an 18 hectare council-owned site would enable rapid establishment of multiple businesses and a relocated council depot.

Based on this supply scenario, hundreds of construction and ongoing local jobs would be created. A business case to bring the proposal to feasibility stage is currently being developed.





**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
- ✓ Meet growing demand as evidenced by an adjacent factory site seeking additional land for expansion, as well as private operators and Investment Victoria seeking land to establish new industrial businesses in the area
- ✓ With infrastructure provision, the broader precinct meets an identified need for small to medium industrial lots as well as development-ready medium to large sites and creates 7–10 years of supply
- ✓ Establishes a major 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 attracts larger industrial businesses to the Shire

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

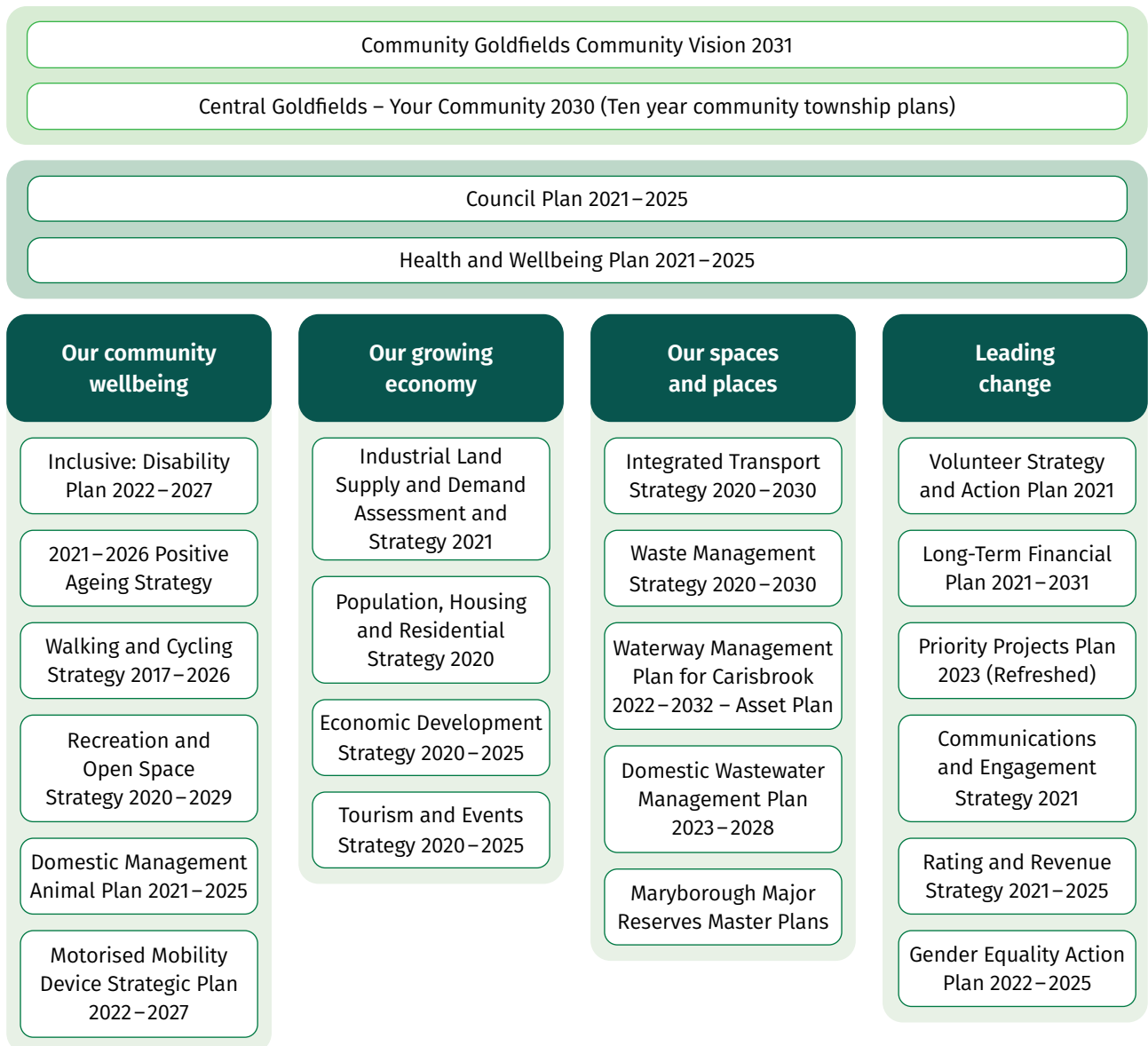
- ✓ Feasibility study – Completed
- Detailed planning – 2024-2025
- Shovel ready / Implementation – 2025-2026

APPENDICES

Our strategic planning framework

In leading change, we're proud to be guided by a robust strategic planning framework developed with extensive community input.

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:



Delivery schedule legend

- **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
- **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

