



**SED** CONSULTING

strategic enterprise development

## Mount Alexander Shire Council

### Harcourt: After the Bypass

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## **Disclaimer**

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## **SED Consulting- Ballarat**





## Executive Summary

### Background

Mount Alexander Shire (the Shire<sup>1</sup>), in central Victoria, is located 120 kilometres north east of Melbourne and is approximately 30kms from the City of Greater Bendigo to the north. With an estimated resident population of just under 18,000 people, the Shire is experiencing a 1.1%<sup>2</sup> growth rate. Manufacturing, followed by retail then health and social assistance are the main employment sectors, broadly centred within the main town and administrative hub of Castlemaine. The Calder Freeway linking Bendigo and the region with Melbourne to the south is a major transport corridor which once ran through the township of Harcourt.

Through federal and state government funding, progressive upgrades and realignment of the Calder Freeway have been completed including bypasses of the townships of Kyneton and Woodend in Macedon Ranges Shire located to the south east of the Shire. The opening of the Harcourt bypass section of the Calder Freeway project occurred on 20<sup>th</sup> April 2009 and is estimated to create a daily reduction of 9,000 vehicle movements through the town. The Shire in partnership with the Harcourt community required the development of a strategic action plan to help identify land use, infrastructure and socio-economic development and tourism options to secure the township's future prosperity and growth over the longer term, following the opening of the bypass.

The rural township of Harcourt is located 30kms south of Bendigo and 9 kilometres north of Castlemaine. It is home to an immediate population of 439 people and a total of 752 people in the wider Harcourt 'State Suburb' locality, and currently 28 local businesses operating in the area.

### Project Scope

With the imminent completion of the Harcourt bypass, the township community took a pro-active and collective approach to considering the impacts and opportunities that this major infrastructure project could present with a focus on economic prosperity and vitality. The community identified the need to develop a strategic action plan, which they named Harcourt After the Bypass. The Harcourt After the Bypass was required to focus on the following key elements:

- A Place to Live: strengthening the local economy through residential growth and associated growth of facilities and services;
- The Town Centre: creating an attractive and vibrant community space; and
- Tourism: making Harcourt a destination of choice.

<sup>1</sup> List of abbreviations used in the report contained in appendix 1

<sup>2</sup> <http://www.id.com.au/profile/Default.aspx?id=334&pg=210&gid=10&type=enum>



## An integrated response

Harcourt After the Bypass provides an integrated and strategic framework for the sustainable growth and development of Harcourt. The capacity, ability and ultimate success of rural and regional communities to attract and sustain investment (whether existing or external) are multi-faceted and multi-disciplinary. The development of a holistic response to the challenges and opportunities for Harcourt will assist with project partners and stakeholders to collectively work together to realise the aims of their community. In summary these aims are to provide for a sustainable, vibrant, liveable and responsive community environment that will manage growth and development through informed decision-making, strong community governance and collective strategic thinking.

## Key economic and community development opportunities

*"The strongest success factor in investment attraction is the ability of localities to connect their knowledge, competencies, resources and people – both internally and externally." <sup>3</sup>*

Harcourt After the Bypass seeks to put in place a considered list of activities that will progressively build the profile of Harcourt as a place to live, work and invest, increase the investment capacity and response capabilities of the Shire and the community, and develop sustainable returns based on sound strategy and investment principles that are structured around the listed economic and community development stimulators. Based on the key issues identified, consultation and community survey analysis a range of opportunities are identified to support the growth and sustainability of Harcourt over the longer term, based upon key and strategic actions and interventions.

### Tourism

- Improve the Harcourt regional tourism links with Bendigo Tourism and the Castlemaine and Bendigo tourism markets including developing the Taste for Gold branding more strongly within these markets;
- Pursue opportunities to improve overall tourism signage (both directional and interpretative) within Harcourt and the wider area;
- Provide greater access to and opening times of the Heritage Centre through the establishment of a sub tourist information centre within the centre and / or assess the feasibility and options for the construction of a purpose built tourism information facility near to the ANA Hall which could include the sale of regional art and crafts; and

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<sup>3</sup> Mao-tai diplomacy - The Good Oil \* by Rod Brown - Friday 15th of August 2008 03:12:27 - <http://www.loc-gov-focus.aus.net/index.php?view=editions/2008/june/brown.php>



- Develop a business case for the attraction of investment into tourism accommodation and in particular quality camping, caravan park and / or wilderness lodge type accommodation.

#### **Mount Alexander Regional Park**

- Advocate and partner with Parks Victoria on improved MARP signage (both internal and external) to increase the profile of this natural environment and to improve access and amenity for visitors to the MARP;
- Investigate the feasibility and options for creating greater physical connection between the MARP and Harcourt and in particular walking and cycle trails running east to west; and
- Pursue and increase economic and tourism leverage off the Great Dividing Trail and the Chinese Trail.

#### **Business**

- Ensure that business and community are more aware of drought related support and services that are available and assist with funding and lobbying documents;
- Convene a professionally facilitated transition and sustainability forum with regional agribusiness, horticultural, vineyards and primary producers in the region to ascertain the depth and extent of issues impacting on this industry sector. This forum should be partnered with key Federal and State departments and agencies to allow for a transfer of issues, knowledge, expertise and where possible, the identification and presentation of policy or strategy interventions that may be available;
- Undertake strategic planning for a community 'store' featuring local produce and art on the proviso that this does not create unfair competition or put at risk similar existing private commercial operations and businesses;
- Assess and consider potential for export, product and community links with 'like' communities through possible twin town or sister city type of relationships; and
- Undertake an inventory of agribusiness and horticultural activity in the region and identification of business and product development, value-add, investment and job creation opportunities.

#### **Capacity and relationship building**

- Improve overall connectivity between council and the community through council participation in community groups and associations either at a councillor and / or officer level;



- Consideration should be given to the facilitation of a community development program for groups and associations based up on the State Government's 'Victoria's Regions: Getting Recognised' initiative which has been designed to help local community organisations increase their skills and capacity; and
- Council to work with the community to undertake a strategic review of current business and community committees and governance structures to identify and implement sustainable best practise models. Consideration should be given to the formal establishment of an overarching Harcourt After the Bypass committee to work with Council and other stakeholders on the implementation and review of the After the Bypass report.

#### Infrastructure and services

- With the Department of Transport, commence investigation into options for re-opening Harcourt station to passenger and / or tourism based rail activities and services particularly linking to Bendigo;
- Work with the community, public transport users, service providers and key stakeholders to assess need and demand for the broader retention and improvement of public transport services for Harcourt; and
- To support increased service delivery and patronage of public transport services and to provide customers with safer and more user-friendly surroundings, assess the development of a transport interchange in the township as recommended in the Town Centre Concepts presented in this report. The interchange should provide for car and bicycle parking facilities, taxi rank, bus shelters and public transport information displays.

#### Urban design opportunities

The Harcourt After the Bypass report presents 3 urban design opportunities and concepts. The design concepts have been developed to enable and develop the following benefits namely:

- Increased community, environmental and visitor amenity through:
  - scales of reduction of the previous Calder Highway road reserve;
  - increased park land and natural environments including landscaping and tree-planting;
  - potential development of new township habitats including a wetland area to treat and manage road run off; and
  - preservation and enhancement of existing natural environments;
- Improved definition of activity nodes within the township;



- Support the retention and growth of community services and businesses by encouraging traffic flows along the High Street whilst still retaining access to businesses and property along the previous Calder Highway;
- Creation of township arrival and entry points through road treatments and streetscaping;
- Significantly improved safe access to and management of public transport services;
- Increased safety for pedestrians; and
- Current and future alignment with the overall objectives of the economic and community development and planning recommendations.

### Land use and planning policy recommendations

The review of the planning scheme and with consideration of the issues and recommendations presented for economic and community development and township design, the following land use and planning review were developed:

- Council initiate an amendment to the planning scheme to replace the Township Zone with other more appropriate urban zones as defined above;
- Council amends the township boundary on the Harcourt Framework Plan to remove current anomalies between it and the Township Zone;
- Council ensures the township boundary is defined by either a road or lot property boundary;
- The township boundary on the framework plan be delineated by property boundaries or roads;
- The rezoning of the north east expansion area (north of Craigie Street) be deferred until significant infill development has occurred;
- Land south of Craigie Street be rezoned to Residential 1 Zone;
- The Public Acquisition Overlay over the alignment of the Calder Freeway where land purchase and construction has occurred be deleted;
- Council develops strategy to give preference to the development of Areas A – H in the planning scheme; and
- When appropriate and timely, Council liaise with landowners and development stakeholders to facilitate quality development in the Harcourt area. This should be done on the basis of their willingness to develop.



## Background

Mount Alexander Shire (the Shire<sup>4</sup>), in central Victoria, is located 120 kilometres north east of Melbourne and is approximately 30kms from to the City of Greater Bendigo to the north. With an estimated resident population of just under 18,000 people, the Shire is experiencing a 1.1%<sup>5</sup> growth rate. Manufacturing, followed by retail then health and social assistance are the main employment sectors, broadly centred within the main town and administrative hub of Castlemaine. The Calder Freeway linking Bendigo and the region with Melbourne to the south is a major transport corridor which once ran through the township of Harcourt.

Through federal and state government funding, progressive upgrades and realignment of the Calder Freeway have been completed including bypasses of the townships of Kyneton and Woodend in Macedon Ranges Shire located to the south east of the Shire. The opening of the Harcourt bypass section of the Calder Freeway project occurred on 20<sup>th</sup> April 2009 and is estimated to create a daily reduction of nine thousand vehicle movements through the town. The Shire in partnership with the Harcourt community required the development of a strategic action plan to help identify land use, infrastructure and socio-economic development and tourism options to secure the township's future prosperity and growth over the longer term, following the opening of the bypass.

## Harcourt profile

*"To distinguish our community to residents (current and prospective) and visitors as a vibrant, cohesive community with a village ambience, and possessing a business centre that provides outlets for district produce as well as basic services that will encourage routine patronage and provide visitor satisfaction."*

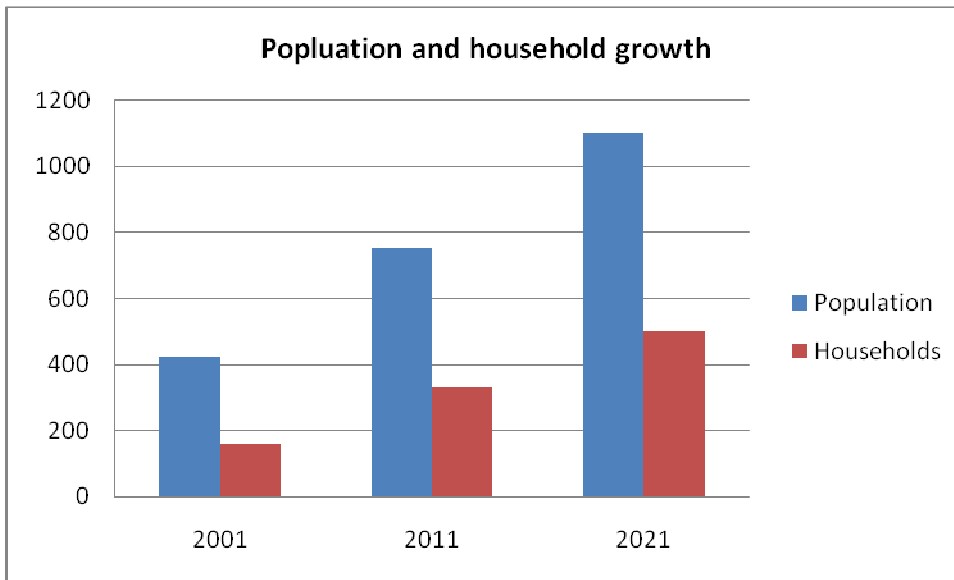
The rural township of Harcourt is located thirty kilometres south of Bendigo and 9 kilometres north of Castlemaine. It is home to an immediate population of 439 people and a total of 752 people in the wider Harcourt 'State Suburb' locality, and currently 28 local businesses operating in the area. Table 1 and Figure 1 indicate population growth that has been anticipated for Harcourt. By 2021 the population and the number of households is expected to nearly double. However, these figures need to be viewed in light of the construction data detailed in Table 2 of this report which may indicate that these growth levels may not be achieved.

<sup>4</sup> List of abbreviations used in the report contained in appendix 1

<sup>5</sup> <http://www.id.com.au/profile/Default.aspx?id=334&pg=210&gid=10&type=enum>

**Table 1: Population and household projections**

2001		2011		2021	
Population	Households	Population	Households	Population	Households
420	160	750	330	1100	500

**Figure 1: Projected population and household growth**

Famous as an apple-producing region of Victoria, the fertile soils also support the cultivation of other fine fruits and wine, which have been impacted by the continuing drought and climate change conditions. In addition to agribusiness activities, Harcourt also produces high quality granite that has been used for significant buildings and other structures across Australia. Every Labour Day long weekend in March, the town holds the Harcourt Applefest with street stalls, music and art events and tours. Attractions in the area include the Heritage Centre, Skydancers Orchid and Butterfly Gardens, a range of vineyards, cideries and the Mount Alexander Regional Park.

### Mount Alexander Regional Park

A major feature of the area, the Mount Alexander Regional Park (MARP), is located just to the east of the Harcourt township, rising 350 metres above the surrounding area and covering 1,400 hectares. Estimated to be 367 million years old, the MARP lies within the Harcourt granite intrusion. The mountain, called "Lanjanuc" by the local Dja Dja Wurrung tribe, was important to Aboriginal people as a sacred ceremonial ground and high vantage point at the centre of their tribal area.

The MARP is managed by Parks Victoria and its classification as a Regional Park defines it as 'An area of land containing indigenous or non-indigenous vegetation readily accessible from urban centres or major tourist routes and capable of providing opportunities for informal recreation for large numbers of



people'<sup>6</sup>. With steep rocky outcrops, tall trees and steep slopes, the MARP is a prominent landmark that is an important habitat for several rare or threatened species of flora and fauna. These include:

- Manna gums;
- Long-leaved Box and Yellow Box;
- Blackwood and Lightwood;
- Native grasses, herbs, wildflowers and moss beds;
- Black-tailed wallabies and Eastern Grey Kangaroos;
- Koalas and echidnas;
- The rare Tuan or Brush Tailed Phascogale; and
- Brushtail and Ringtail Possums and Sugar Gliders.

There are a number of recreational activities and attractions within the MARP including;

- Panoramic lookouts including Lang's Lookout, Dog Rocks and Shepherd's Flat;
- Leanganook picnic area where barbeques, toilets, tables and drinking water are provided;
- Dispersed camping which is permitted throughout the MARP;
- Walking trails including the 4km West Ridge Walking Trail which links all major lookouts and key points of interest; and
- The Leanganook Track (58km of track linking Castlemaine to Bendigo) which completes the northern leg of the Great Dividing Trail, a 300km that commences at either Mount Buninyong near Ballarat or Bacchus Marsh and terminates in Bendigo.

In the 1860s, the first Harcourt granite (Harcourt Granodiorite) quarries began operation in the MARP to provide stone for the Northern Railway. The granite has been widely used across Australia for buildings, monumental stonework and memorials and is regarded as one of the easiest stones to quarry, because it can be split readily into blocks of all shapes and sizes. Granite quarries are still operating in the MARP.

### Apples, wine and fruit

The rich granite soils, climate and terrain of the Harcourt region enable the production of a range of agricultural and horticultural crops. The first apple orchard was planted in 1859 and the region is now one of Australia's pre-eminent eating and cider apple and pear producing areas. The apples are turned into award winning ciders and perrys, juices and cider vinegars. The region is also home to a

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<sup>6</sup> <http://www.parkweb.vic.gov.au/1parks.cfm>





growing wine industry, with a number of vineyards in the region producing varieties including Shiraz, Riesling, Cabernet Sauvignon, Pinot, Chardonnay and Viognier wines. The Harcourt region also produces cherries, raspberries, apricots, peaches, nectarines, plums, olives and goat cheeses. Many producers and retailers have combined under the Taste for Gold branding to collectively promote the food and wine attractions and produce of the region.

## Project Scope

With the imminent completion of the Harcourt bypass, the township community took a pro-active and collective approach to considering the impacts and opportunities that this major infrastructure project could present with a focus on economic prosperity and vitality. The community identified the need to develop strategic action plan, which they named Harcourt After the Bypass. The Harcourt After the Bypass was required to focus on the following key elements:

- A Place to Live: strengthening the local economy through residential growth and associated growth of facilities and services;
- The Town Centre: creating an attractive and vibrant community space; and
- Tourism: making Harcourt a destination of choice.

## Project objectives

Taking the three key elements of the project as listed above, the key objectives of the project are as follows:

### Tourism

Harcourt businesses located along the current Calder Highway are generally reliant on passing trade. There was community concern that these enterprises would on completion of the bypass. The opportunity to identify new economic and business opportunities and consumer markets was an important aspect of the Harcourt After the Bypass for the Harcourt community. Tourism in particular was seen a market development opportunity by creating a market brand to position Harcourt as a tourism destination product 'of choice'. It was envisaged that this would be supported and achieved through a strategic marketing plan, leveraging of partnerships and alliances and development of tourism products and packages.

### The town centre

The Calder Highway acted as the 'main street' of Harcourt, albeit a major and busy transport corridor. With the completion and opening of the bypass, this major piece of built infrastructure will experience dramatically decreased usage and potentially could become a physical 'divide' within the township, in



effect splitting the community in two. The community recognised that this 'space' could be creatively designed and developed to attract and retain new economic enterprises and become a civic and community hub to 'unite' the town.

### **A place to live**

There is community concern that the loss of passing trade may lead to the loss of businesses, particularly those that also service the local community. In order to reverse this potential trend, the residents identified a need to not only increase the local population through the attraction and retention of new residents, but to retain the current population base.

The project required the assessment of the level of risk of this population increase not providing sufficient 'critical mass' for existing business to continue to operate. This process, by necessity, invoked a range of responses and delivery of strategic frameworks to help ensure this desired outcome.

### **Project deliverables**

The three project elements required the delivery of distinct but in some cases, related responses, to provide the Shire and the Harcourt community with comprehensive and strategic project outcomes.

#### **Economic and tourism development**

- Undertake an inventory of current tourism sector activities, networks and products including attractions, businesses considered to be operating in or linked to the tourism sector and any packaged experiences;
- Create an overall branding strategy to position Harcourt as a destination of choice;
- Develop co-ordinated strategies that support the identified brand and, building on existing strengths and sector development opportunities, create:
  - An overall tourism experience;
  - Quality tourism products;
  - Strategic partnerships between tourism (and other) businesses; and
  - Packaged tourism experiences and linkages to other (larger) tourism markets.
- Develop and present a marketing strategy that supports the brand and the strategic tourism sector strategies including recommendations for advertising, sources and dissemination of information and physical marketing resources such as signage; and



- Identify business and professional development initiatives and programs to enhance and develop the current and potential tourism sector including business and leadership programs and opportunities for development and /or integration of tourism operators into local and regional networks and collaboration.

**Through issues and outcomes resulting from consultation and discussion with the Shire and other project stakeholders early on in the project, the tourism component was revised to deliver the following:**

- Undertake an assessment of current business and tourism sector activities, networks and products including attractions, businesses considered to be operating in or linked to the tourism sector and any packaged experiences;
- Develop co-ordinated strategies that support the attraction, retention and growth of existing and potential businesses and build upon regional strengths and identify sector development opportunities including:
  - Assessment of the overall tourism experience with improved links with the Mount Alexander Regional Park and associated tourism activities;
  - Identification of potential additional quality tourism products;
  - Assessment of the regional agricultural and horticulture sector and identify sector development opportunities and strategies;
  - Development of improved strategic partnerships business, community, government and other key agencies;
  - Assessment of community capacity building;
  - Assess community infrastructure assets including public transport, signage, social infrastructure and utilities; and
  - Identify business and professional development initiatives and programs to enhance and develop the business sector including business and leadership programs and opportunities for development and /or integration of business operators into local and regional networks and collaboration.

Ballarat-based SED Consulting Central and Western were appointed to undertake the Harcourt After the Bypass project and sub-contracted planning and urban design consultants ISIS Planning and DHT Consulting (project team) to deliver the project requirements. The project team worked closely together to ensure that the three elements were strategically considered and integrated into the final project documents and recommendations.



## The town centre

- Linking with the community vision for a place to live, identify further community aspirations and opportunities in relation to the township centre including its future role and function; and
- In partnership with the community, consider and develop a town centre design plan using best practice urban design principles to create an enhanced living environment. Issues for consideration included town entrances, the common area, main street alignment, James Park, possible performing arts spaces, street furniture and street art, presentation of tourist information and other design features.

## A place to live

- A review of land-use policies and strategies and the identification of land and infrastructure requirements to facilitate environmentally considerate development. This process should also deliver recommendations to any amendments to the planning scheme and associated land use development plans;
- Assessment of opportunities and required infrastructure to develop local recreational and social facilities such as walking trails and bike tracks;
- Review public transport issues including the retention of transport options and the location of bus stops – this process and outcome should be integrated into the proposed town centre design framework; and
- Creation of a community vision and associated initiatives to support the lifestyle and social fabric of Harcourt for existing and potential residents.

## Project methodology

The project team utilised a range of methodologies to complete the Harcourt After the Bypass project including:

- Stakeholder consultation and interviews;<sup>7</sup>
- Document, policy and strategy reviews;<sup>8</sup>
- Site visits to the Harcourt area;
- Community survey and analysis; and
- Public exhibitions.

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<sup>7</sup> Consultation list contained in Appendix 2

<sup>8</sup> Document reference list in Appendix 3



## Economic and community development

Prior to the distribution of the community survey, initial consultation and background research led to the development of an initial issues and options paper for review and comment by key stakeholders. The paper provided the following initial assessment of economic and community development for Harcourt.

### Tourism and business

- There is overall undeveloped tourism product in Harcourt and the lack of tourism-based accommodation offer within the area is a limitation to tourism growth and development;
- There appeared to be a lack of linkage between tourism initiatives and products and the Bendigo tourism market;
- The granite quarry activities may have some possible tourism potential with consideration needed on commercial imperatives of operating quarries;
- There is a lack of transport choices to link Harcourt into the wider tourism markets;
- The successful Taste of Gold branding and associated products will benefit from further positioning and leverage within wider tourism markets, brands and campaigns;
- An overall increase in the supply of tourism related information on the area into tourism markets outside of Castlemaine and the Shire as a whole;
- Lack of information and unknown profile of artists and artisans in the region;
- There are potential opportunities to increase tourism leverage off the nearby Mount Alexander Regional Park and associated tourism and recreational initiatives such as the Great Dividing and the Chinese Trails;
- Potential relocation or closure of existing produce and retail outlets within the township and wider region once the bypass was opened would impact on visitor numbers to Harcourt;
- An apparent lack of wider awareness of the natural environment and scenic beauty of the regional landscape including but not limited to the Mount Alexander Regional Park;
- The impacts of climate change, increased temperatures and drought on the sustainability and growth of the regional agricultural and horticultural sectors; and
- Significant opportunities exist to improve the awareness, knowledge and identify opportunities for future proofing the regional agricultural and horticultural sectors including strategic economic development planning and transitioning initiatives for these sectors.



### Mount Alexander Regional Park

- MARP is an under-utilised resource for increased tourism and economic activity for the area;
- There is limited direct access to the MARP from the township of Harcourt with the main access roads being to the north and south;
- Internally and externally, directional signage to the MARP and trails and interpretative signage within the MARP is poor;
- Investment in MARP infrastructure and assets including signage, lookouts and maintenance of trails has been sporadic; and
- Sympathetic tourism development and investment needs to be further explored including:
  - Tourist accommodation;
  - The rich indigenous history and granite quarries of the MARP; and
  - Improved signage, walking and cycling tracks.

### Events

- The annual Applefest is held over the March long week-end but may be suffering from volunteer fatigue, lack of strategic planning and sustainable funding;
- A farmers market was held in Harcourt, but has been incorporated into the Castlemaine Farmers and Art market;
- Live at the Winery music events held at Sutton Grange winery to the east of Harcourt attracts well-known musicians but Harcourt has derived limited economic benefit from these events;
- Opportunities may exist to attract national cycling events to the region or to build cycling hill climb events and to derive greater benefits from walkers and cyclists using the Great Dividing Trail through the MARP.

### Infrastructure and community assets

- Although there are a number of food and produce outlets in the project area, there was significant community interest in attracting a quality cafe / small restaurant to Harcourt;
- Stakeholders were keen to identify what options would support the re-opening of the Harcourt railway station to either passenger and / or tourism based services;
- There were some important community concerns in relation to retaining and improving current bus services for the community;



- Coliban Water had commenced their Rural Reconfiguration Project program which was investigating the replacement of existing open water supply channels with pipelines. For Harcourt, initial investigation had been completed with pre-feasibility study underway;
- Potential relocation or closure of existing produce and retail outlets within the township and wider region once the bypass was opened;
- There was limited access to the Heritage Centre in Harcourt which houses a varied and interesting museum displaying items relating to Harcourt's history, its people and industry; and
- There were a number of signage issues and opportunities identified for the Harcourt including directional and tourism signage in the region. These included:
  - VicRoads signs along main transport routes;
  - Tourism signage and display panels in the vicinity of Harcourt and within the township; and
  - Parks Victoria information and directional signage outside and within the MARP.

### Community consultation

Targeted community consultation was undertaken with business owners and operators to elicit more in-depth information on issues and opportunities. These 1 on 1 discussions provided for very frank and open dialogue and presented the following picture of action, intentions, concerns and aspirations.

### Community development and wellbeing

- Consistent across the community and economic development and wellbeing themes, there is been almost continual economic, business and community activity changes and transitions throughout Harcourt's history. This have been influenced by the natural environment, inward migration, strategic location and investment in public and private infrastructure and services;
- The town and community have at times, been physically, socially and psychologically 'divided' creating diverse and in some cases, deep effects on community health and well-being. For example, uncertainties around the possible route of the Harcourt bypass over a fairly lengthy period of time created individual and community tensions and distress. The demolition of 36 homes along the new bypass route is still deeply felt amongst some community members;
- The length of the time from the announcement of the bypass and the eventual opening has at times been difficult for the community to deal with. However, as the bypass opening neared, there were evident feelings of relief, anticipation and an acceptance of broad community and environmental benefits that would eventuate;



- There are a number of community groups and associations that operate in the Harcourt area as well as 'external' groups and clusters that business and community participate in and / or support. There was some evidence of community fatigue in relation to participation and involvement with some of these activities and some disparities around the purpose, role and value of these associations;
- Although there is fairly strong participation in community and business associations, there were feelings of limited representation and 'voices' heard on these groups. This is somewhat exacerbated by a reluctance to 'be involved' and negative perceptions on the willingness of the community to co-operate and work together both economically and socially;
- Most of the associations are managed and 'staffed' by enthusiastic, diversely experienced and knowledgeable 'volunteer's' who have taken on a range of roles over the years to support economic and social activities;
- The capacity of these groups and individuals to sustain and grow their activities are somewhat constrained by a lack of collective vision, resources and funding, governance structures and professional development; and
- Other areas of community perceptions and values are presented in the community survey section starting page 25.

#### **Economic development and wellbeing**

- There are significant variations in business confidence and development intentions that are related and unrelated to the opening of the bypass. Confidence levels range from very positive with a number of investment and business development intentions to deeply negative feelings with some operators highly concerned about their economic and family welfare and short to medium term business sustainability;
- The horticultural sector has undergone and is continuing to experience significant economic and environmental changes that are presenting increasing challenges to viability and growth;
- Although the business community demonstrates a high degree of resilience and a desire to succeed, external influences over which they feel have no control, are for some businesses compounding each season;
- A number of horticultural and winery companies and businesses have developed niche products and markets and incorporated a range of tourism related activities and profiles into their business model. However excluding Castlemaine and Maldon, there are low levels of marketing of the Mount Alexander Shire region as a tourism destination particularly into the Bendigo and Melbourne markets due to lack of resources and a clear tourism strategy for the Shire;





- Some businesses are hoping that their regular customers who used the previous Calder Highway will continue to patronise their businesses based upon customer loyalty, quality product and services and the product offer that meets an increasingly discerning food and wine market segment;
- There is a general view that business associations and peak bodies within the region are important mechanisms for advocating and support their industry, but like the community groups described previously, there is:
  - a lack of a common vision;
  - limited capacity and resources to maximise the effectiveness of their networks; and
  - negative perceptions on the willingness of the people to effectively co-operate;
- The changes in the economic and demographic profiles of the area have created and continue to create land use and business activity tensions between business and residential activities. This is felt to be particularly as a result of tree changers and lifestyle residents moving into the area;
- There are a number of business owners and operators who have undertaken or are planning business growth, diversification or transitioning their production techniques and products to accommodate and respond to economic and environmental issues and opportunities. There are a range of strategic and development services and initiatives that could be facilitated and supported by government to assist with these process either at a collective or individual level;
- Business owners and operators have little contact with Council and other possible sources of support and business services taking a very much 'do it alone' approach; and
- In some cases although not directly related to some business activities, the effects of the continuing drought on the attractiveness of the landscape, resident's private property amenity and the environment may impact on the longer term attractiveness of the area as place to live and on the attraction and retention of existing and potential business.

## Community survey

A community survey was distributed by post to 345 households within the main Harcourt area (survey document provided in Appendix 2: Community survey). The purpose of the survey was to create a broad community profile, establish migration, employment and leisure patterns and to elicit community perceptions, values and aspirations. One hundred and six (106) completed surveys were returned representing a statistically robust 31% return rate.



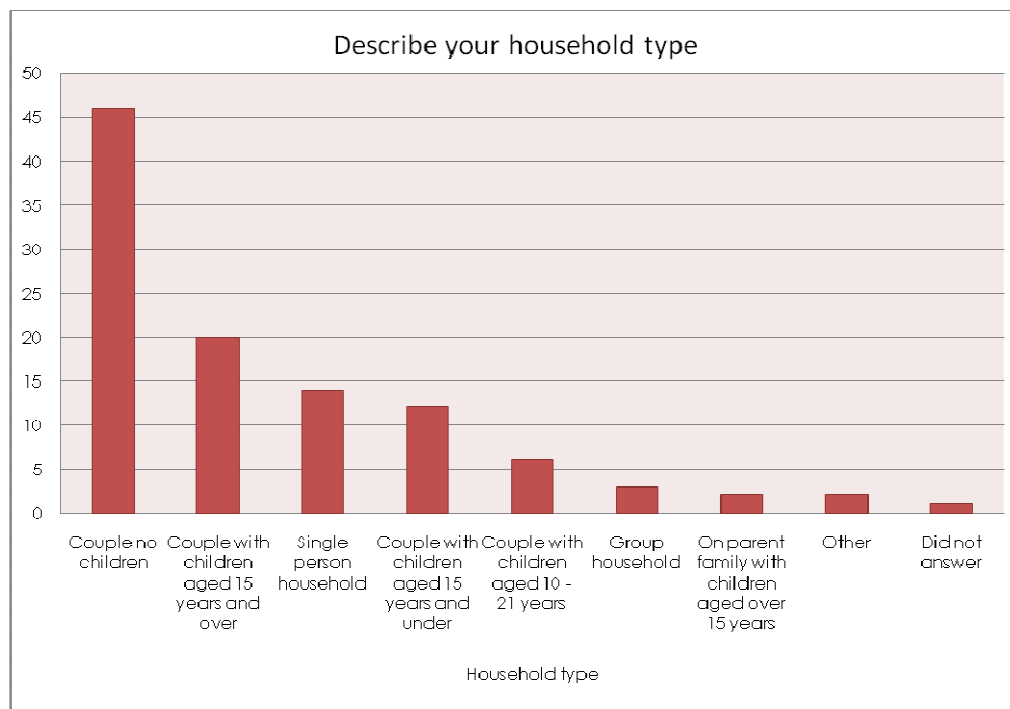
The following graphs and tables provide a profile of the households, demographics, perceptions, values and community aspirations of the respondents to the survey. Supporting data tables for all survey results are provided in Appendix 3: Completed survey data tables.

### Residents profile

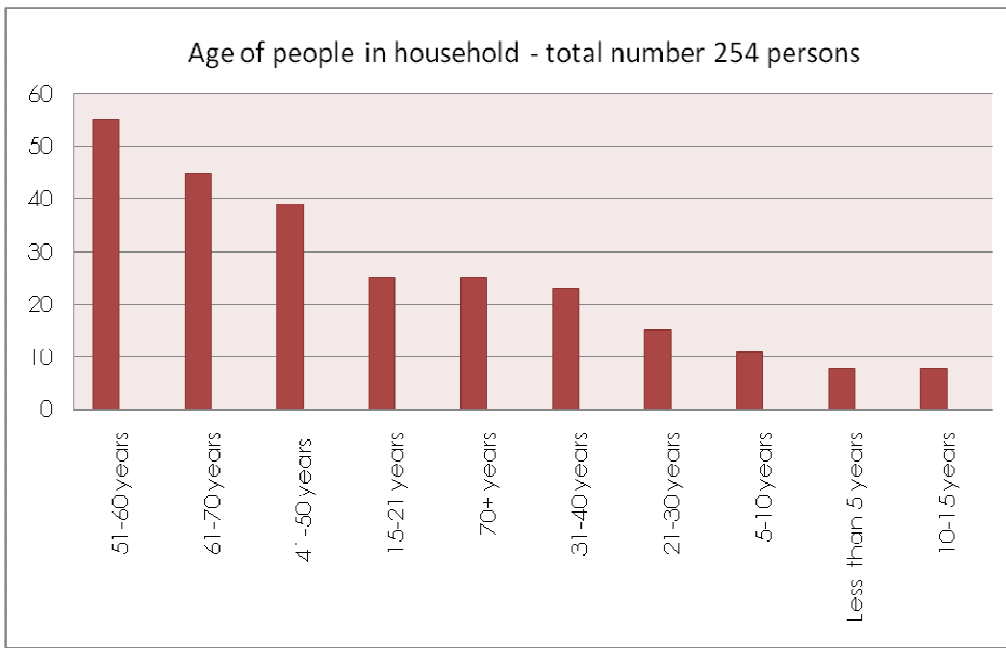
- 62% of households were either couples with no children or couples with children aged over 15 years and 65 % of residents were aged 51 and over; and
- 65% of homes are completely owned indicating either generational home ownership, households that have paid off mortgage loans or new resident retirees who have bought their property outright;

These survey results would indicate that Harcourt has an older demographic that will mirror other regional and rural centres with an increasingly ageing population.

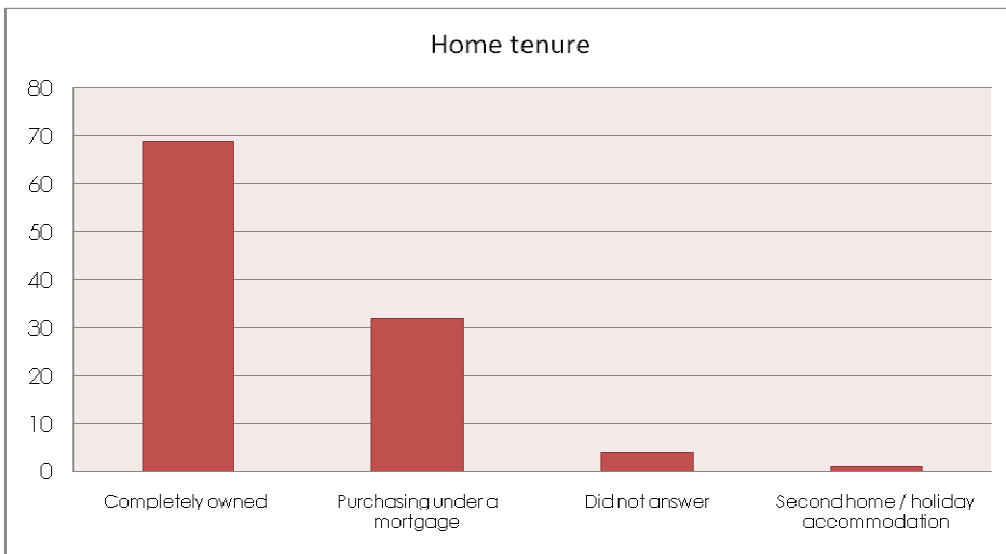
**Figure 2: Household types**



**Figure 3: Household demographics**



**Figure 4: Home tenures**



### Migration trends

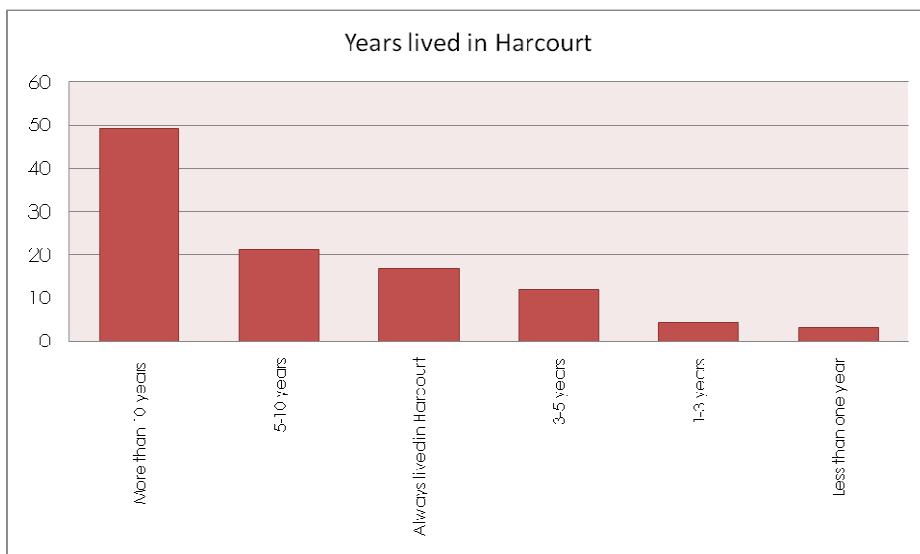
- 66% of respondents have lived in Harcourt for more than 5 years and 16% have always lived in the township with the remaining 18% have lived in Harcourt for up to 5 years;
- For residents who have moved to Harcourt in the past 3 years, the main motivations for choosing Harcourt were:



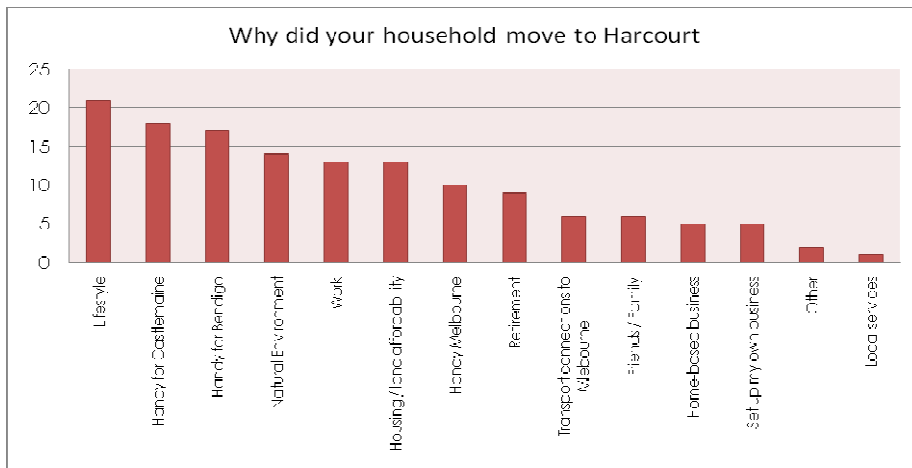
- Lifestyle;
  - Proximity to Castlemaine and Bendigo;
  - The natural environment;
  - Work / employment; and
  - Housing / land affordability;
- The main previous residential locations for new residents were:
    - Mount Alexander Shire (36%);
    - Melbourne (24%); and
    - Rural Victoria (9%)

Nineteen new households have moved in to Harcourt over the past 5 years representing an average increase of just under 4 new households per year. This reflects the residential building figures presented in Table 2: Dwelling construction activity 2001-2008.

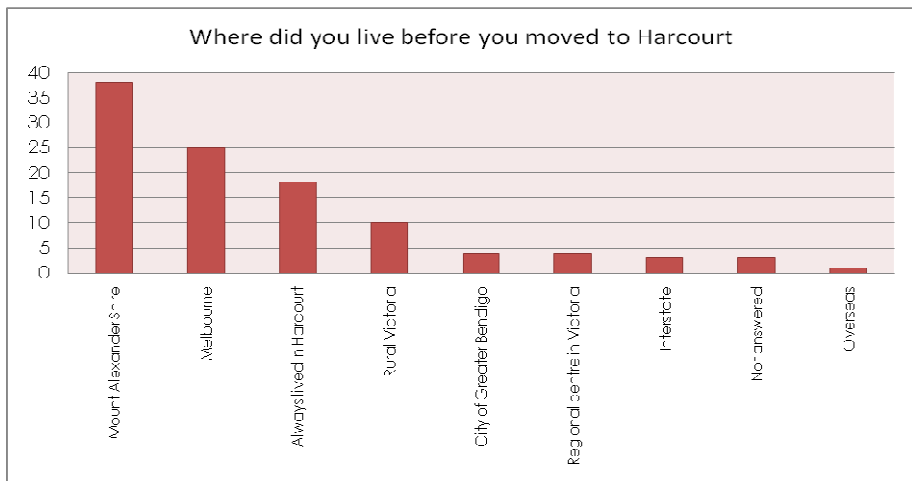
**Figure 5: Years lived in Harcourt**



**Figure 6: Reasons for moving to Harcourt**



**Figure 7: Previous residential location**



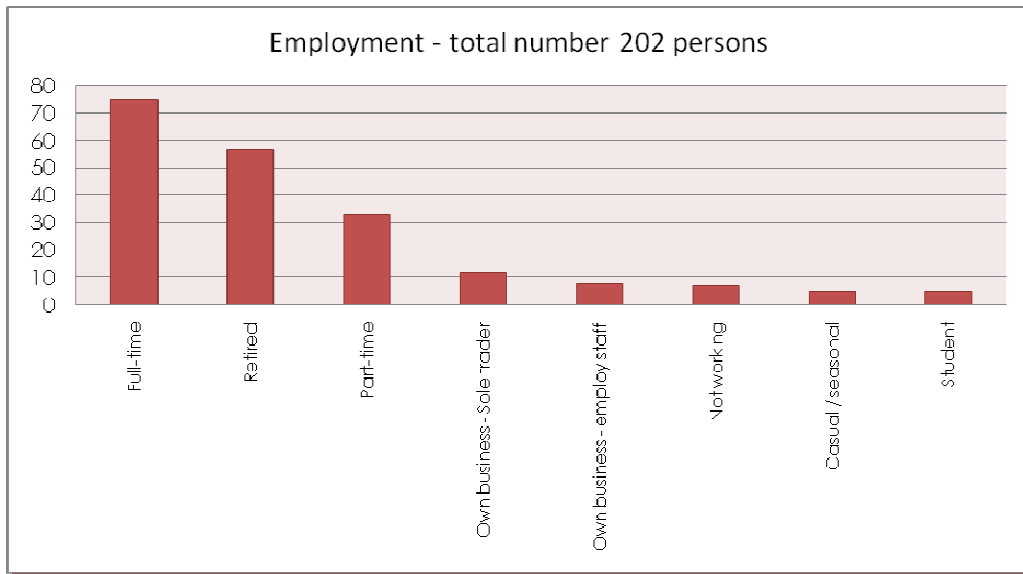
## Employment profile

- 71% of respondents are in some form of employment with 37% in full-time employment;
- 28% of respondents were retired and 7% stated there were not working;
- The main locations for work and employment were:
  - Castlemaine (30%)
  - Bendigo (17%)
  - Home-based business (12%);
  - Home duties (9%); and
  - Just 6% of respondents were employees in Harcourt.

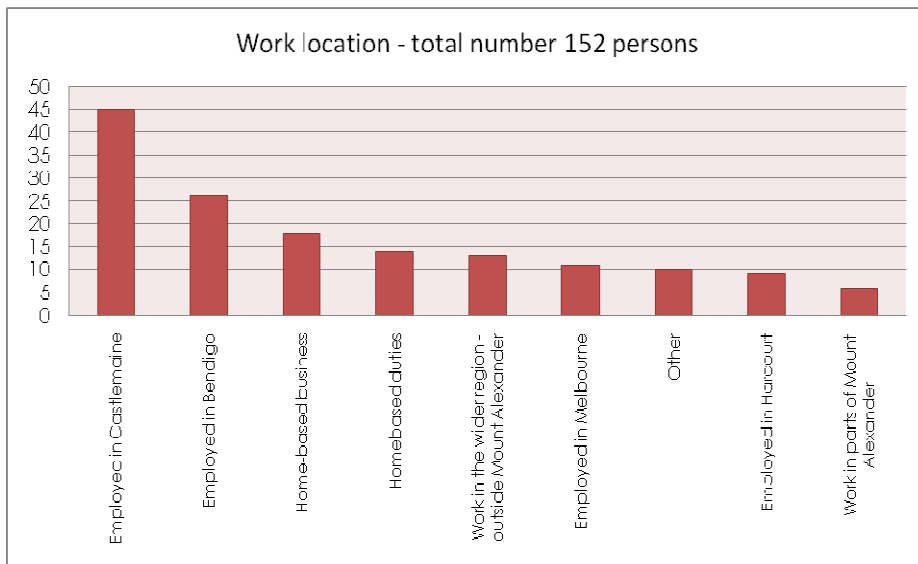


The figures show generally strong workforce participation and average levels of unemployment for Harcourt residents. Eighteen respondents classed themselves as being a home-based business which is probably indicative of the number of small farms, vineyards and related businesses in the area.

**Figure 8: Employment structure**



**Figure 9: Employment location**



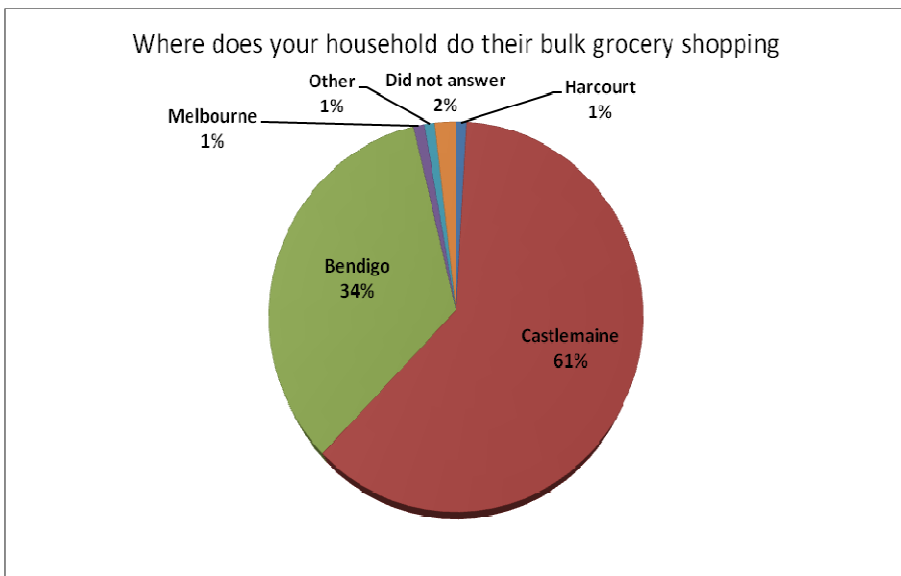
### Retail and leisure profile

Castlemaine and Bendigo are the main centres for both daily and weekly / bulk shopping. Harcourt is utilised as a source for 'top-up' groceries by 13% of respondents (14 respondents) representing a fairly low patronage rate.



In terms of leisure, social and recreational activities, respondents demonstrated a fairly high interest in arts and cultural events and activities which are not readily available in Harcourt. The highest ranking activity was having family / friends to stay which together with volunteering and sporting activities may account for the fairly high percentage (24%) of leisure activities occurring in Harcourt.

**Figure 10: Bulk grocery shopping location**



**Figure 11: Daily/top-up shopping location**

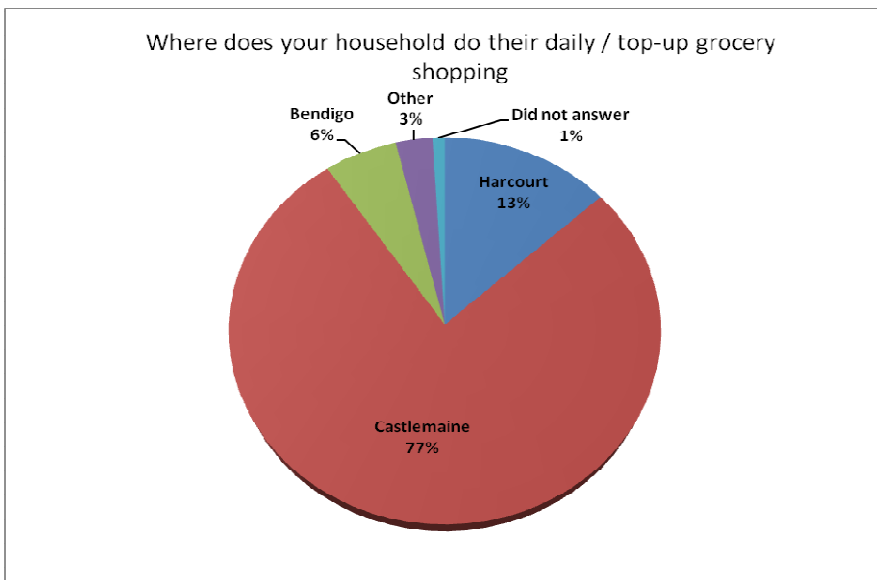


Figure 12: Preferred leisure activities

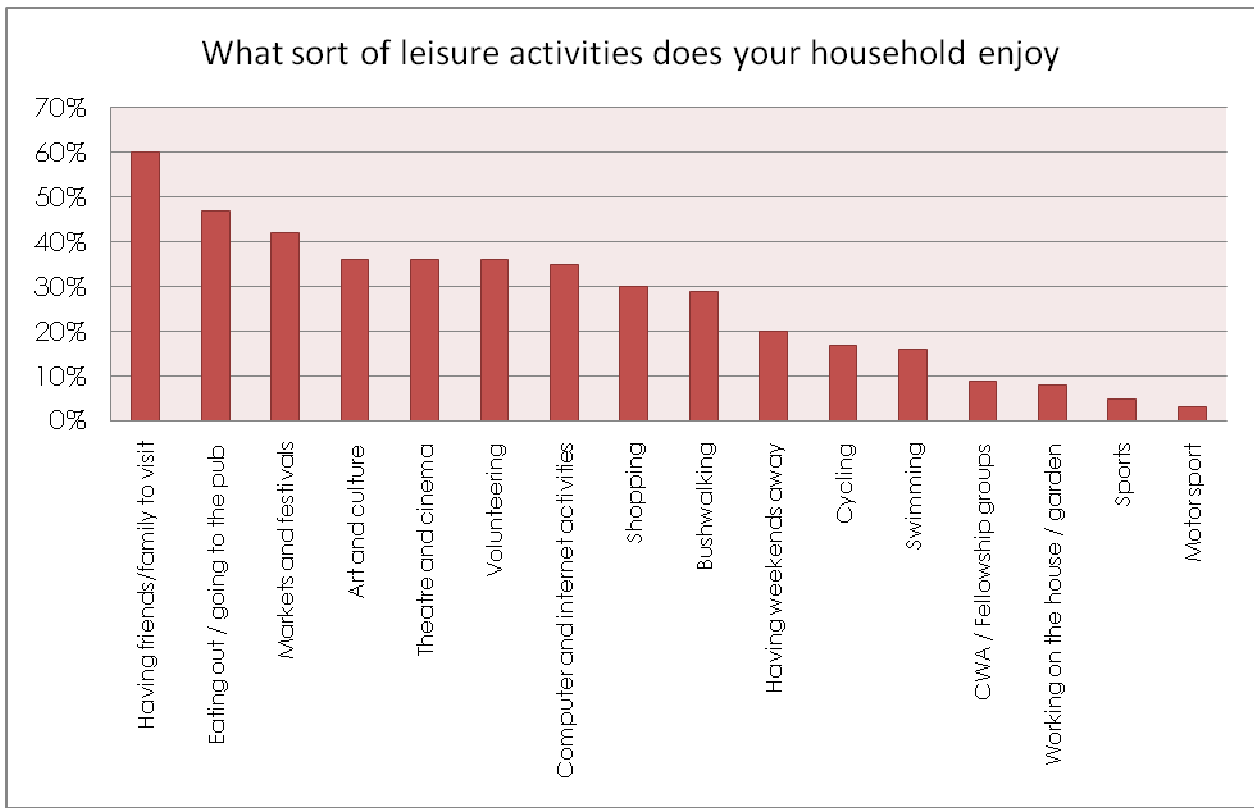
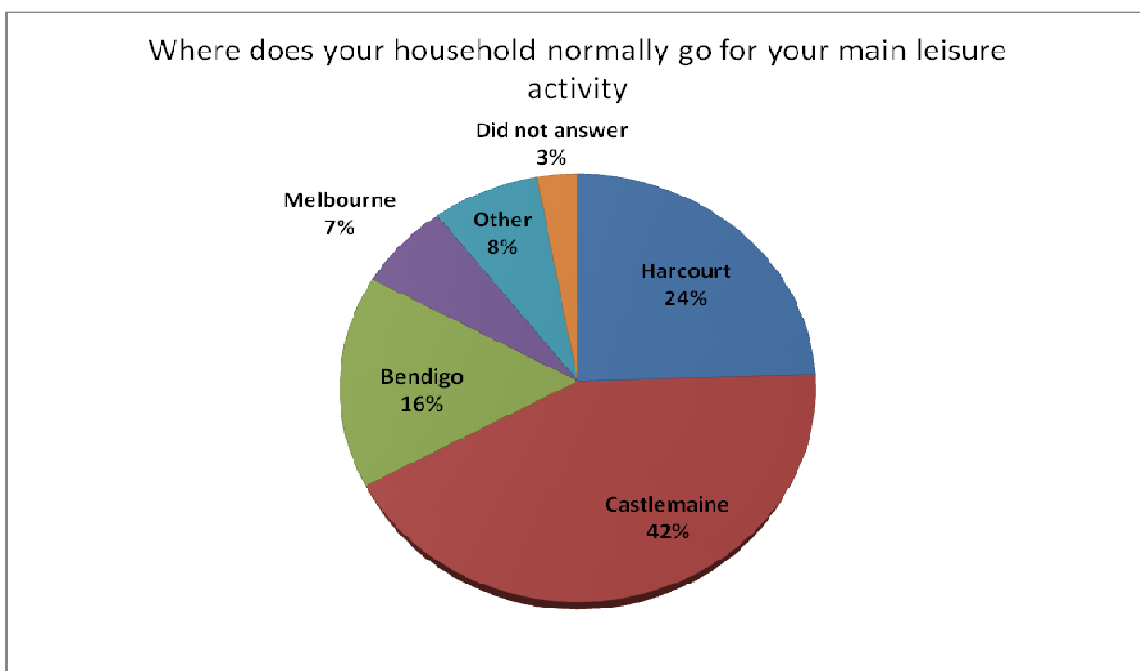


Figure 13: Leisure activity location







## Perceptions of Harcourt

Harcourt residents were asked what they liked and disliked about living in Harcourt. The survey presented 10 prompted options for responses under likes and 11 prompted options for dislikes. The survey also allowed for unprompted comments. The key likes and dislikes of the community were:

### Likes

- Strategic location that is, proximity to the population centres of Bendigo, Castlemaine and Melbourne;
- The natural and clean environment; and
- The friendly community.

Community and sporting activities and local services scored fairly low responses.

### Dislikes

- Lack of connection to natural gas;
- Not enough local services;
- Not enough public transport;
- Lack of investment in the town; and
- Not enough for young people to do.

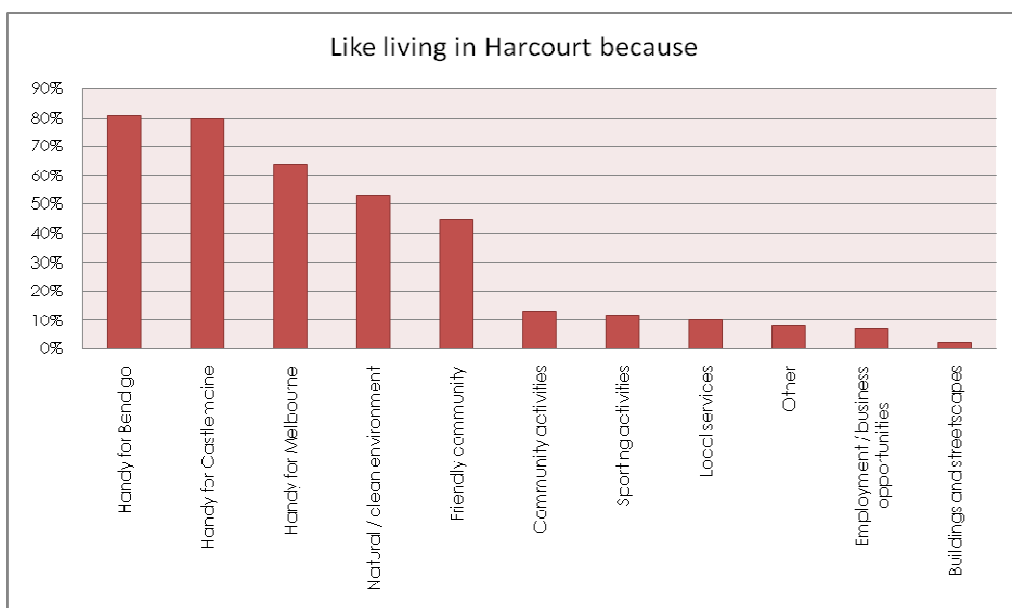
There are a few points of interest from these results of these questions namely;

1. Harcourt's strategic location to population centres is seen as a positive for the community probably reflecting the employment, retail and leisure options these centres can provide. This can represent a key marketing message for the attraction of new residents to the area;
2. The natural environment is an important community and lifestyle attribute and should be preserved, enhanced and promoted;
3. There is a strong community desire to be connected to reticulated natural gas which is supported in other survey responses;
4. The community would like to see more local services provided but at present there is fairly low patronage of local businesses by local residents. This is evidenced in both the survey results as well as comments made during consultation with local business owners and operators who indicated that their main customers were external to Harcourt;

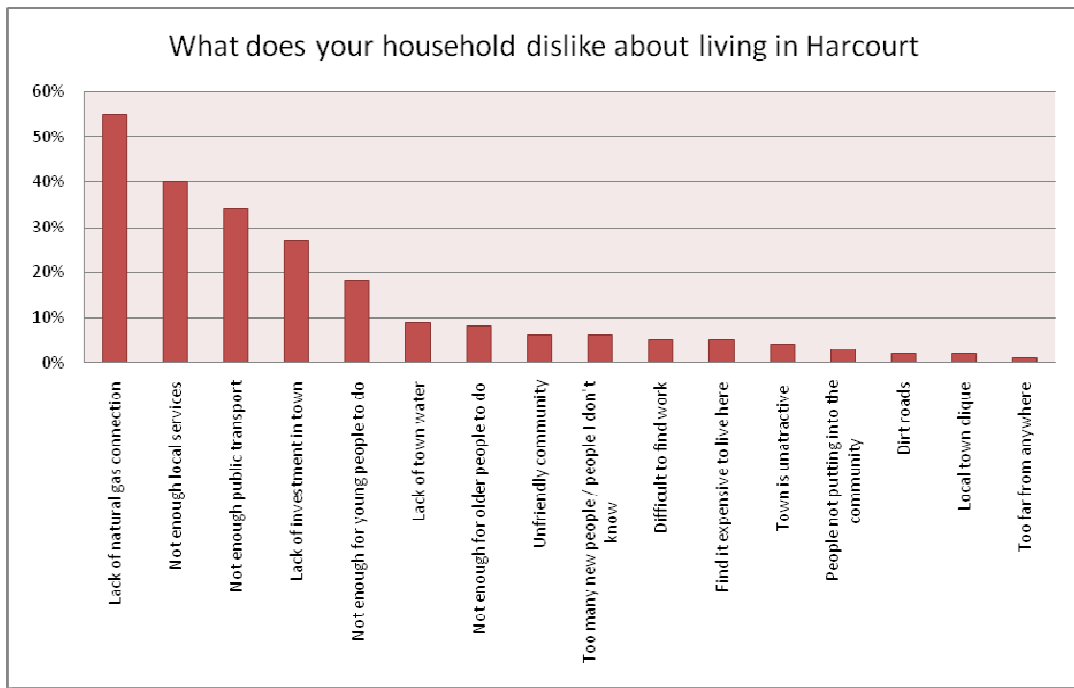


5. 30% of respondents indicated that the lack of public transport services was an issue for respondents in this question but this project option received only 'reasonable' support under the project ranking questions detailed under community values and visions starting from page 40;
6. Additionally, even though 33% of respondents had used public transport over the previous 3 months, this does not necessarily mean that there is not community interest or need for improved public transport services; and
7. There is a reasonably consistent underlying theme of the community not being welcoming and people feeling excluded within their own community.

**Figure 14: Harcourt likes**



**Figure 15: Harcourt dislikes**



## Community values and vision

The Harcourt community are very conscious of the peaceful and quiet nature of the area today and it would appear from Figure 17 that this will be an even greater 'feature' of the area in the future. Whether this is due to thoughts around the opening of the bypass and associated reductions in traffic cannot be validated via the survey.

People generally feel that the community is friendly and has community spirit and the natural environment and landscape also comes to mind for Harcourt today. As can be seen in Figure 17, all other responses after peaceful and quiet scored comparatively low and fairly even in response numbers.

Residents would like to see further development of local services as a community opportunity, followed by bike track and walking trails, improved transport options, connection to natural gas and upgraded roads and township centre. Apart from the development of services, Figure 18 shows fairly even responses across other community development goals. When the community were asked what may prevent these goals from being achieved the key factors presented were:

- Lack of funds and resources;
- Local council;
- Lack of support and interest;
- Community apathy;



- State government; and
- Poor planning and research.

It can be argued that some of these issues are beyond the control or influence of any one group or agency and that some are potentially interlinked. Through the development and implementation of Harcourt After the Bypass, some of these issues can potentially be addressed or mitigated. Opportunities for project stakeholders to achieve strategically sound 'quick wins' may reduce some community perceptions in relation to the capacity and capability of a variety of responsible bodies to manage and community based projects.

Residents understandably do not want to lose local community services although they do not receive particularly high local patronage. The nearby retail and commercial hub of Castlemaine and the major regional centre of Bendigo provide retail and recreational choices that Harcourt cannot easily compete with. However, there are opportunities for local businesses to realign their retail range to meet local rather than external need and to encourage residents to buy locally more often.

Poor planning and inappropriate over development were also concerns for residents but who still want to retain local services and amenities. The collective review of the planning scheme, urban and township design and economic and community development and the recommendations presented under these themes in Harcourt After the Bypass will go a significant way to manage and address these issues at a community level and assist all stakeholders to plan for sustainable and appropriate development.

**Figure 16: Harcourt today**

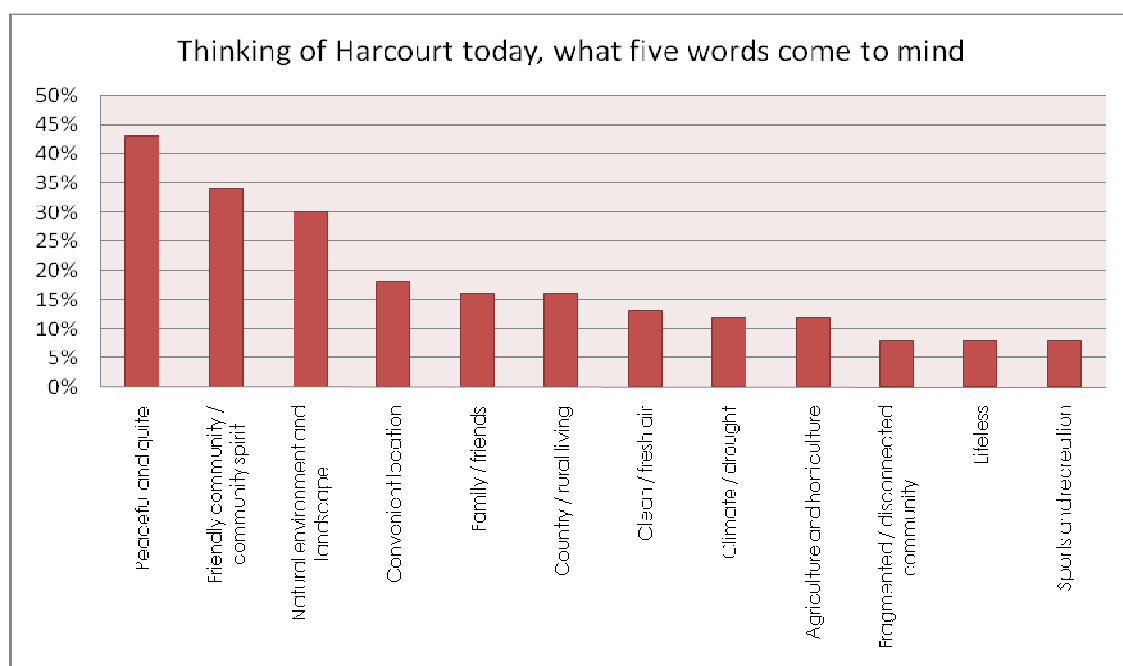




Figure 17: Harcourt in five years

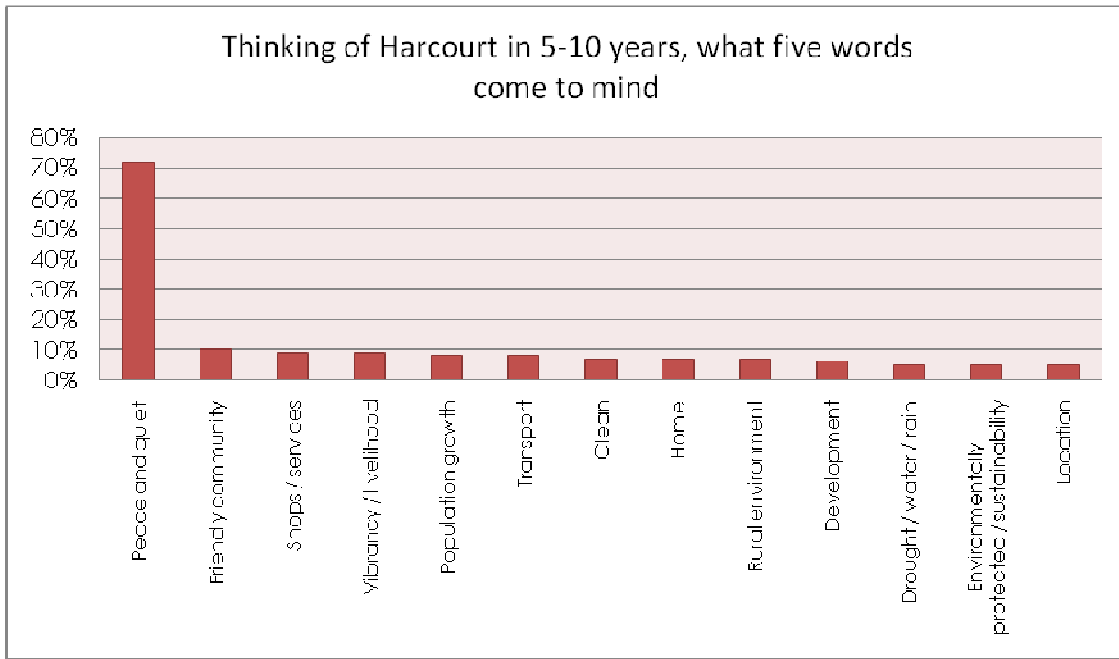


Figure 18: Community development goals

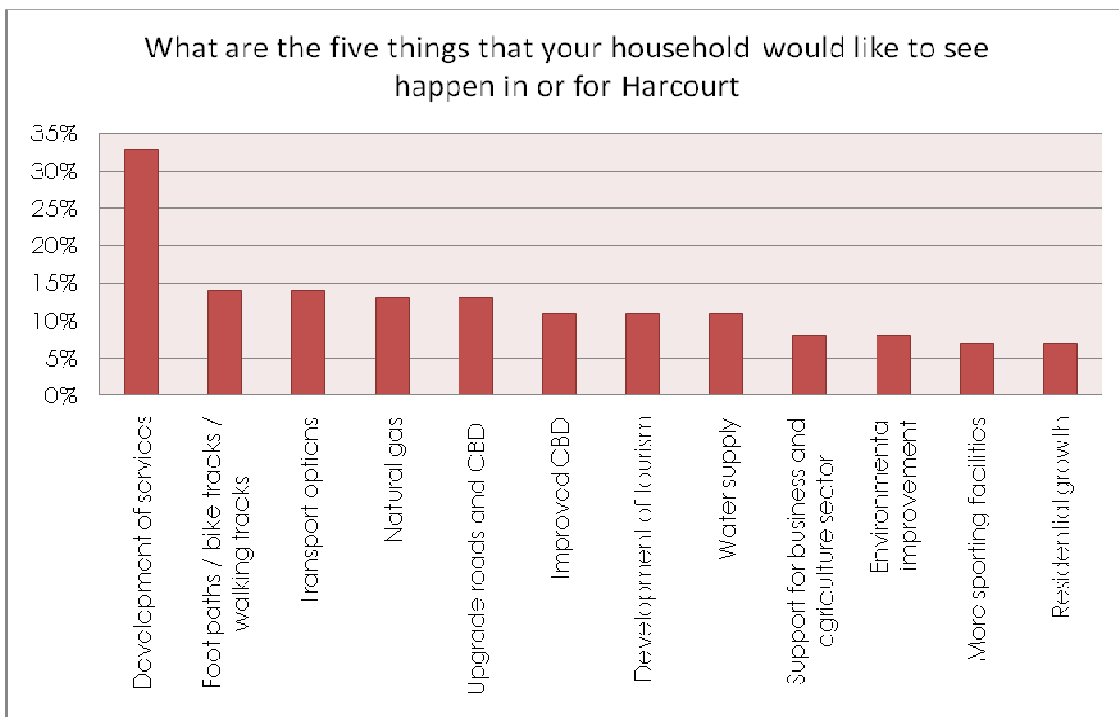




Figure 19: Barriers to achieving community goals

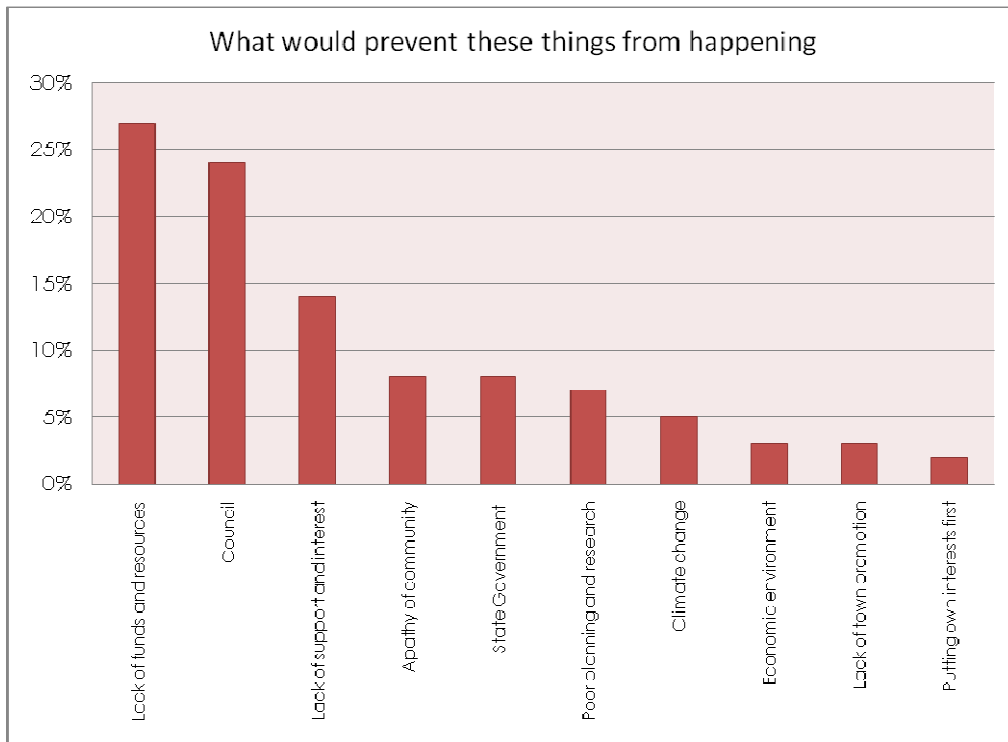
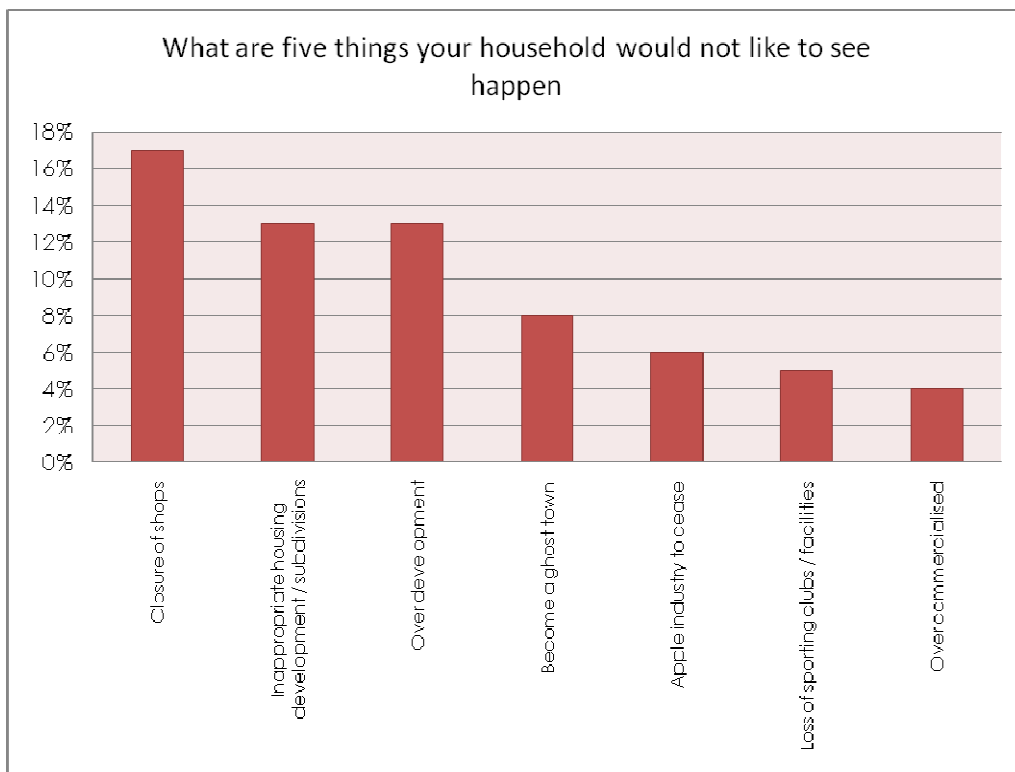


Figure 20: Community concerns

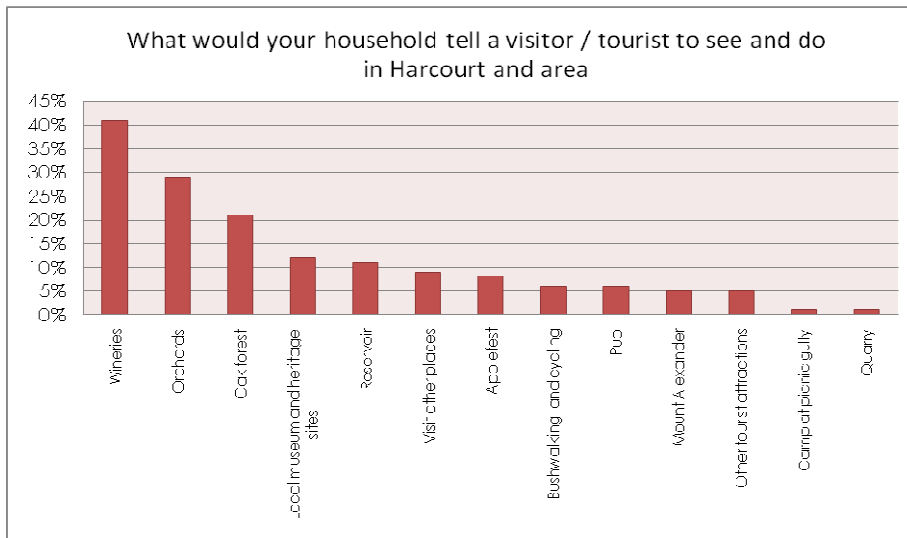




## Tourism activities

Residents were asked what they would tell visitors to do in the area. Visits to the regional wineries and orchards received the highest unprompted responses followed by the Oak Forest, the Harcourt heritage museum and the local reservoir. Bushwalking, cycling and the MARP received fairly low responses indicating a potential opportunity to improve these activities and assets as tourism products.

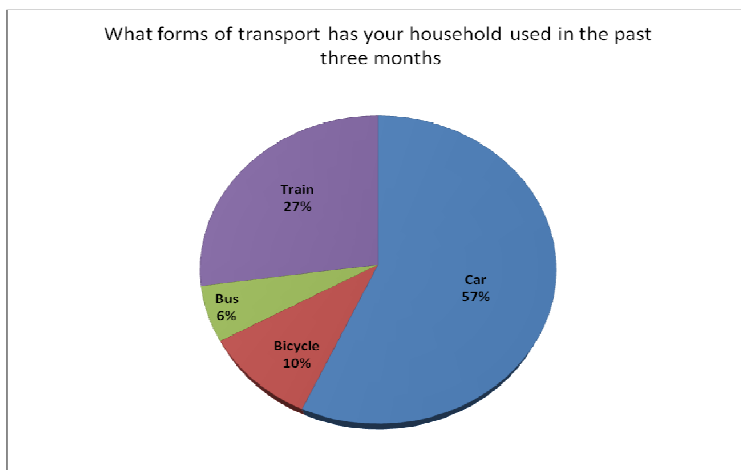
**Figure 21: Tell a visitor to do**



## Transport

Although car travel was the highest form of transport used by residents during the previous 3 months, there was a good use of train services by the community. This may be linked to the employment locations of residents with 24% of respondents to the employment location question (Figure 9) working in Bendigo and Melbourne. Train use may also be linked to the leisure activities of the community.

**Figure 22: Transport use patterns**





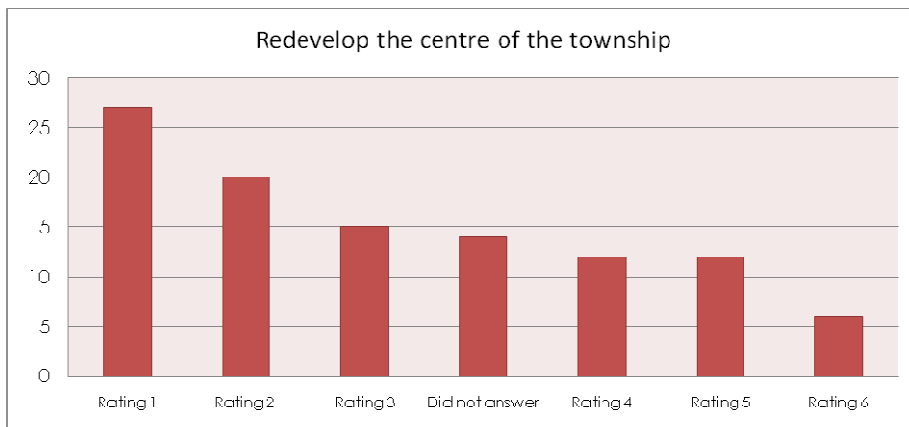
## Community values and visions

Respondents were given a list of some of the key emerging community and economic development that were emerging from the consultations and research activities and were asked to rank them in order of preference with 1 being their highest and 6 their lowest preference. The key themes were:

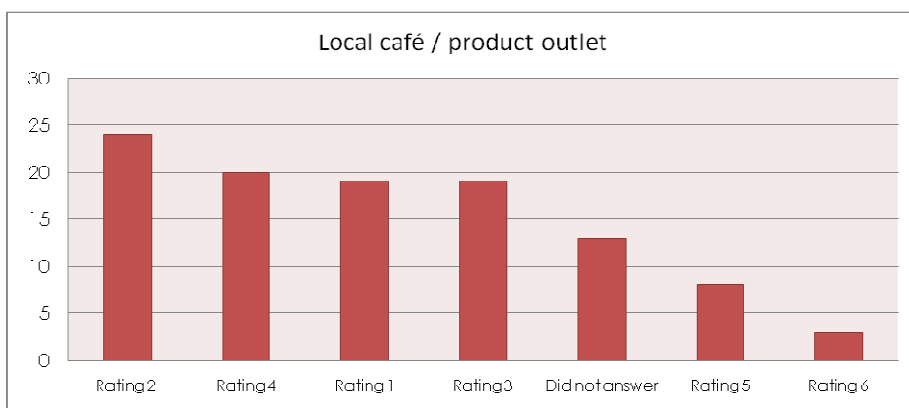
- Redevelop the centre of the township;
- Local cafe / produce outlet;
- Improved public transport;
- Walking / cycling paths and trails; and
- Connection to reticulated natural gas; and
- Increased tourism activity / tourism accommodation.

Respondents were also able to provide their own potential project ideas for Harcourt. The results are presented in the following graphs.

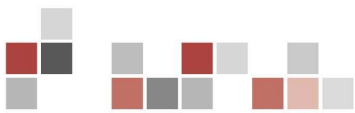
**Figure 23: Redevelop the township centre**



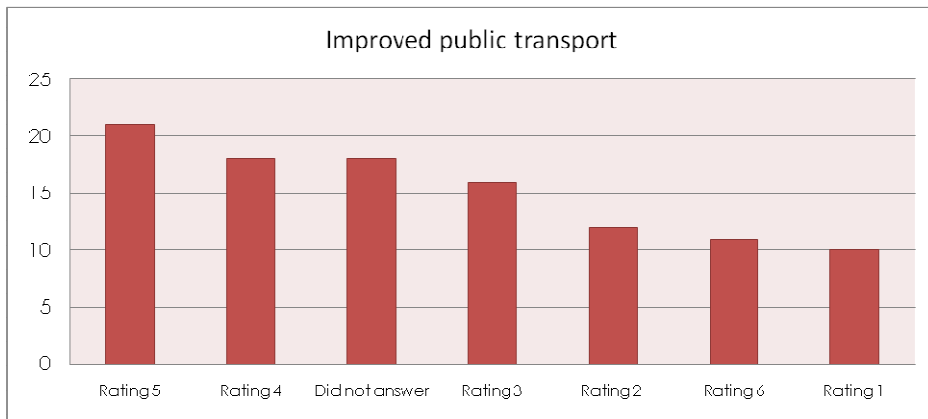
**Figure 24: Have a local cafe / local produce outlet**



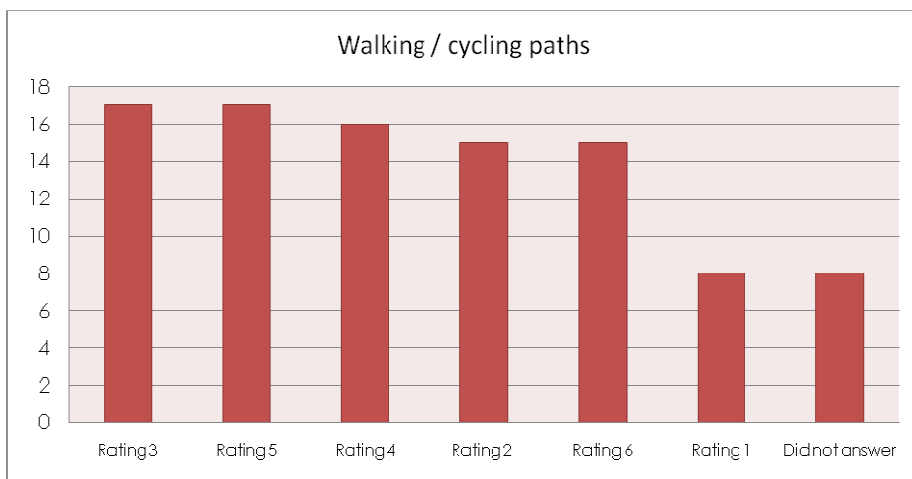




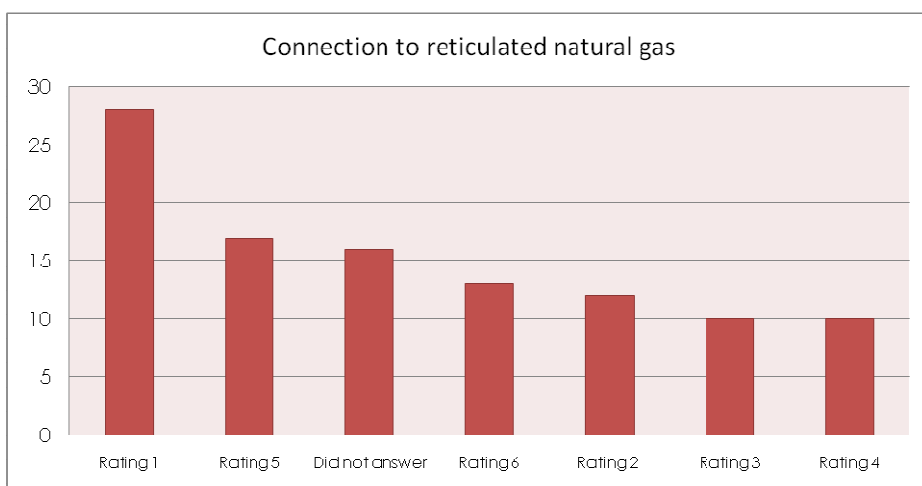
**Figure 25: Improved public transport**

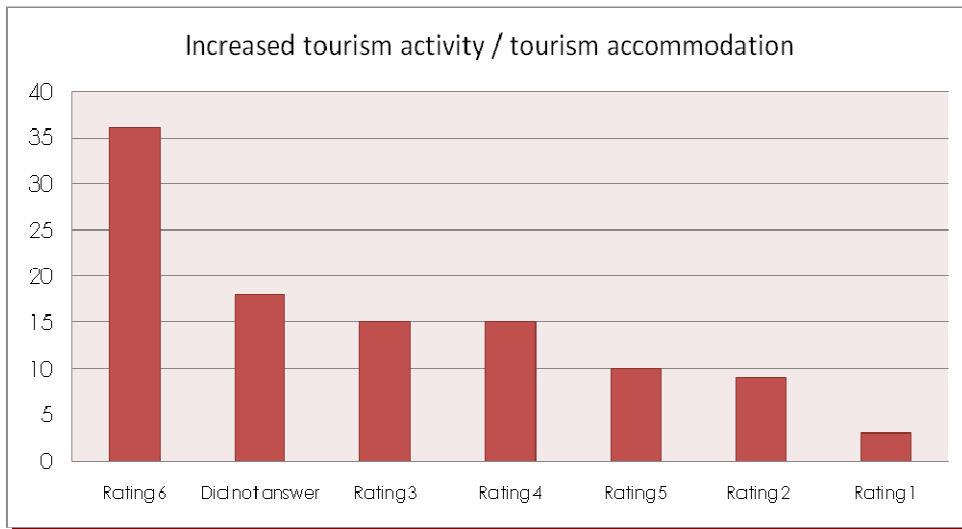
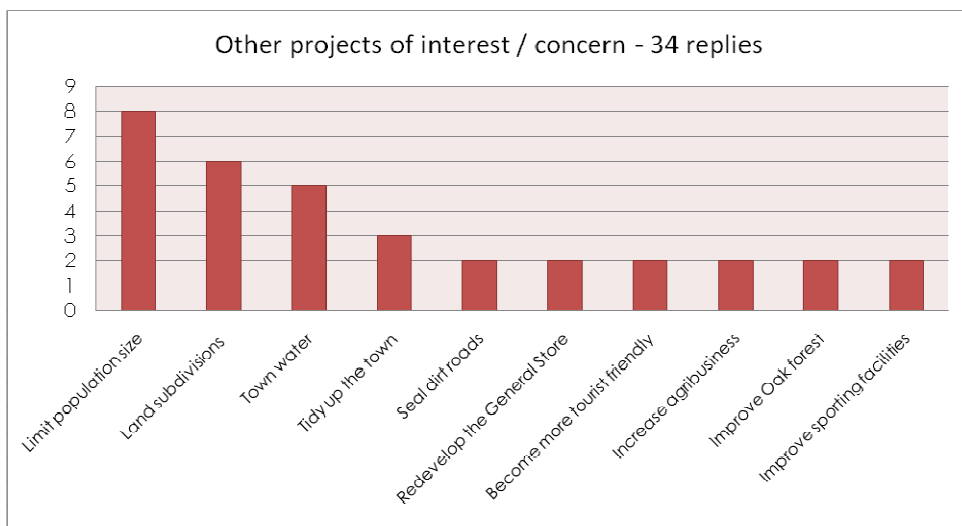


**Figure 26: Walking / cycling paths and trails**



**Figure 27: Connection to natural gas**



**Figure 28: Increased tourism**

**Figure 29: Other potential project ideas**


By combining the responses under the ranking systems between 1 (highest preference) to 3 (mid-preference for each activity), the results show that there was:

- Strong support for the redevelopment of the township centre;
- Strong support for the attraction and / or development of a cafe / local produce outlet;
- Good support for the provision of reticulated natural gas ;
- Reasonable support for the development of walking / cycling paths an trails;
- Reasonable support for improved public transport; and
- Low support for increased tourism activity and the provision of tourism accommodation.



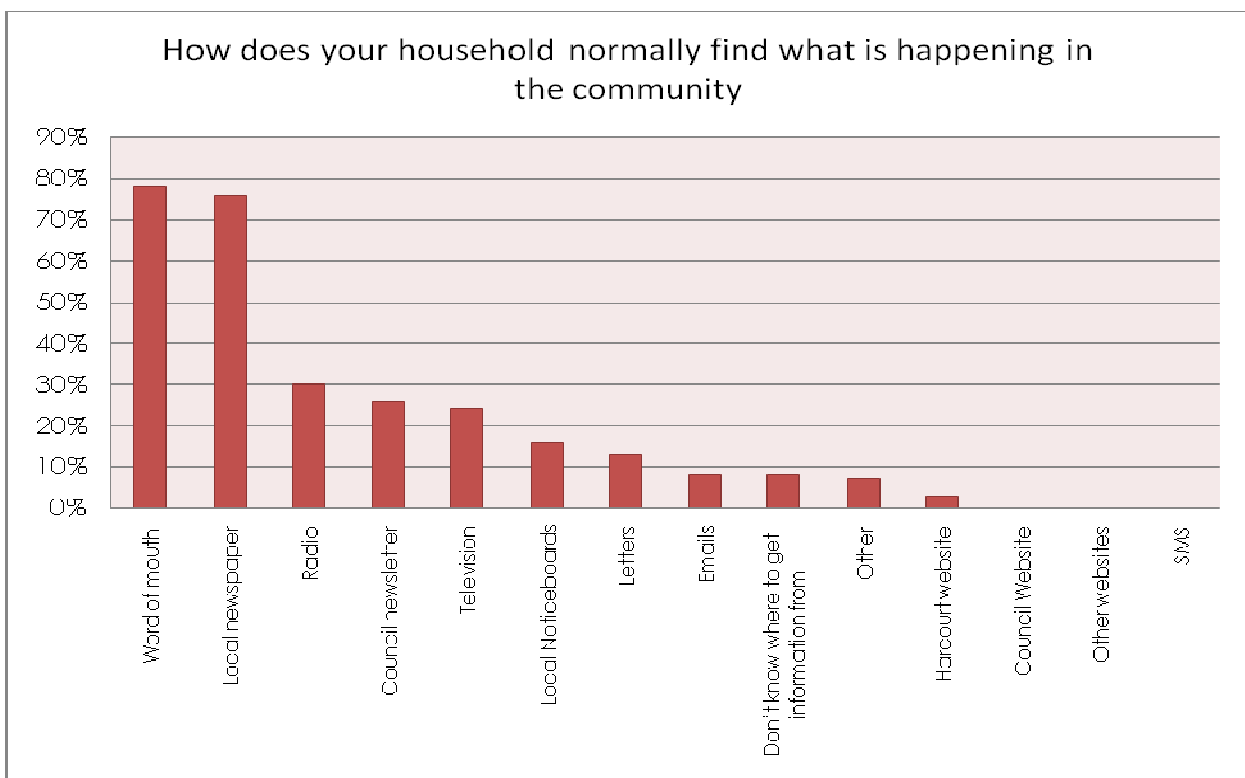
The unprompted suggestions presented by the community show a wide range of ideas as well as community concerns with 8 respondents (24%) wanting to restrict population growth. The low response rate and variances in the response do not allow for further robust analysis of these results.

### Community connections

There are an increasing variety of ways in which people receive and seek information which are important considerations for councils, community leaders and community groups to consider in terms of effectiveness, reach and accessibility. The following graphs show the main information sources for Harcourt residents. The results show that:

- Word of mouth and the local newspaper are by far the most common means of people finding and receiving information about their community;
- The internet and the web represent extremely low forms of sources of information which may reflect the older demographic of the community and / or the general community connectedness in relation to what is happening locally; and
- The council newsletter appears to be a fairly strong source of information as well as radio and television.

**Figure 30: Sourcing community information**





## Survey summary

The key issues that can be identified from the community survey are:

- Harcourt has an older demographic that mirrors other regional and rural centres with an increasingly ageing population and 2% of residents have lived in Harcourt for five years or more;
- Lifestyle, location and the natural environment are key motivators for new residents choosing Harcourt as a place to live with most new residents moving from either within the shire or from Melbourne. These attributes are also highly valued by longer-term residents;
- Workforce participation is pretty strong within the Harcourt community. Survey results show a 71% participation rate compared to 65.2% for Melbourne and 64% for western Victoria.<sup>9</sup> Allowing for statistical error within the Harcourt After the Bypass community survey this is still a strong result;
- Castlemaine is the most important employment location for residents;
- Castlemaine is an important retail and recreation centre for residents, although residents have concerns about losing local services and amenities though patronage of local businesses is low;
- There is a strong community desire to be connected to reticulated natural gas which is supported in other survey responses;
- Retention, improvement and increased access to public transport options are generally supported by the Harcourt community;
- Survey analysis indicates some conflicts between perceptions of community cohesion, friendliness and co-operation;
- The peaceful and quiet environment is recognised and highly valued by residents;
- There are some conflicts in survey results in relation to the retention of local services and amenities, retaining 'life' within the community, managing growth and development and encouraging investment and population growth;
- The local wineries and orchards and the natural environment are front of mind for tourism activities;
- There is strong support for the redevelopment of the township centre and for the attraction and / or development of a cafe / local produce outlet;
- Increased development of tourism was not strongly supported by the local community although many of the local and regional businesses have a high tourism or visitor focus;

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<sup>9</sup> Small Area Labour Markets – December Quarter 2008 – Department of Education, Employment and Workplace Relations.



- Local word of mouth and the local newspaper are key communication channels for the community which provides a very ad hoc and informal mechanism for sharing and receiving information.

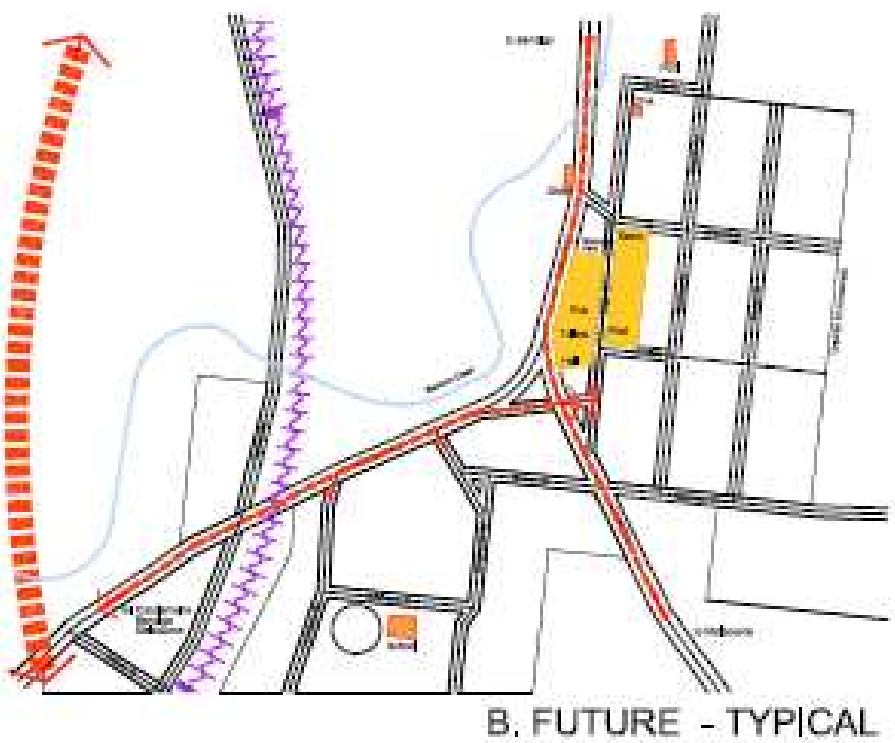
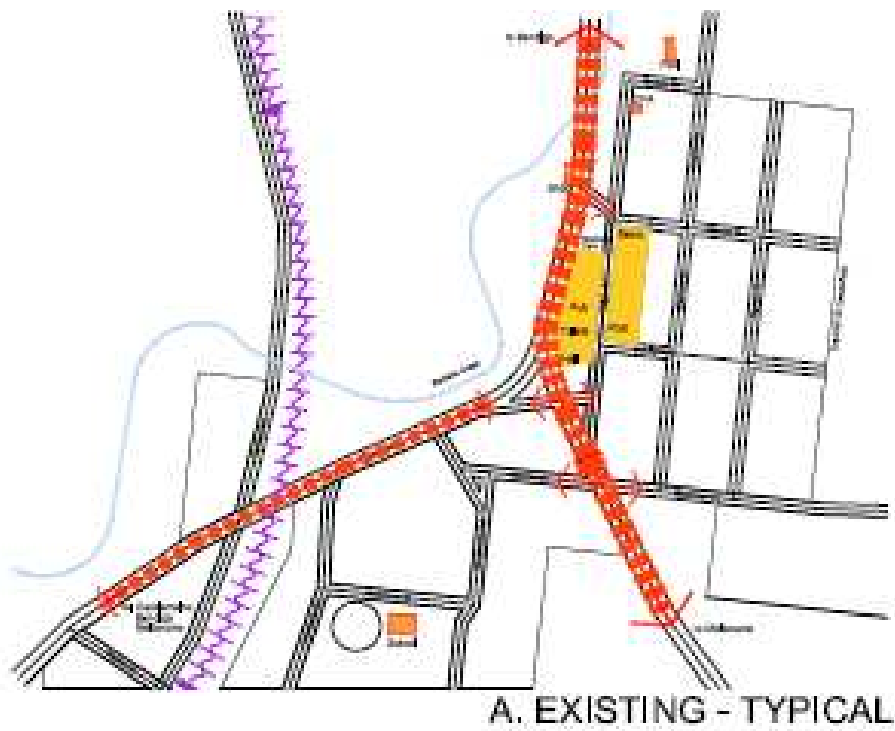
## Urban design

### Existing conditions and characteristics

- The open woodland character to the township and surrounds is desirable and attractive and should be maintained and enhanced where possible;
- There are limited architectural or urban elements that dominate and create a strong urban character although the buildings are well spaced which creates an open, relaxed atmosphere;
- The township layout does not present well especially for first time visitors because it lacks the convention of a typical rural township that is, a single main road and old buildings and verandahs that face onto the street and create a sense of 'place'. The Calder Highway runs along the "back" of the hotel, the ANA Hall and by-passes the service station;
- The township is historically and physically divided by the Calder Highway and railway line;
- The Calder Highway carries significant volumes of traffic at relative speed (70km/hr);
- Speed and noise dominate the town centre environment. It is difficult to cross the Highway at peak times. Traffic noise makes it difficult to hear the natural sounds of the environment;
- As illustrated in **Figure 31**, traffic movements may alter significantly when the by-pass is opened with a significant pull to the west and very little through traffic other than local and tourist traffic;
- Highway infrastructure dominates the township centre. The Calder Highway is very wide and includes a wide centre median sealed with gravel. Road verges are extensive gravel expanses to accommodate large vehicles for short term stopping. The Calder Highway at either end of the town (north & south) has a more appealing amenity (ie views roadside vegetation and rolling farmland) and a more intimate scale than the roadway within the town. The township centre highway has a dominating scale and limited visual appeal;
- The township centre provides basic facilities (fuel, milk bar, pub, post office and limited signed information). These facilities may extend in time as the township develops and local and visitor demand increases; and
- The High Street has an established Cedar Avenue, Memorial Park and provides opportunities for visitors to inform and orientate themselves as to local points of interest and out of town destinations for example the cideries and vineyards. Figure 32 provides a township analysis plan of centre of activity and key and built characteristics.



Figure 31: Existing and future vehicular movement patterns

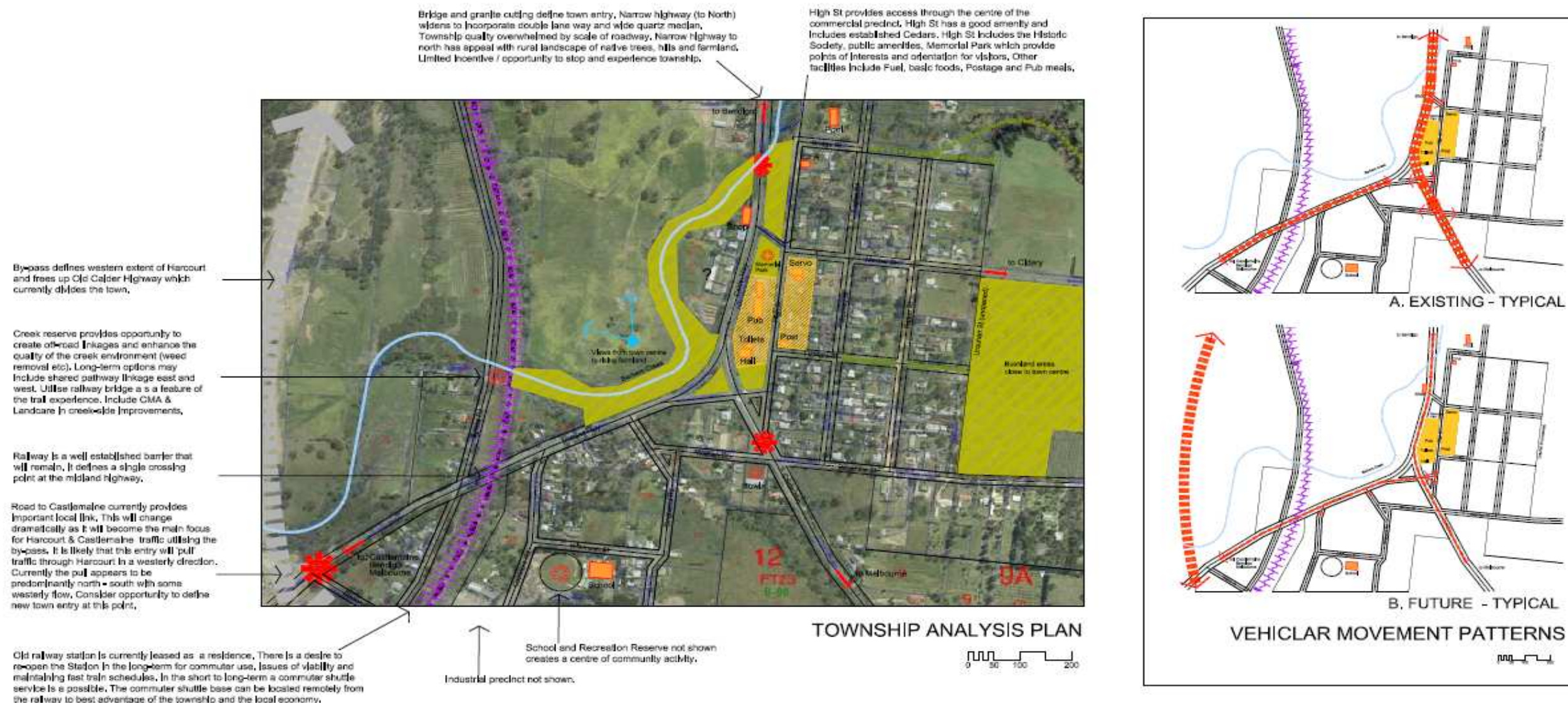


## VEHICULAR MOVEMENT PATTERNS





Figure 32: Harcourt township analysis plan



David Turner, BMT Consulting Pty Ltd/25/09/2009 10:22 after Harcourt After the Bypassing

## Harcourt - After the Bypass Analysis Plan

Date: February 2009  
Scale: not to scale  
Drawn: DT  
Drawing No: 08033-1



DRAFT PLAN  
FOR COMMUNITY CONSIDERATION



## The current Mount Alexander Planning Scheme

The *Planning and Environment Act 1987* requires all local governments to prepare and implement a planning scheme to guide its future development. The Mount Alexander Planning Scheme has been reviewed once since it was introduced in 1999 in line with the statutory requirement that planning schemes are reviewed every 10 years.

### General context

Mount Alexander Shire, in central Victoria, is located 110 kilometres north east of Melbourne and lays south of the City of Greater Bendigo. With an estimated resident population of just under 18,000 people, the Shire is experiencing a 1.1% growth rate. Manufacturing, followed by retail then health and social assistance are the main employment sectors, broadly centred within the main township and administrative hub of Castlemaine.

It is predicted that the population of the Shire will continue to age, and by the year 2021 will have almost 32% of the population over 60 years. This change will require an increase in housing choice and in community health care and welfare services. Suitable housing and accommodation, including retirement homes and medium density developments will need to be located near commercial and community facilities and public transport.

The upgrade of the Calder Highway is expected to reduce travel times between Melbourne, Castlemaine and Bendigo and increase tourism in the area particularly for weekend trips.

The land use planning and development vision for the Shire is:

*The Mount Alexander Shire's townships and rural environs engender an identifiable character which reflects the areas unique heritage, its beautiful landscapes and the quality of life.*

*The Shire Council will seek to manage and sensitively develop the built and natural resources of the Shire in ways which are ecologically sustainable so as to secure an improved economic future, enhance the lifestyle quality of the community and maintain the unique heritage character.*

This vision is supported by a number of strategic framework plans. The Strategic Issues and Directions Strategic Framework Plan presents an overall framework for the shire. The Harcourt horticultural area is identified generally west of Mount Alexander, north of Castlemaine Diggings National Heritage Park and targeted for expansion as a strategically important resource.





### Harcourt development activity

Table 2: Dwelling construction activity 2001-2008 provides information on construction data. It can be seen from these statistics that while dwelling approvals are moderate. There is also an upward trend which may be attributable to the bypass of the town which will improve its residential amenity and access and the provision of reticulated sewerage. These figures may also reflect replacement dwellings by local residents who 'lost' their homes as part of the bypass construction.

If the average of 7 new dwelling approvals per year is maintained as shown in Table 2 (since sewerage the town) then the projected number of dwelling at 2011 as described in Table 1 of 330 may not be achieved; there may only be 230 dwellings. However it would be reasonable to assume this average may increase once the true benefits of the bypass of town and the provision of reticulated sewerage are felt; thereby moving closer to this projection figure. This would also be supported by the increasing proportion of the population living in urban centres as compared to the rural balance.

**Table 2: Dwelling construction activity 2001-2008**

2001	2002	2003	2004	2005	2006	2007	2008
3	7	3	5	6	7	8	5

### Strategic planning

The key themes of the Municipal Strategic Statement (MSS) are:

- Management of Urban Growth;
- Strengthening Castlemaine's Regional Role;
- Industrial Development;
- Rural Living, Built and Cultural Heritage;
- Agriculture;
- Protection of Biodiversity and Landscape; and
- Sustainable Housing.

These themes provide the Harcourt context for this report. A local planning policy at clause 22.04 also applies to Harcourt.

From a settlement perspective over two thirds of the population lives in urban centres predominantly Castlemaine. This ratio is expected to increase to nearly three quarters by 2021. The 'tree change' trend of the last decade has also seen a significant in-migration to centres with environmental and locational appeal. The basis of the settlement strategy in the Mount Alexander Urban Living Strategy is a growth management model called "Cluster Connect and Calder Corridor" (CCCC). The main components of this model are:



- Balanced development building on the Shire's existing settlement pattern with a regional urban focus on Castlemaine;
- Urban consolidation and expansion at Castlemaine;
- Urban containment and limited expansion at Maldon;
- Planned urban infill and expansion at Newstead as an alternative to Castlemaine and the Calder Corridor towns;
- Planned growth of Calder Corridor towns (Harcourt, Taradale, and Elphinstone);
- Limited growth of smaller settlements; and
- Improving transport and access connections between Castlemaine and outlying towns.

A key objective for Harcourt is to encourage Harcourt to develop as a planned township with residential expansion east of existing highway and a new industrial area adjacent to the Calder Freeway and Midland Highway. An urban design framework is also proposed for Harcourt which will consider the findings and recommendations contained in this report.

Other more general objectives that apply to Harcourt and other urban areas are:

- To encourage and guide urban growth that is generally consistent with the preferred urban growth CCCC model for the Shire to the year 2030;
- To increase housing choice to meet the diverse household types;
- To protect townscape, heritage, and landscape qualities of the Shire's towns;
- To protect residential character and amenity of existing residential neighbourhoods;
- To encourage urban containment and planned growth to protect the natural environment and rural landscapes; and
- To protect visual landscape corridors along highways between towns in the Shire.

These objectives are underpinned by the following strategies:

- Ensure urban growth and development is consistent with the Urban Living Strategy.
- Ensure urban growth and development occurs within urban boundaries defined on town framework plans;
- Apply Ministerial Direction No. 6 for any proposed rezoning to land to Low Density Residential Zone;
- Encourage planned and sustainable growth in recently sewered towns and areas (Harcourt, Maldon, Newstead, Chewton and Campbells Creek);
- Ensure that residential lot sizes provide opportunities for a range of dwelling sizes and types;



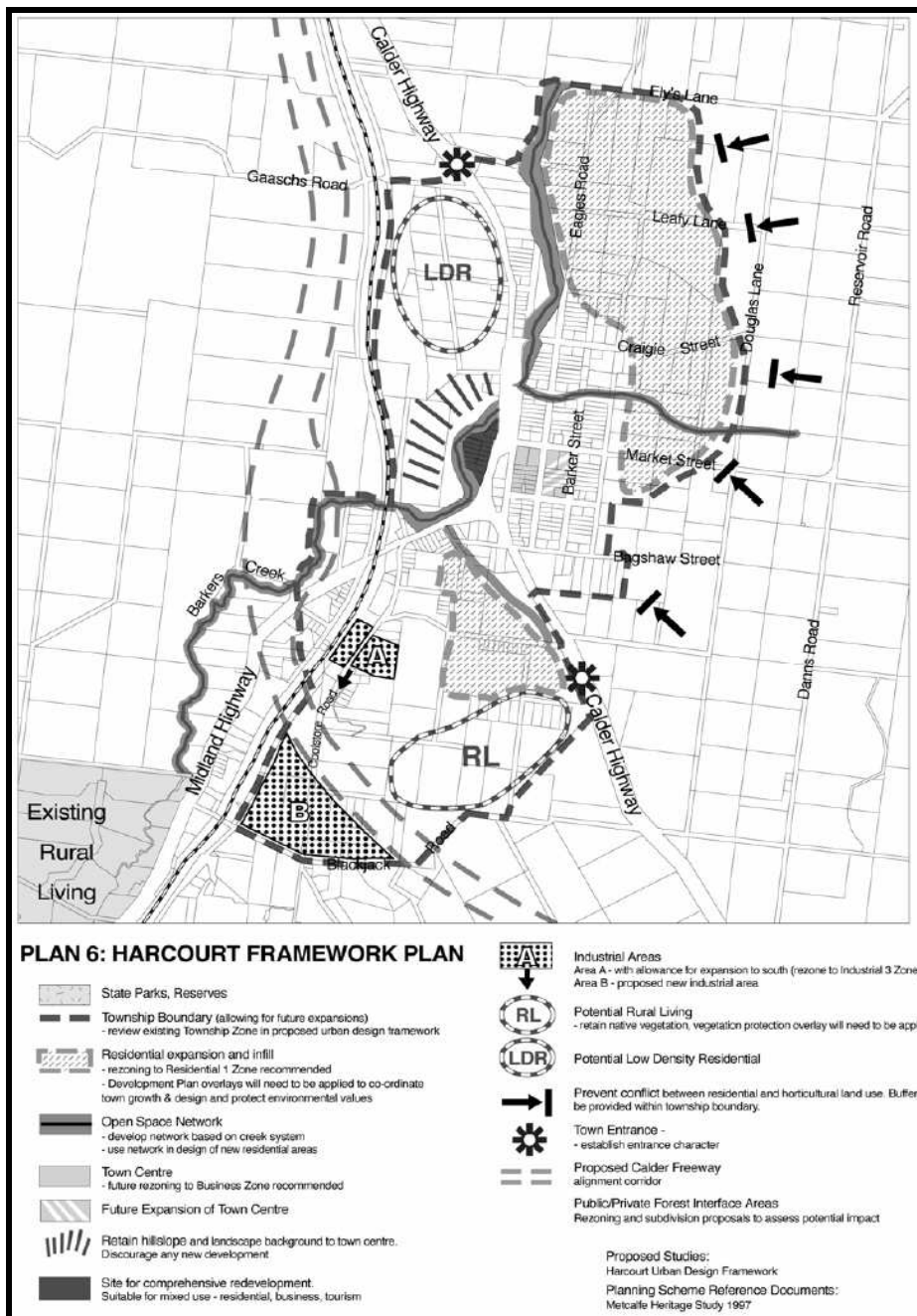
- Encourage higher density residential opportunities within 20 minutes walking distance from town centres;
- Limit urban development to below the AHD levels indicated for the provision of reticulated water supply for the respective townships;
- Prevent the sprawl of low density residential land uses along the Calder Highway, throughout the Harcourt horticultural area and on the fringe of towns along the Calder, Midland and Pyrenees Highways;
- Encourage sustainable urban development and residential design that protects remnant native vegetation and habitat, and promotes efficient use of water and energy;
- Ensure landscape and townscape character is protected from inappropriate development within the visual corridors of highways between towns; and
- Make provision for new industrial areas within the Calder Corridor at the towns of Harcourt and Elphinstone.

The Mount Alexander Urban Living Strategy (p12) provides the following direction for Harcourt:

- The Harcourt Framework Plan proposes the majority of future growth to occur on the east side of the township. New residential areas are to be planned north to Ely's Lane and east up to the 350 metre contour level. Land below this level is frost prone and therefore not suitable for horticulture. Serviced residential development is also proposed to the south of the town and west of the existing Calder Highway. A residential density of 10 dwellings per hectare is recommended for new serviced residential neighbourhoods, and
- Lower density residential areas are proposed at the north and south of the town.

The described development framework Harcourt is illustrated in Figure 33.

Figure 33: 1997 Harcourt Framework Plan



Industry in the shire is concentrated in Castlemaine however areas have been identified in Harcourt and Elphinstone that have better access to the Calder Freeway and to alleviate the residential amenity impacts of heavy vehicles in Castlemaine. As a rural shire, agriculture is an important part of the local economy. The Harcourt horticultural area supports a viable apple and pear industry and its protection from non agricultural land uses is important. The Mount Alexander Urban Living Strategy recommends that growth of Harcourt be limited to the east by the 350 metre contour; below which frost is prevalent and unsuitable for horticulture. Statutory Planning



## Zones

The Mount Alexander Planning Scheme uses the Township Zone to define the extent of the township, the purpose of which is:

- To implement the State Planning Policy Framework (SPPF) and Local Planning Policy Framework (LPPF), including the MSS and local policies;
- Provide for residential development and a range of commercial and other uses in small towns; and
- To encourage residential development that respects neighbourhood character.

The Road Zone Category 1, Public Conservation and Resource Zone, Public use Zone 2 (Education) and Public Park and Recreation Zone are also used in specific areas. The current zone map for Harcourt is presented in Figure 34.

## Overlays

- The Development Plan Overlay 2 (Township Zone Development Plan) which applied to land on the east side of Coolstore Road has been deleted from the Planning Scheme;
- The Design and Development Overlay 1 (noise attenuation measures along the Calder Freeway/Highway between Kyneton and Ravenswood) and the Public Acquisition Overlay 2 apply to the Calder Freeway alignment;
- The Erosion Management Overlay applies to land west of Harcourt and outside of the current Township Zone.
- The Environmental Significance Overlay 5 (Watercourse protection) applies to Barkers Creek;
- The Environmental Significance Overlay 6 (Highway Protection Environs) applies to the Calder Highway within the Township zone;
- The Heritage Overlay applies to 12 sites within the Township zone including the former railway station; and
- A Wildfire Management Overlay (which is currently subject to an amendment process), applies to specific sites generally outside of the Township Zone.



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This map should be used in conjunction with additional Planning Chapter Maps if applicable, as indicated on the RDCG TO 1997.

**Public Land**  
 Public Conservation and Resource Zone  
 Public Park and Recreation Zone  
 Public Use Zone (Education)  
 Public Use Zone (Transport)  
 Road Zone Category 1  
 Residential  
 Township Zone  
 Farming Zone

AMENDMENT C35  
 MAP No 6

INDEX TO ADJOINING METRIC SERIES MAP

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

AMENDMENT C35  
 MAP No 6

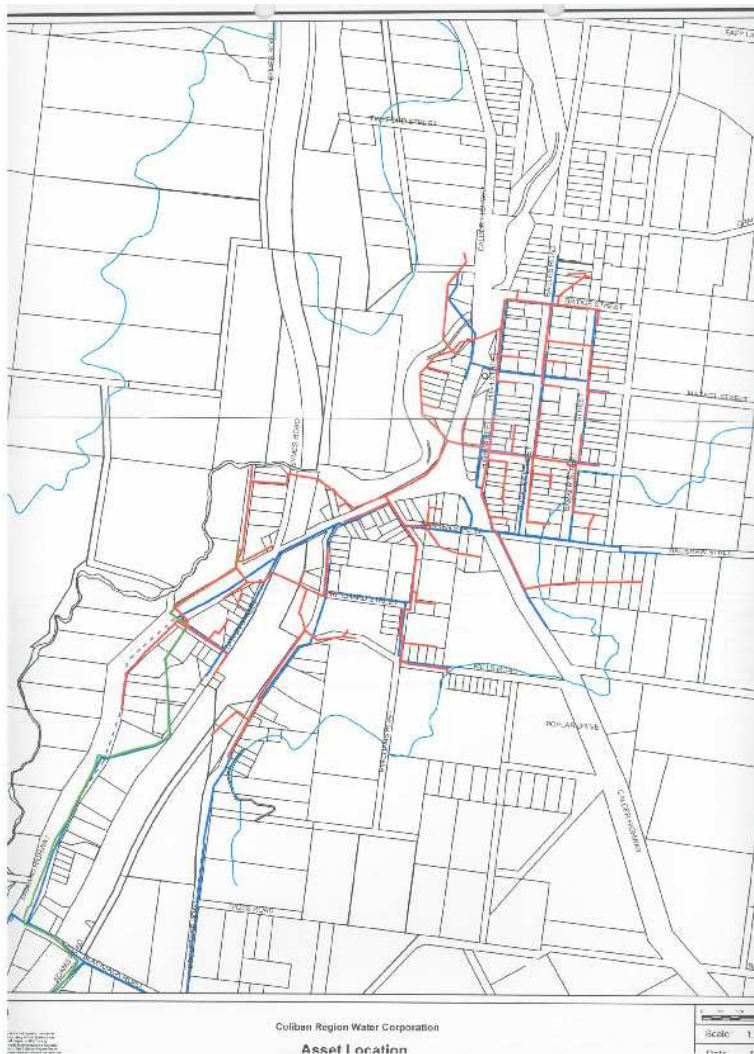
## Infrastructure

A significant constraint on urban development is the ability to service this development through the provision of support utilities. Coliban Water is the relevant authority that provides the reticulated town and rural water supply and sewerage infrastructure. An augmentation strategy for sewer and town water will not be completed for another 1-2 years. This will review the possible expansion of the networks. This report will provide an input into this augmentation strategy.

### Town Water

Figure 35 shows the extent of the town water and sewer network. The town water reticulated network is limited to the central areas of Harcourt including east of the Calder Highway and along the Midland Highway spine. It does however extend further south along Coolstore Road, Blackjack Road and further along the Midland Highway towards Castlemaine.

**Figure 35: Existing extent of town water and sewerage network**



**Note:** The town water network is marked by blue lines and the sewer network is marked by red lines.  
The green line represents the sewer rising main.



## Sewer

The extent of the sewerage system is defined by the existing extent of reticulation and the extent of the sewerage district. The existing network is invariably smaller than the sewer district which indicates the extent to which Coliban Water is willing to provide reticulated sewerage. Figure 35 shows the extent of the sewerage district. Wastewater is transferred to the Castlemaine facility via the rising main.

The following key observations can be made:

- The sewer district is considerably larger than the existing extent of the network;
- The existing reticulated town water and sewer network is limited to central Harcourt and extends to the north east and south west;
- Areas covered by the existing network include undeveloped or underdeveloped land; and
- The outer fringes of the sewer district are unlikely to be development for urban purposes in the foreseeable future due to the excessive cost to extend the current network.

## Natural Gas

Reticulated natural gas is currently not provided in Harcourt.

## Harcourt After the Bypass recommendations

The following observations and recommendation for Harcourt After the Bypass are presented under the key project themes of land-use and planning scheme review, urban design and economic and community development. The project has made strategic linkages between these themes and outcomes to ensure integration of outcomes and benefits.

## Economic and community development opportunities

*"The strongest success factor in investment attraction is the ability of localities to connect their knowledge, competencies, resources and people – both internally and externally." <sup>10</sup>*

Harcourt After the Bypass seeks to put in place a considered list of activities that will progressively build the profile of Harcourt as a place to live, work and invest, increase the investment capacity and response capabilities of the Shire and the community, and develop sustainable returns based on sound strategy and investment principles that are structured around the listed economic and community development stimulators. Based on the key issues identified, consultation and community survey analysis a range of opportunities are identified to support the growth and sustainability of Harcourt over the longer term, based upon key and strategic actions and interventions.

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<sup>10</sup> Mao-tai diplomacy - The Good Oil \* by Rod Brown - Friday 15th of August 2008 03:12:27 - <http://www.loc-gov-focus.aus.net/index.php?view=editions/2008/june/brown.php>





## Short-term actions

### Tourism

- Improve the Harcourt regional tourism links with Bendigo Tourism and the Castlemaine and Bendigo tourism markets including developing the Taste for Gold branding more strongly within these markets;
- Support the amalgamation of the Mount Alexander and Castlemaine Taste of Gold trails under the one promotional brochure that has been recently proposed by the Taste of Gold committee;
- Pursue opportunities to improve overall tourism signage (both directional and interpretative) within Harcourt and the wider area;
- Review the Mount Alexander Tourism website to provide increased information and share of profile for Harcourt and other centres of interest beyond Castlemaine and Maldon;
- Provide greater access to and opening times of the Heritage Centre through the establishment of a sub tourist information centre within the centre; or assess the feasibility and options for the construction of a purpose built tourism information facility near to the ANA Hall which could include the sale of regional art and crafts;
- Develop a business case for the attraction of investment into tourism accommodation and in particular quality camping, caravan park and / or wilderness lodge type accommodation. An enterprising option for consideration by council is the successful Charlton Travellers Rest Ensuite Caravan Park in the Shire of Buloke in north west Victoria<sup>11</sup>; and
- Consideration should also be given to assessing the need and feasibility of incorporating suitable accommodation for seasonal fruit pickers, harvest workers and other casual agribusiness workers within the Harcourt area into potential camping / caravan park developments.

### Mount Alexander Regional Park

- Advocate and partner with Parks Victoria on improved MARP signage (both internal and external) to increase the profile of this natural environment and to improve access and amenity for visitors to the MARP.
- Improve the current dirt roads (which are very degraded at the time of this report) that lead into the MARP and in particular access roads to the west leading to the Oaks Forest area from Quarry Road; and

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<sup>11</sup>

[www.holidayparks victoria.net.au/caravan\\_park/vic/charlton/6142/charlton\\_travellers\\_rest\\_ensuite\\_caravan\\_park/accommodation/](http://www.holidayparks victoria.net.au/caravan_park/vic/charlton/6142/charlton_travellers_rest_ensuite_caravan_park/accommodation/)



- Pursue and increase economic and tourism leverage off the Great Dividing Trail and the Chinese Trail.

#### **Business**

- Ensure that business and community are more aware of drought related support and services that are available and assist with funding and lobbying documents;
- Ensure that a strong alliance is created and maintained with Coliban Water to frequently, assess the impacts of water supplies on local agricultural and horticultural industries and identify appropriate strategies to manage those impacts;
- Convene a professionally facilitated transition and sustainability forum with regional agribusiness, horticultural, vineyards and primary producers in the region to ascertain the depth and extent of issues impacting on this industry sector. This forum should be partnered with key Federal and State departments and agencies to allow for a transfer of issues, knowledge, expertise and where possible, the identification and presentation of policy or strategy interventions that may be available;
- Undertake an inventory of agribusiness and horticultural activity in the region and identification of business and product development, value-add, investment and job creation opportunities;
- To facilitate the key recommendation in the Harcourt After the Bypass report and enhance the services provided across the shire, resources need to be provided to the economic development unit at council to support and facilitate improved contact with local businesses and enhance the awareness of business issues and development and investment intentions. Strong consideration should be given to accessing the State Government's Provincial Economic Partnership funding for a support resource for the economic development officer either on a full or part-time basis for a minimum of 12 months;
- Assess the need, outcomes and value of a professional development program for business owners and operators in the region.

#### **Capacity and relationship building**

- Council and community to continue to improve mutual consultation and partnerships with Parks Victoria;
- Council and community to improve mutual consultation and awareness of business activities and investment intentions in the Harcourt region;



- Improve overall connectivity between council and the community through council participation in community groups and associations either at a councillor and / or officer level;
- Consideration should be given to the facilitation of a community development program for groups and associations based up on the State Government's 'Victoria's Regions: Getting Recognised' initiative which has been designed to help local community organisations increase their skills and capacity;
- Council to work with the community to undertake a strategic review of current business and community committees and governance structures to identify and implement sustainable best practise models. Consideration should be given to the formal establishment of an overarching Harcourt After the Bypass committee to work with Council and other stakeholders on the implementation and review of the Harcourt After the Bypass report.

#### Infrastructure and services

- Ensure regular information and project updates are supplied to council and the Harcourt community by Coliban Water on the Rural Reconfiguration Project;
- With the Department of Transport, commence investigation into options for re-opening Harcourt station to passenger and / or tourism based rail activities and services particularly linking to Bendigo;
- Work with the community, public transport users, service providers and key stakeholders to assess need and demand for the broader retention and improvement of public transport services for Harcourt;
- Assess and advocate for the provision of a peak hour bus-based public transport 'demand service' with Harcourt being the point of origin for commuters accessing peak rail services at Castlemaine; and
- To support increased service delivery and patronage of public transport services and to provide customers with safer and more user-friendly surroundings, assess the development of a transport interchange in the township as recommended in the Town Centre Concepts presented in this report. The interchange should provide for car and bicycle parking facilities, taxi rank, bus shelters and public transport information displays.

#### Medium-term actions

##### Tourism

- Assess the feasibility and options for the construction of a purpose built tourism information facility near to the ANA Hall which could include the sale of regional art and crafts;



- Investigate potential and market demand / interest to develop MARP based tourism around granite quarry sites, indigenous tourism potential and nature-based tourism initiatives;
- Continue to leverage off and develop hard and soft links with the Great Dividing Trail and the Chinese Trail;
- Investigate the feasibility and options of providing Taste of Gold tourism road signage within the region to lift the profile of the brand and to encourage increased visitation to the region and to business participating in the campaign;
- Through Mount Alexander, Bendigo and Goldfields Tourism, develop a database of tourism, art and craft activity in the Harcourt and wider area;
- Assess opportunities and local capacity and interest for developing farm stay / farm-based accommodation within the region;
- Assess and implement recommendations from business case for the attraction and investment in quality camping, caravan park and/ or wilderness lodge accommodation provision; and
- Implement and review greater physical connection between the Park and Harcourt.

#### **Mount Alexander Regional Park**

- Investigate the feasibility and options for creating greater physical connection between the MARP and Harcourt and in particular walking and cycle trails running east to west.

#### **Business**

- Undertake strategic planning for a community 'store' featuring local produce and art on the proviso that this does not create unfair competition or put at risk similar existing private commercial operations and businesses. This initiative could also investigate the viability for attracting a cafe / small restaurant to Harcourt under a similar proviso. These initiatives could be incorporated under the previously proposed tourism information centre;
- Review and where possible and appropriate implement and / or facilitate the key findings from the agribusiness and horticultural inventory and strategic development plan; and
- Assess and consider potential for export, product and community links with 'like' communities through possible twin town or sister city type of relationships.

#### **Capacity and relationship building**

- In partnership with the community, council to auspice a strategic review of Apple Fest including volunteer fatigue, target markets, financial sustainability and opportunities to expand the event and / or diversify its base product.



### Infrastructure and services

- Further explore and implement reinstating Harcourt train services to provide passenger and / or tourism services;
- Identify opportunities for developing a support cluster of services to support increased public transport services around the train station; and
- Continue to monitor and review the progress and implementation of the Coliban Water Rural Reconfiguration Project.

### Urban design opportunities

Following a range of consultation with project stakeholders and the Harcourt 2020 community committee the following urban design opportunities and concepts are presented. The town design concepts were discussed with the Harcourt 2020 committee and put on display at the 2008 Applefest event to seek comment and preferences. Although the designs did generate interest and comment, there was no clear preference identified by the community. However, design concepts have been developed to enable and develop the following benefits namely:

- Increased community, environmental and visitor amenity through:
  - scales of reduction of the previous Calder Highway road reserve;
  - increased park land and natural environments including landscaping and tree-planting;
  - potential development of new township habitats including a wetland area to treat and manage road run off; and
  - preservation and enhancement of existing natural environments;
- Improved definition of activity nodes within the township;
- Support the retention and growth of community services and businesses by encouraging traffic flows along the High Street whilst still retaining access to businesses and property along the previous Calder Highway;
- Creation of township arrival and entry points through road treatments and streetscaping;
- Significantly improved safe access to and management of public transport services;
- Increased safety for pedestrians and
- Current and future alignment with the overall objectives of the economic and community development and planning recommendations.



## Opportunities and recommendations

- Recommend creating a township amenity that matches the outer highway experience and defines a smaller scale commensurate with a small rural township. There is now an opportunity to claim back the replaced Calder roadway to improve amenity and scale and liveability in the central area;
- Opportunity to clearly define town entries at the bridge to the north and in the vicinity of Warren Street to the south where natural roadside features define the transition from township to rural;
- Improve local traffic flow by rationalising the network of roadways. Consideration should be given to suitable intersection treatments (for example "T" intersection and / or roundabouts or other) as a means to provide functional and safe turning and to define the 'book ends' of the township centre. Define suitable entry points (south, north and west) and ensure they are well presented and attractive to local residents and visitors as first impressions are very important. Entry features at these points should be encouraged;
- Well defined entries and functional, simple road patterns improve the driving experience for residents and visitors. It creates improved 'readability', functionality and enjoyment;
- Create opportunities for visitors to stop, rest and orientate themselves by providing seating and shade in nice parkland environments;
- Improve the amenity of the High Street by additional tree planting for example Cedars to east side;
- Memorial Park is of interest and includes numerous sources of information. The Park is crowded with a range of facilities and outdoor equipment that tends to overwhelm the Memorial character and diminishes the experience;
- Recommend rationalising facilities within the Memorial Park by relocating, BBQ, shelter etc and reclaim part of Calder Highway reserve to extend the Park to the west;
- Forego Calder Highway roadway in the centre of the township in favour of linear reserve space. Consideration should be given to developing a bus interchange for commute to Castlemaine and provide secure all day parking for "out-of-towners".
- The bus interchange should be located in the central township area where service businesses are established and can benefit from increased patronage. It will be important to ensure that the interchange integrates into the overall township character;
- Upgrade existing park spaces and rationalise existing facilities and signage. Define clear simple patterns for locals and visitors to move through these spaces in a logical manner.
- Link existing and new park areas with shared trails catering for pedestrian and cyclists; and

- There is an opportunity to capitalise on the relaxed character of the township with native woodland settings. This will create appeal to attract new residents and improve overall township amenity and character.

## Township centre concepts

Three township centre concept designs were developed which are presented here with accompanying explanations and rationale.

### Concept A

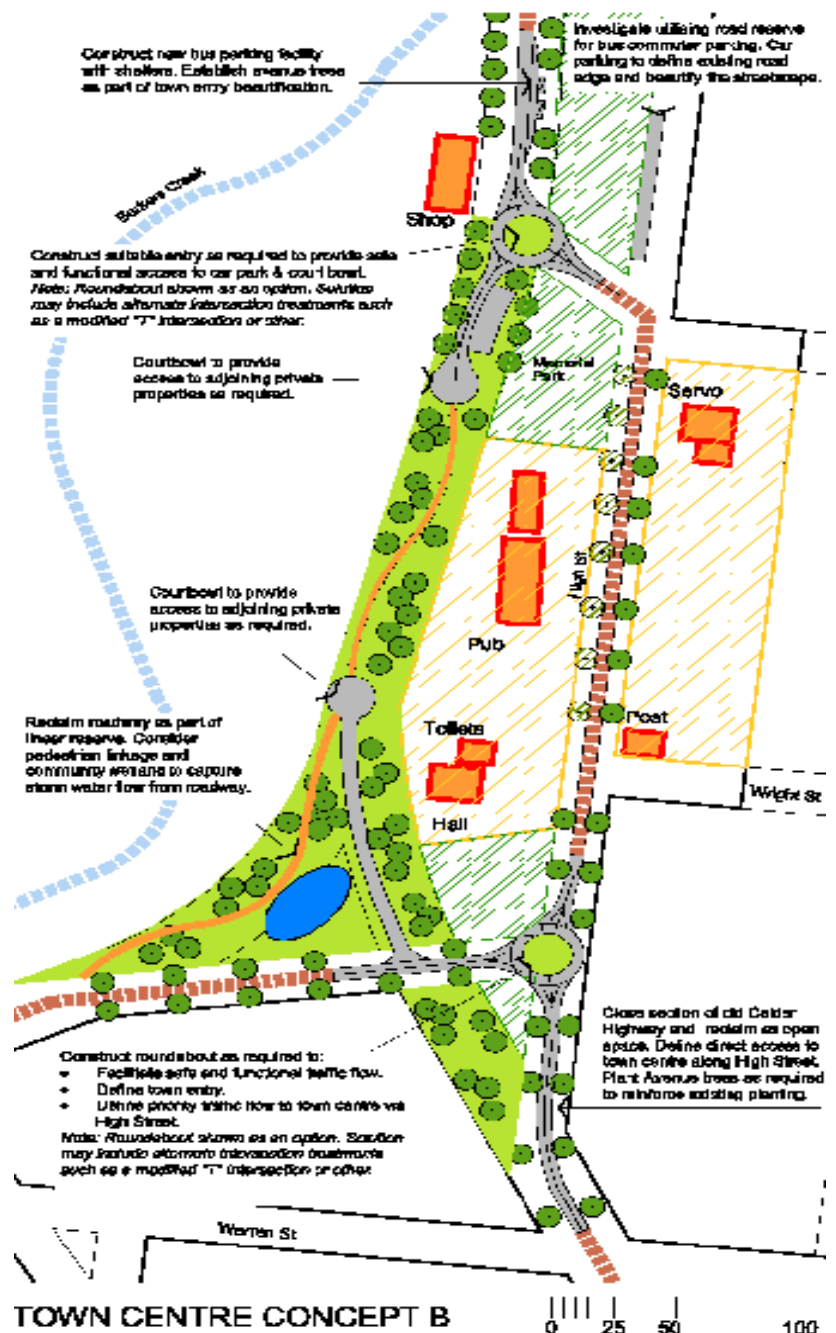
- Recommends retaining part of the existing Calder Highway as a bus route and the construction of a bus stop facility (transport interchange) with shelter and all day car and bicycle parking to cater for travellers and commuters.
- Redefine the High Street as the town focus and direct local traffic and town visitors along this route. This will encourage visitation to the Heritage Centre and Museum (ANA Hall), the pub and motel and other business located in the High Street;
- Improve the amenity of the town centre by extending existing open spaces to create a linear reserve, link open spaces by shared walkways; and
- De-clutter the Memorial Park by relocating facilities and such as the BBQ and shelter to broader areas.





## Concept B

- Close the Calder Highway and develop a linear reserve linked to other reserves and Barkers Creek to the west;
- Provide limited roadway access for example court bowls or other as required to provide access to private property that adjoins the Calder Highway road reserve;
- Establish avenue of trees at entry points as part of town entry beautification;
- Define bus pick up a northern entry including shelters and nearly all day car and bicycle parking for commuters along the edge of the reserve;
- Close southern section of Calder Highway and reclaim as open space;
- Define direct access to town centre along High Street; and
- Upgrade town centre as per Concept A by improving amenity, Memorial Park and street planting





## Concept C

- Retain part of existing Calder for local traffic only;
- Utilise Midland Highway as 'in-out' access for primary bus route on the assumption that buses will not travel along the new bypass rather than the old Calder Highway;
- Define a one-way bus drop off / pick up and return loop for ease of movement;
- Future option is to develop this as a commuter interchange (bus to train) with all day parking if demand requires;
- Consider defined intersection treatments for example 'T' intersections that direct local traffic and visitors to the centre of town along the High Street;
- Define the High Street as the town focus to benefit the local businesses;
- Improve amenity of the town centre as per Concept A and B by extending open space to create a linear reserve, linking open spaces by shared walkways and de clutter the Memorial Park

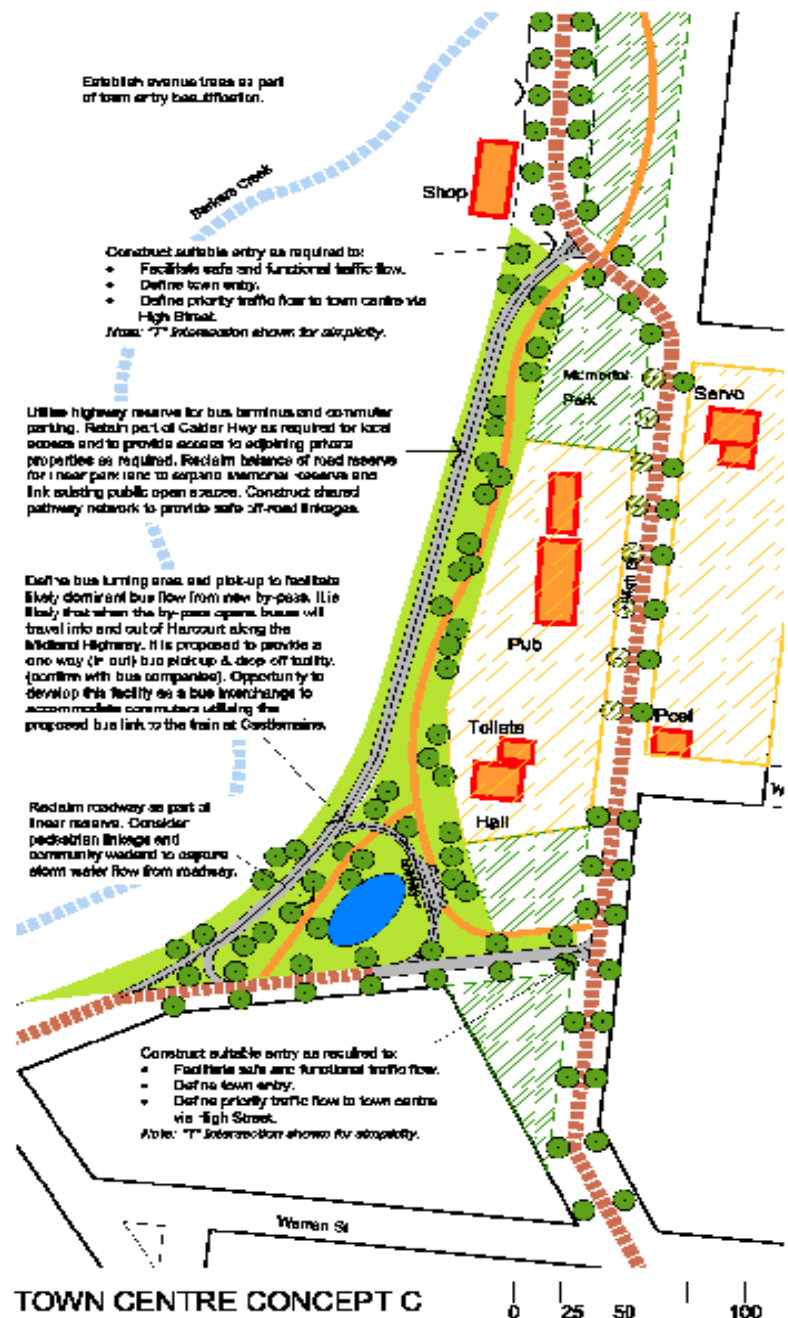
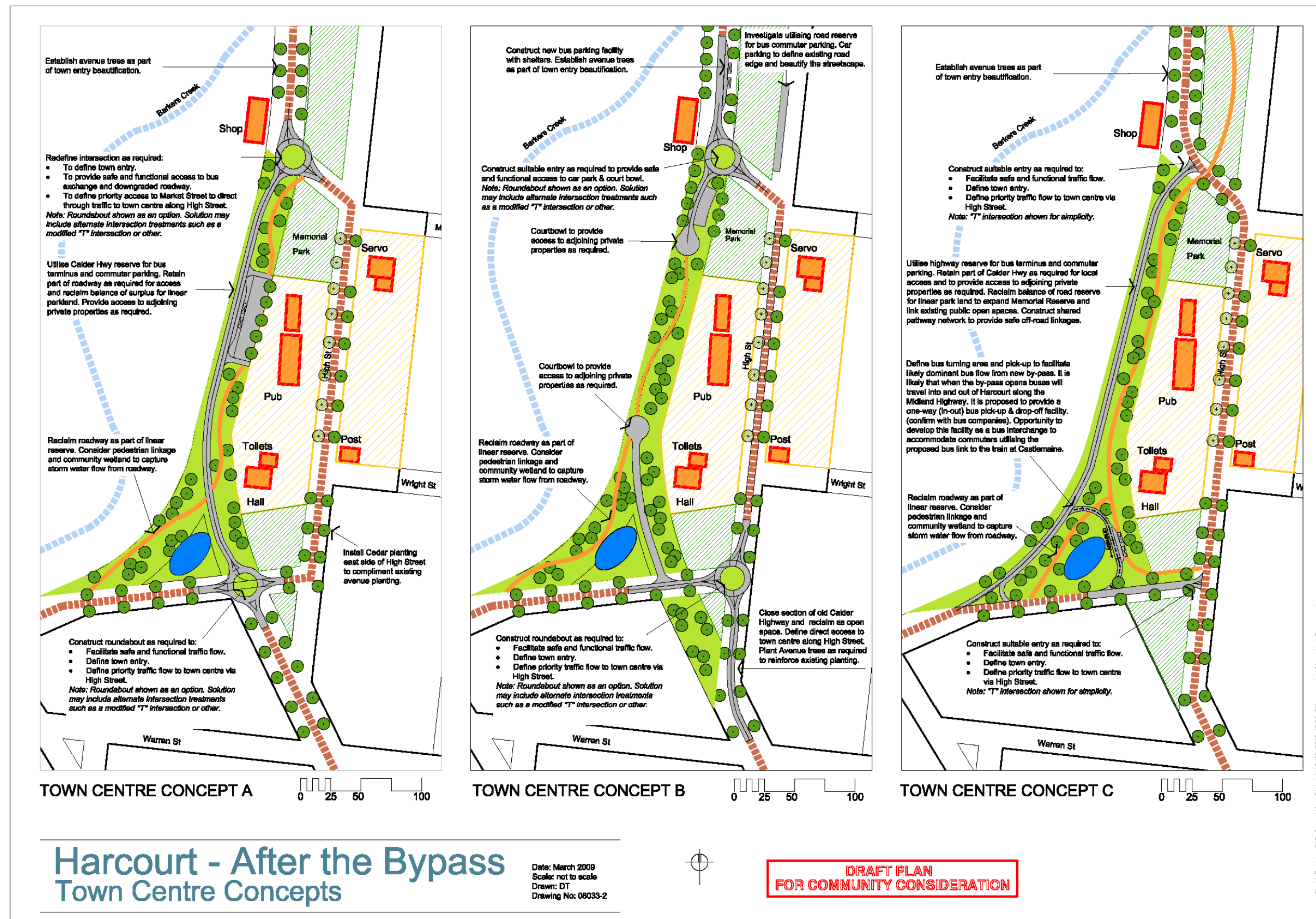




Figure 36: Harcourt town centre concepts





## Planning Scheme review and recommendations

The following issues and recommendations are shown spatially in Figure 37: Proposed Harcourt Framework Plan on page 73.

### Zoning

The use of the Township Zone to guide future development in Harcourt should be reconsidered. The urban area of Harcourt is underpinned by original crown allotments or subdivided lots that are large enough to manage wastewater on site. With the installation of a reticulated sewerage system in Harcourt these reasonably large lots will present increased development opportunities.

Aside from the Harcourt Framework Plan there is little strategic guidance by the application of zones and overlays for residential, commercial and industrial opportunities. Other urban zones such as the residential, business and industrial zones should be used to provide this guidance.

The existing industrial area that contains the coolstores should be rezoned Industrial 3 consistent with the direction provided by the Harcourt Framework Plan. The proposed new Industrial area south of the Calder Freeway alignment should be rezoned to Industrial 1 with a Development Plan Overlay to ensure it is not further fragmented and can be developed and serviced in a logical manner. The risk of not addressing this issue now is that development will continue in an adhoc manner.

Other rezonings should be guided by:

- Residential 1 Zone be applied to land;
  - generally east of the Calder Highway, land north of Craigie Street, land south of Bagshaw Street the existing Township Zone bound by land north of Craigie Street, land west of Urquhart Street; and
  - land between Calder Highway and Midland Highway and south to existing extent of the Township Zone;
- Business 1 Zone be applied to land between High Street and Calder Highway;
- Mixed Use Zone be applied to;
  - land bound by High Street, Wright Street and Market Street to the depth of the lots that front High Street;
  - land west of the Calder Highway and east of Barkers Creek;



- Industrial 1 Zone be applied to the proposed new industrial estate and Industrial 3 Zone be applied to the existing coolstores.

#### Recommendation 1

**That Council initiate an amendment to the planning scheme to replace the Township Zone with other more appropriate urban zones as defined above.**

#### Township boundary

A number of anomalies have been identified after comparing the township boundary contained in the Harcourt Framework Plan and the extent of the Township Zone. These include:

- Land inside the township boundary shown on the Harcourt Framework Plan is not zoned for urban purposes and not proposed for urban purposes. The most significant of these are the;
  - area shown on the framework plan for rural living (but zoned farming). As a matter of policy Rural Living areas should not be shown within a township boundary if they are not intended to be developed for urban purposes in the future;
  - land to the northwest shown as Low Density Residential on the framework plan (but zoned Farming) should be considered for Rural Living as the likelihood of this area being able to be serviced and integrated into the urban areas of Harcourt are limited. The current lot sizes are more consistent with rural living; and
  - land further south of this area should be retained as a buffer from the new freeway alignment and removed from the township boundary. It is elevated land that provides a landscaped backdrop to Harcourt;
- There are small lots each developed with a dwelling or surrounded by similar development adjacent to the Township Zone but zoned Farming that should be considered for an urban zone. This includes land north of the lots fronting Craigie Street between Buckley and Urquhart Streets. The land in the north west part of the town between Barkers Creek and the Calder Freeway should not be included in the township boundary and be retained in the Farming Zone as they provide a landscaped buffer at the town entrance where access to the highway should be restricted;
- Land inside the township boundary and proposed for urban purposes is zoned Farming. This includes land east of Coolstore Road proposed for the new industrial precinct;
- Land outside of the township boundary is zoned Township Zone. The south west part of Harcourt along the Midland Highway is zoned Township but not within the township boundary; and



- The township boundary does not align with property boundaries making it difficult to determine which property is within or outside of the boundary.

#### Recommendation 2

**That Council amends the township boundary on the Harcourt Framework Plan to remove current anomalies between it and the Township Zone.**

#### Recommendation 3

**That Council ensures the township boundary is defined by either a road or lot property boundary.**

#### Strategic growth directions

The Mount Alexander Urban Living Strategy establishes the 350m AHD contour as the eastern limit of urban development that is generally delineated by Douglas Lane. Development further east from this point is discouraged and constrained by the horticultural areas zoned for farming purposes. The current references in the MSS and the Harcourt local policy are not specific enough to reference this important constraint.

The north eastern expansion of Harcourt referred to on the framework plan should only occur when infill opportunities have been taken up. The release of this land for urban development will only disperse the development further and create an expectations of development whereas it will only represent a 'claytons' supply of residential land as the infrastructure costs will be excessive costs to the point of discouraging development. In this area only land south of Craigie Street should be considered for residential rezoning as this is reasonably proximate to services. The more cost effective approach is to encourage infill development where there is ready access to the reticulated sewerage network. The likelihood of other development occurring is limited and the release of this land should be deferred.

#### Recommendation 4

**That the township boundary on the framework plan be delineated by property boundaries or roads.**

#### Recommendation 5

**That the rezoning of the north east expansion area (north of Craigie Street) be deferred until significant infill development has occurred.**

#### Recommendation 6

**That land south of Craigie Street be rezoned to Residential 1 Zone.**





### Calder Freeway alignment

The Public Acquisition Overlay has now performed its role and private land has now been purchased to allow for the freeway construction. Consideration should now be given to the deletion of this obsolete control. This could extend for the full alignment of the freeway.

#### Recommendation 7

**That the PAO over the alignment of the Calder Freeway where land purchase and construction has occurred be deleted.**

### Land supply

State government strategy requires local governments to provide at least a 10 year supply of residential land. The current dwelling approval rate of 7 per year is expected to rise as the benefits of the town bypass and reticulated sewer are felt. For the purposes of determining current land supply a figure of 15 dwellings per year is used.

In 2008 Harcourt supported 204 dwellings. By 2011 this is expected to rise to 330 (Table 1) or a 61% increase in 3 years. This will not be achieved at the current rate of 7 dwellings per year or the anticipated 15 new dwellings per year and therefore these projections are too optimistic. By 2021, therefore the number of dwellings in Harcourt would be 384, not 500 shown as estimated in Table 1. For this reason the residential expansion area shown to the north east on the current framework plan should be deferred and identified as long term residential outside of the township boundary.

### Key infill development sites

To encourage new residential development a number of key development site have been identified. All sites lay within the proposed township boundary and are able to be serviced with modest extensions of the existing reticulated town water and sewer networks. Each site is described below in terms of current uses, area, constraints and preferred statutory controls. Land that has not been identified for a non residential use and is in private ownership is assumed to be rezoned to the Residential 1 Zone. These key sites should be shown on the new framework plan.

In regard to lot yield it is assumed a yield of 8-10 lots per hectare would be appropriate with an average lot size of 900-1000 square metres. Reticulated services would need to be provided for lots of this size.



### A: North of Craigie Street

Area	4.5 hectares
Current uses	1 dwelling
Potential lot yield	8
Constraints	<ul style="list-style-type: none"> <li>Shed storage business operates on eastern half of land</li> <li>Town water and sewer extension required</li> <li>Fragmented ownership</li> </ul>
Likely lot yield	8
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

### B: South of Craigie Street

Area	4.5 hectares
Current uses	2 dwellings
Potential lot yield	10
Constraints	<ul style="list-style-type: none"> <li>New subdivision achieved via 2-3 lot subdivisions</li> <li>Fragmented ownership</li> </ul>
Likely lot yield	10
Preferred statutory controls	Residential Zone 1

### C: South of Bagshaw Street

Area	17.7 hectares
Current uses	12 dwellings
Potential lot yield	127
Constraints	<ul style="list-style-type: none"> <li>Adjacent to Calder Highway – requires buffer</li> <li>Infrastructure extensions required</li> <li>Some horticulture may remove land from development</li> <li>Fragmented ownership</li> <li>Established housing on small lots may preclude from development</li> </ul>
Likely lot yield	57
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

### D: North of Mills Road

Area	8.9 hectares
Current uses	2 dwellings
Potential lot yield	64
Constraints	<ul style="list-style-type: none"> <li>Adjacent to Calder Highway – requires buffer</li> <li>Existing vegetation act as highway buffer</li> <li>Some farming (grazing)</li> </ul>
Likely lot yield	51
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

### E: South of Mills Road

Area	12.0 hectares
Current uses	1 dwelling
Potential lot yield	86
Constraints	<ul style="list-style-type: none"> <li>Infrastructure extension required</li> <li>Land west of creek is low and difficult to service (20% of site)</li> <li>Some vegetation</li> </ul>
Likely lot yield	69
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

**F: North of Pritchard Street**

Area	2.3 hectares
Current uses	3 dwellings
Potential lot yield	16
Constraints	▪ Adjacent to vegetation
Likely lot yield	10
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

**G: South of Coolstores**

Area	6.8 hectares
Current uses	1 dwelling
Potential lot yield	48
Constraints	▪ Adjacent to coolstores, railway line, freeway and vegetation ▪ Fragmented ownership
Likely lot yield	69
Preferred statutory controls	Residential Zone 1 with a Development Plan Overlay

**H: Central Harcourt**

The area bound by High Street, Bridge Street, Urquhart Street and Bagshaw Street can be defined as central Harcourt. For the purposes of this study there is further development potential in this area but this will be primarily restricted to 2 or 3 lot subdivisions. These will be derived from lots that run from street to street and are easily sub-dividable. A potential yield of 34 new lots could be achieved.

**Summary**

A likely total lot yield from Areas A- H is 274 lots or 274 new dwellings. One of the key factors in determining lot yield is the landowners desire to develop and fragmented ownership. This can act as a brake on supply and therefore a high end land supply figure can be justified. Out of the 8 key development sites 4 have fragmented and multiple ownerships. On the basis of 15 dwellings per year this would provide a supply of 18.2 years.

**Recommendation 8**

**That Council develops strategy to give preference to the development of Areas A – H in the planning scheme.**

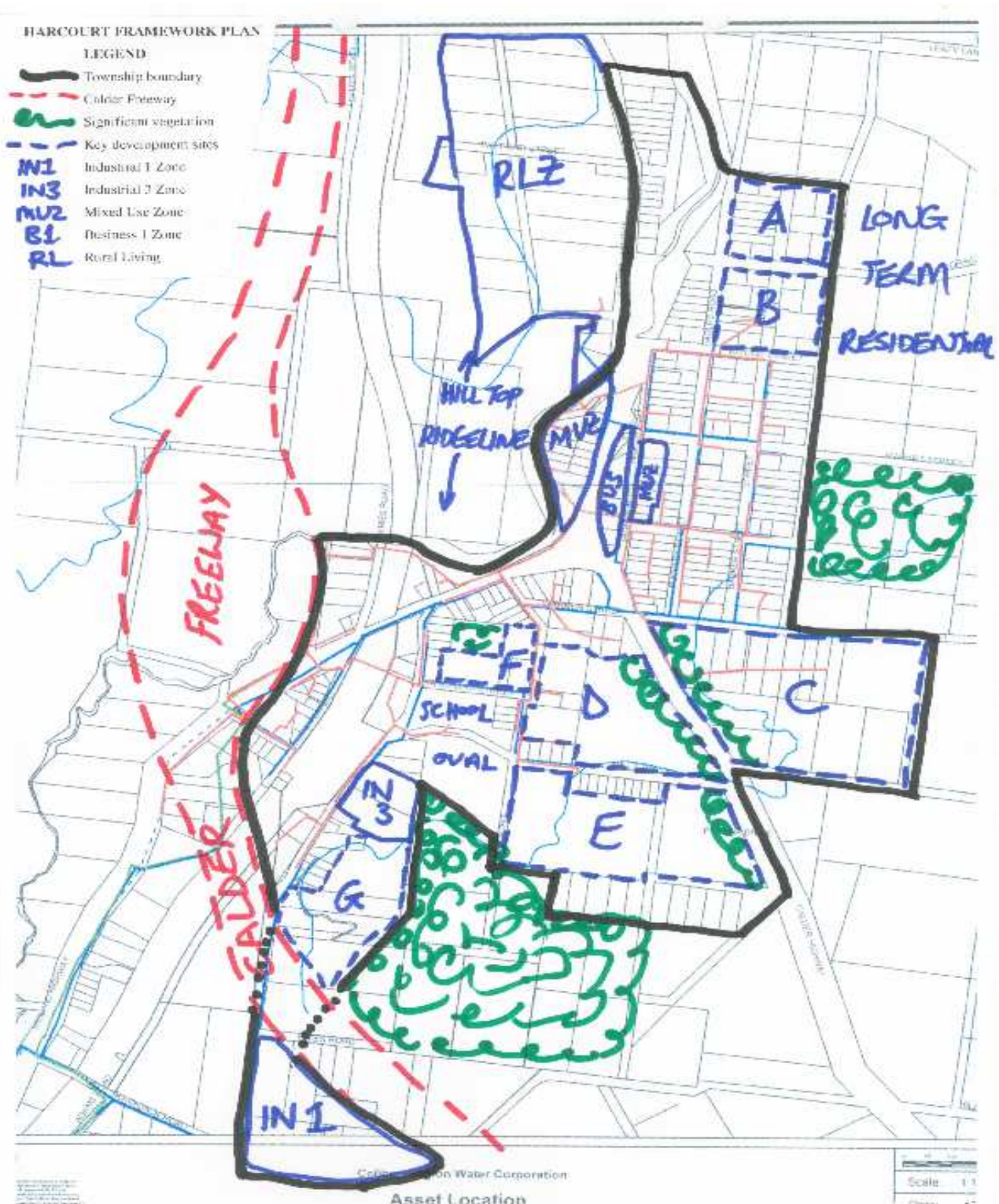
**Recommendation 9**

**When appropriate and timely, Council liaise with landowners and development stakeholders to facilitate quality development in the Harcourt area. This should be done on the basis of their willingness to develop.**





Figure 37: Proposed Harcourt Framework Plan



May 2009  
Addition: July 2009



## The policy fit

There are a range of local, state and federal policies and strategies that the proposed Harcourt After the Bypass recommendations reflect and support including but not limited to those listed in Table 3. Further policy references can be found in Appendix 5: Reference list.

**Table 3: Policy and strategy framework**

AGENCY	POLICY/STRATEGIC	DATE
Dept. of Primary Industries	Priorities for Action: Victoria's Horticultural Industries	2005-2008
Victorian State Government	Future Farming: Productive, Competitive and Sustainable	2008
Coliban Water	Rural Reconfiguration Project	2008
Victorian State Government	Moving Forward: Update – The Next Two Years	2008-2010
Mount Alexander Shire	Rural Living Strategy	2006
Tourism Victoria	Concept Proposal for Tourism Development in Victoria	2005
Victorian State Government	Victorian Trails Strategy	2005-2010
Tourism Victoria	Victoria's Tourism Plan Summary: Food and Wine	2004-2007
Tourism Victoria	Tourism Investment Guidelines: Your Guide to Tourism Investment in Victoria	2008
Victorian State Government	10 Year Tourism and Events Industry Strategy	2006
Victorian State Government	Victoria's Nature- Based Tourism Strategy	2008-2012
Tourism Victoria	Regional Tourism Action Plan	2008
Commonwealth of Australia	2007 Melbourne-Mildura Corridor Strategy: Building our National Transport Future	2007
Mount Alexander Shire	Planning Scheme	2007
Mount Alexander Shire	Economic Development Framework Strategy	2006
Mount Alexander Shire	MAP 2020: Creating our Future Community Plan	2008
Mount Alexander Shire	MAP 2020: Creating our Future Action Plan	2008-2009



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## Funding programs

There is a range of funding programs to assist council and other stakeholder to progress the presented recommendations. The funding criteria will vary according the program and the auspicing body. Key programs are listed in Appendix 4: Funding programs and initiatives.

## Key stakeholder and partners

One of the key contributors to the implementation and progress of project and strategy recommendation is the identification and inclusion of key stakeholders and partners, who can support, facilitate, advocate and invest in initiatives and projects. Key stakeholders' and partners for Harcourt After the Bypass include the following.

### Federal

- Department of Infrastructure, Transport, Regional Development and Local Government;
- Department of Agriculture, Fisheries and Forestry;
- Department of Climate Change;
- Department of Environment, Water, Heritage and Arts;
- Department of Resources, Energy and Tourism,

### State

- Department of Innovation, Industry and Regional Development;
- Regional Development Victoria;
- Department of Planning and Community Development;
- Department of Primary Industries;
- Department of Sustainability and Environment;
- Department of Transport;
- Tourism Victoria;
- VicRoads;
- Victorian Farmers Market Association;
- Victorian Wine Industry Association;
- Parks Victoria; and



- Film Victoria.

### Regional and local

- Harcourt 2020 Committee;
- Harcourt Fruit Growers Association;
- Coliban Water;
- Neighbouring shires and councils;
- Taste of Gold committee;
- Goldfields Tourism;
- Central Victoria Produce Group;
- Harcourt community groups and associations; and
- Bendigo and District Winegrowers Association.

### Implementation plan

In consultation with the project steering committee, the following implementation plan is presented which reflects the range, complexity and integration required for Harcourt After the Bypass. Due to the considerations required of council and other stakeholders in relation to the assimilation of actions and projects into existing budgets, strategic projects and agency priorities, it is not the intention of the implementation to present a rigid framework. Rather, the plan presents a structure and processes for implementation that allows for ongoing community engagement and decision-making that is strategically and practically appropriate.

**Table 4: Indicative implementation plan**

Project	Action	Indicative timeframes	Objective
Community input and feedback on Harcourt After the Bypass	<ul style="list-style-type: none"><li>▪ In consultation and partnership with the current Harcourt 2020 committee, convene a community forum to present on the key findings and recommendations of the report; and</li><li>▪ Seek wider feedback and input into Harcourt After the Bypass through a report exhibition period that is supported by advertising and media releases.</li></ul>	<p>June 2009</p> <p>June – July 2009</p>	<ul style="list-style-type: none"><li>▪ Allows for broad-based awareness and ownership of Harcourt After the Bypass; and</li><li>▪ Increases community participation in the implementation of Harcourt After the Bypass over the short, medium and longer term.</li></ul>

May 2009  
Addition: July 2009



Project	Action	Indicative timeframes	Objective
Harcourt After the Bypass committee	<ul style="list-style-type: none"> <li>Consideration should be given to the establishment of a formal Harcourt After the Bypass committee to operate under defined terms of reference;</li> <li>Expressions of interest to participate on this committee should be sought from across the community and demographic and supported by representation from council and key agencies; and</li> <li>Undertake a review of current community committees and associations as recommended in Harcourt After the Bypass.</li> </ul>	<p>July-August 2009</p> <p>July-August 2009</p> <p>August 2009-December 2009</p>	<ul style="list-style-type: none"> <li>To oversee the broad implementation and review of Harcourt After the Bypass;</li> <li>Improves communication between council, community and stakeholders;</li> <li>Enhances community development effectiveness, representation and accountability.</li> </ul>
Community forums	<ul style="list-style-type: none"> <li>Convene a community 'response' forum to ascertain community feelings, perceptions and issues following a period of time since the opening of the new bypass; and</li> <li>Consider convening a community forum on an annual basis</li> </ul>	<p>October 2009</p> <p>April 2010 onwards</p>	<ul style="list-style-type: none"> <li>Reduces the risk of issues not being identified in a timely manner;</li> <li>Builds upon the community engagement undertaken to date; and</li> <li>Increases mutual confidence and trust.</li> </ul>
Working Bees	<ul style="list-style-type: none"> <li>There are opportunities for council to facilitate and support community working bees within the urban design projects. For example, some the work proposed for the Memorial Park;</li> <li>Other suitable projects should also be identified in partnership with the proposed Harcourt After the Bypass committee.</li> </ul>	<p>November 2009 – April 2010</p> <p>November 2009 onwards</p>	<ul style="list-style-type: none"> <li>Allows for broad-based awareness and ownership of Harcourt After the Bypass;</li> <li>Increases community participation in the implementation of Harcourt After the Bypass over the short, medium and longer term;</li> <li>Provides for positive physical changes to the Harcourt township; and</li> <li>Provides council and the community with a 'quick-win' for the project.</li> </ul>





Project	Action	Indicative timeframes	Objective
Town design testing	<ul style="list-style-type: none"> <li>In consultation with key stakeholders, consideration should be given to undertaking temporary road closures and traffic diversions to test and assess some of the proposed road treatment works and realignments as detailed in the town design concepts.</li> </ul>	March 2010 – March 2011	<ul style="list-style-type: none"> <li>Allows for cost-effective and evidence-based assessment of proposed town design concepts;</li> <li>Encourage community feedback on designs; and</li> <li>Identify a preferred and practical final option.</li> </ul>
Funding and project development	<ul style="list-style-type: none"> <li>Project discussions should be convened with key stakeholders for government agencies and other key stakeholders to present the findings and recommendations of Harcourt After the Bypass; and</li> <li>Funding opportunities and project partners should be further explored and considered to support projects and recommendation under the three themes of Harcourt After the Bypass.</li> </ul>	<p>June - August 2009</p> <p>June 2009 onwards</p>	<ul style="list-style-type: none"> <li>Ensure political awareness of the Harcourt After the Bypass;</li> <li>Increase likelihood of securing support funding across a number of departments and activities; and</li> <li>Allow for integration of project activities into council planning and financial strategies.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>Timely updates on Harcourt After the Bypass activities and achievements should be provided through council's newsletter;</li> <li>Convening of the October 2009 and ongoing annual community forums as detailed previously.</li> </ul>	<p>June 2009 onwards</p> <p>October 2009 and April 2010 onwards</p>	<ul style="list-style-type: none"> <li>Ensures the community is kept reliably informed of activities;</li> <li>Improve the profile of council within the community; and</li> <li>Improve the management of the community's role and responsibility in relation to Harcourt After the Bypass.</li> </ul>



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## Conclusion

Harcourt After the Bypass provides an integrated and strategic framework for the sustainable growth and development of Harcourt. The capacity, ability and ultimate success of rural and regional communities to attract and sustain investment (whether existing or external) are multi-faceted and multi-disciplinary. The development of a holistic response to the challenges and opportunities for Harcourt will assist with project partners and stakeholders to collectively work together to realise the aims of their community. In summary these aims are to provide for a sustainable, vibrant, liveable and responsive community environment that will manage growth and development through informed decision-making, strong community governance and collective strategic thinking.

## Acknowledgements

The project team would like to acknowledge the support and contributions made by the following agencies and groups:

- Mount Alexander Shire Council;
- Department of Planning and Community Development;
- The current Harcourt 2020 committee and Harcourt and region businesses and residents;
- Parks Victoria;
- Goldfields Tourism;
- Department of Innovation, Industry and Regional Development
- Regional Development Victoria; and
- Rural Councils Victoria.

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## July 2009 submissions

Following the adoption of the draft report by the Shire, submissions were sought on the draft report before final adoption by Council. This process included a presentation at a community forum held in Harcourt on Wednesday 1<sup>st</sup> July 2009 and attended by approximately 50 community members.



Attendees were able to provide general feedback on the report during the forum and could also complete a feedback form available at the forum. The community were also invited to provide formal submissions on the final report.

Fourteen individual responses were received along with a combined Harcourt After the Bypass response which was the result of a public meeting held after the community forum and attended by 18 people and another submission on behalf of 11 major Harcourt businesses. The key issues and comments presented through the submission process are as follows:

### Public transport

Four respondents and the Harcourt 2020 submission believed the re-opening of the railway station to be of high importance in attracting increased population growth, allowing youth to stay living with their parents and assisting the mobility of the elderly. Three respondents and Harcourt 2020, advocated for the retention of the bus stop in its current location, with additional parking.

### Gas

A number of respondents believed the connection of natural gas to be an important step in encouraging future population growth. Examples were cited of other towns within the Shire for example Chewton which have natural gas connected.

### Road

All but 1 of the responses addressed the topic of the road treatment and of those, there was unanimous support for retaining access, of at least two lanes along the old Calder. This was cited as important for both access to the shop and for emergencies.

Reasons for opposition to the diversion of all traffic along Main Street where mentioned, included concerns that it would compromise the safety of children and other pedestrians and impact upon the amenity of the residents of Main Street.

The Harcourt 2020 submission put forward the notion that the majority of motorists now approach Harcourt from the west along the Midland Highway and that most significant traffic flows are east/west as residents travel to and from Castlemaine and Bendigo (via the Castlemaine freeway entrance.) This effectively has changed the township entrances and therefore road treatments and landscaping should reflect this change including reopening the intersection of Midland and Calder Highways.

Community feedback demonstrated a keen interest in the resolution of issues concerning signage and traffic management in the middle of town.





Parking in front of the shop was important to a number of respondents. Harcourt 2020 also expressed concerns about dangerous traffic movements and the need for a reduced speed limit in the town centre.

The need for signage (promotional and directional) was referred to a number of times by individual respondents. A detailed proposal was put forward on behalf of 12 Harcourt businesses which suggests new directional signage is required at town entrances and a promotional sign on the corner of the Old Calder and Market Street.

### Landscaping

A number of suggestions were received suggesting replanting of Stanley Park with flower beds and/or apple trees and a granite monument. Fencing off Stanley Park was also twice suggested with new playground equipment regarded as an important and desirable improvement to the park. This was most heavily advocated for by Harcourt 2020.

### Planning

A number of very specific comments were made concerning the proposed zoning. Generally, and including the Harcourt 2020 response, there was support for the proposal and controlled growth with the following comments made:

- Development site C too close to orchardists for development;
- Development site D has creek running through it and is not suitable for development; and
- Development site E the current owner has no intention to sell.

### Other

Other less frequently occurring comments and suggestions were:

- Clean up Mt Alexander as tourist attraction;
- Retain recreational facilities;
- Establish a fruit shop to showcase the history of the area;
- The scope of mail out (community surveys) should have been geographically wider to include Barkers Creek and Elphinstone;
- Business and industry should be left alone;
- All community groups should included in planning process;



- Town design more important than tourism; and
- Population growth should be allowed to happen naturally.

### Submissions summary

The issues and feedback received from the submission do not present any significant need to make changes to the overall direction, recommendations and implementation contained in the report initially adopted by Council in June 2009.

Changed traffic patterns in Harcourt since the opening of the Freeway have created new town entrances which have little physical relationship to existing tourism signage. Other important issues have also been identified concerning the safety of traffic treatments. As this component of the report appears to be of high importance to the community, Council may wish to consider and further explore the comments received in relation to road treatments works put forward and observations made by the community on traffic movements in and around Harcourt since the opening of the bypass.

In relation to land use planning, the issues raised through the submission process would necessarily be considered as part of any planning scheme amendment that Council may undertake. Therefore, no changes have been made to the report apart from the inclusion of this section: July 2009 submissions.

**Appendix 1: Report abbreviations**

2020	MAP 2020 Creating our Future: Mount Alexander Community Plan
AHD	Australian Height Datum
CCCC	Cluster Connect and Calder Corridor
LPPF	Local Planning Policy Framework
MARP	Mount Alexander Regional Park
MSS	Municipal Strategic Statement
PAO	Public Acquisition Overlay
SPPF	State Planning Policy Framework
The Shire	Mount Alexander Shire Council



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## Appendix 2: Community survey

Mount Alexander Shire in partnership with the Harcourt community have worked together to discuss and build community thinking around the challenges and opportunities presented by the Calder Highway upgrade and in particular the Harcourt bypass.

The community has taken a proactive approach and has identified the need for a strategic action plan to help secure Harcourt's future sustainability and prosperity long after the bypass is opened in 2009.

SED Consulting from Ballarat have been appointed to undertake this important piece of work which will focus on three main issues: a review of current and future land use and planning issues to support growth and investment; development of town centre and urban design concepts to create a connected and attractive town centre; and a tourism marketing and branding strategy to build upon and enhance current and future tourism activities.

As a starting point for the project, we would like to invite the community to participate in the following community survey in order to identify key issues and opportunities, and to build a current profile of the Harcourt community.

I would like to take this opportunity to encourage your participation in this survey so that we can gather important community information and ideas for this project.

This Survey is subject to Council's Privacy statement which may be found at [www.mountalexander.vic.gov.au](http://www.mountalexander.vic.gov.au)



**1. Which of the following best describes your household type? (please tick one box only)**

- ☐ Single person household
- ☐ Couple no children
- ☐ One parent family with children aged 15 years and under
- ☐ One parent family with children aged over 15 years
- ☐ Couple with children aged 15 years and under
- ☐ Couple with children aged 15 years and over
- ☐ Group household
- ☐ Other

**2. Please list the ages of people in your household. (provide the number of people per age group)**

- ☐ Less than 5 years old
- ☐ 5-10 years
- ☐ 10-15 years
- ☐ 15-21 years
- ☐ 21-30 years
- ☐ 31-40 years
- ☐ 41-50 years
- ☐ 51-60 years
- ☐ 61-70 years
- ☐ 70+ years

**3. Please describe your home tenure. (please tick one box only)**

- ☐ Completely owned
- ☐ Purchasing under a mortgage
- ☐ Renting
- ☐ Second home/holiday accommodation
- ☐ Other



**4. How long have you/your household lived in Harcourt? (please tick one box only)**

- ☐ Always lived in Harcourt - please go to Q 6
- ☐ Less than one year
- ☐ 1-3 years
- ☐ 3- 5 years – please go to Q 6
- ☐ 5-10 years – please go to Q 6
- ☐ More than 10 years – please go to Q 6
- ☐ Not a permanent resident - please go to Q 6

**5. If you/your household have lived in Harcourt for less than 3 years, why did you decide to move to Harcourt? (you may tick more than one box)**

- |  |   |
|--|---|
| <input type="checkbox"/> For work either in Harcourt or the region | <input type="checkbox"/> Friends/family reasons             |
| <input type="checkbox"/> For retirement                            | <input type="checkbox"/> Handy for Melbourne                |
| <input type="checkbox"/> Lifestyle                                 | <input type="checkbox"/> Set up my own home-based business  |
| <input type="checkbox"/> Housing/land affordability                | <input type="checkbox"/> Set up my own business in the area |
| <input type="checkbox"/> Transport connections to Melbourne        | <input type="checkbox"/> Local services in Harcourt         |
| <input type="checkbox"/> Handy for Castlemaine                     | <input type="checkbox"/> Natural environment                |
| <input type="checkbox"/> Handy for Bendigo                         |   |

☐ Other – please detail: \_\_\_\_\_

**6. Where did you live before you moved to Harcourt? (please tick one box only)**

- ☐ Always lived in Harcourt
- ☐ Mount Alexander Shire
- ☐ City of Greater Bendigo
- ☐ Rural Victoria
- ☐ Regional centre in Victoria
- ☐ Melbourne
- ☐ Interstate
- ☐ Overseas



**7. How would you/your household describe their employment?**

**(provide the number per worker in your household)**

- ☐ Full-time
- ☐ Part-time
- ☐ Casual/seasonal
- ☐ Not working
- ☐ Own business/self employed – sole trader
- ☐ Own business/self-employed – employ staff
- ☐ Retired
- ☐ Student (non-school)

**8. If you/people in your household are working in some capacity (full-time, part-time, casual etc), where do you work? (provide the number per worker in your household)**

- ☐ Home-based business in Harcourt
- ☐ Home duties
- ☐ Employed in Harcourt
- ☐ Employed in Castlemaine
- ☐ Employed in Bendigo
- ☐ Work in other parts of Mount Alexander
- ☐ In the wider region – outside of Mount Alexander
- ☐ Melbourne
- ☐ Other



**9. Where do you/your household normally do your weekly/bulk grocery shopping?**

**(please tick one box only)**

- ☐ Harcourt
- ☐ Castlemaine
- ☐ Bendigo
- ☐ Melbourne
- ☐ Other

**10. Where do you/your household normally do your daily/top-up grocery shopping?**

**(please tick one box only)**

- ☐ Harcourt
- ☐ Castlemaine
- ☐ Bendigo
- ☐ Other

**11. What sort of leisure activities do you/your household enjoy and/or participate in?**

**(you may tick more than one box)**

- |  |   |
|--|---|
| <input type="checkbox"/> Sports – football, netball, cricket, lawn bowls, tennis etc | <input type="checkbox"/> Volunteering                     |
| <input type="checkbox"/> Art and culture   | <input type="checkbox"/> Eating out/going to the pub      |
| <input type="checkbox"/> Bushwalking   | <input type="checkbox"/> Computer and internet activities |
| <input type="checkbox"/> Theatre and cinema  | <input type="checkbox"/> Markets and festivals            |
| <input type="checkbox"/> Cycling   | <input type="checkbox"/> Having friends/family to visit   |
| <input type="checkbox"/> Swimming  | <input type="checkbox"/> Shopping                         |
| <input type="checkbox"/> CWA/Fellowship groups                                       | <input type="checkbox"/> Having week-ends away            |

☐ Other – please details: \_\_\_\_\_

**12. Where do you/your household generally go for your main leisure activity? (please tick one box only)**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Harcourt | <input type="checkbox"/> Castlemaine |
|-----------------------------------|--------------------------------------|





- 
- ☐ Bendigo
  - ☐ Melbourne
  - ☐ Other



**13. What do you/your household like about living in Harcourt? (you may tick more than one box)**

- ☐ Friendly community
- ☐ Local services in Harcourt
- ☐ Handy for Castlemaine
- ☐ Handy for Bendigo
- ☐ Handy for Melbourne
- ☐ Natural/clean environment
- ☐ Sporting activities
- ☐ The buildings and streetscapes
- ☐ Employment/business opportunities
- ☐ Community activities

☐ Other: \_\_\_\_\_  
\_\_\_\_\_

**14. What do you/your household dislike about living in Harcourt? (you may tick more than one box)**

- ☐ Unfriendly community/not made to feel welcome
- ☐ Too far from anywhere
- ☐ Not enough for young people to do
- ☐ Not enough for older people to do
- ☐ Not enough local services
- ☐ Not enough public transport services
- ☐ Lack of natural gas connection
- ☐ Lack of investment in town – private and public
- ☐ Difficult to find work
- ☐ Too many new people/people I don't know
- ☐ Find it expensive to live here
- ☐ Other: \_\_\_\_\_  
\_\_\_\_\_

**15. What forms of transport have you/your household used in the past three months?****(you may tick more than one box)**☐ Car☐ Bus☐ Bicycle☐ Train**16. Thinking about Harcourt today, what five words come to mind - what does it mean to you?**

1	
2	
3	
4	
5	

**17. Thinking about Harcourt in 5-10 years, what five words come to mind – what will it/can it mean to you?**

1	
2	
3	
4	
5	

**18. What are the five things you/your household would like to see happen in or for Harcourt?  
(please list in order of preference – 1 being your first choice)**

1	
2	
3	
4	
5	

**19. What would prevent these things from happening?**

1	
2	
3	
4	
5	



20. Potential projects for Harcourt may include the following. Please rank in order your preference – 1 being your top preference and five your lowest preference.

	Redevelop the centre of the township
	Local cafe / produce outlet
	Improved public transport
	Walking/cycling paths
	Connection to reticulated natural gas
	Increased tourism activity/ tourism accommodation

21. What are the five things you/your household would *not* like to see happen in or for Harcourt?  
(please list in order of lowest preference – 1 being your least favourite)

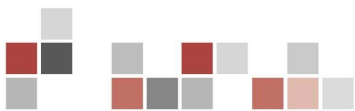
1	
2	
3	
4	
5	

22. What would you/your household tell a visitor/tourist to see and do in Harcourt and area?

1	
2	
3	
4	
5	

23. How do you/your household normally find out what is happening in your community?  
(you may tick more than one box)

- ☐ Word of mouth
- ☐ Local newspaper
- ☐ Council newsletters
- ☐ Council website
- ☐ Harcourt community website – [www.harcourt.vic.au](http://www.harcourt.vic.au)
- ☐ Other websites
- ☐ Letters
- ☐ Emails



- ☐ SMS
- ☐ Radio
- ☐ Television
- ☐ Local noticeboards
- ☐ Don't know where to get information
- ☐ Other: \_\_\_\_\_

**24. Is there anything else you would like to tell us about living in Harcourt today and/or in the future?**

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**25. What is your postcode?**

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**PLEASE RETURN YOUR COMPLETED SURVEY TO SED CONSULTING IN THE  
ENCLOSED ENVELOPE  
BY Thursday 30<sup>th</sup> April 2009**

Return address:  
Harcourt Community Survey  
SED Consulting  
PO Box 2378 BMC  
BALLARAT VICTORIA 3354

*The project team would like to thank you for participating in the community survey*



### Appendix 3: Completed survey data tables

Household type								
Couple no children	Couple with children aged 15 years and over	Single person household	Couple with children aged 15 years and under	Couple with children aged 10 - 21 years	Group household	On parent family with children aged over 15 years	Other	Did not answer
46	20	14	12	6	3	2	2	1

Age of people in household - total p=numbers 254									
51-60 years	61-70 years	41-50 years	15-21 years	70+ years	31-40 years	21-30 years	5-10 years	Less than 5 years	10-15 years
55	45	39	25	25	23	15	11	8	8

Home tenure			
Completely owned	Purchasing under a mortgage	Did not answer	Second home / holiday accommodation
69	32	4	1

Years lived in Harcourt					
More than 10 years	5-10 years	Always lived in Harcourt	3-5 years	1-3 years	Less than one year
49	21	17	12	4	3



Why did your household move to Harcourt													
Lifestyle	Handy for Castlemaine	Handy for Bendigo	Natural Environment	Work	Housing / land affordability	Handy Melbourne	Retirement	Transport connections to Melbourne	Friends / Family	Home-based business	Set up my own business	Other	Local services
21	18	17	14	13	13	10	9	6	6	5	5	2	1

Where did you live before you moved to Harcourt									
Mount Alexander Shire	Melbourne	Always lived in Harcourt	Rural Victoria	City of Greater Bendigo	Regional centre in Victoria	Interstate	Not answered	Overseas	
38	25	18	10	4	4	3	3	1	

What sort of leisure activities does your household enjoy															
Having friends/family to visit	Eating out / going to the pub	Markets and festivals	Art and culture	Theatre and cinema	Volunteering	Computer and internet activities	Shopping	Bushwalking	Having weekends away	Cycling	Swimming	CWA / Fellowship groups	Working on the house / garden	Sports	Motor sport
60%	47%	42%	36%	36%	36%	35%	30%	29%	20%	17%	16%	9%	8%	5%	3%

Type of work								
Employed in Castlemaine	Employed in Bendigo	Home-based business	Home based duties	Work in the wider region - outside Mount Alexander	Employed in Melbourne	Other	Employed in Harcourt	Work in parts of Mount Alexander
45	26	18	14	13	11	10	9	6



Employment							
Full-time	Retired	Part-time	Own business - Sole trader	Own business - employ staff	Not working	Casual / seasonal	Student
75	57	33	12	8	7	5	5

Where does your house hold do their bulk grocery shopping					
Harcourt	Castlemaine	Bendigo	Melbourne	Other	Did not answer
1	65	36	1	1	2

Where does your household do their daily / top-up grocery shopping				
Harcourt	Castlemaine	Bendigo	Other	Did not answer
14	82	6	3	1

Where does your household normally go for your main leisure activity					
Harcourt	Castlemaine	Bendigo	Melbourne	Other	Did not answer
26	45	17	7	8	3

Thinking of Harcourt today, what five words come to mind	
Peaceful and quite	43%
Friendly community / community spirit	34%
Natural environment and landscape	30%
Convenient location	18%
Family / friends	16%
Country / rural living	16%
Clean / fresh air	13%
Climate / drought	12%
Agriculture and horticulture	12%
Fragmented / disconnected community	8%
Lifeless	8%
Sports and recreation	8%





Thinking of Harcourt in 5-10 years, what five words come to mind	
Peace and quiet	72%
Friendly community	10%
Shops / services	9%
Vibrancy / livelihood	9%
Population growth	8%
Transport	8%
Clean	7%
Home	7%
Rural environment	7%
Development	6%
Drought / water / rain	5%
Environmentally protected / sustainability	5%
Location	5%

What are the five things that your household would like to see happen in or for Harcourt		
	no.	%
Development of services	35	33%
Foot paths / bike tracks / walking tracks	15	14%
Transport options	15	14%
Natural gas	14	13%
Upgrade roads and CBD	14	13%
Improved CBD	12	11%
Development of tourism	12	11%
Water supply	12	11%
Support for business and agriculture sector	9	8%
Environmental improvement	8	8%
More sporting facilities	7	7%
Residential growth	7	7%



What would prevent these things from happening		
	No.	%
Lack of funds and resources	29	27%
Council	25	24%
Lack of support and interest	15	14%
Apathy of community	8	8%
State Government	9	8%
Poor planning and research	7	7%
Climate change	5	5%
Economic environment	3	3%
Lack of town promotion	3	3%
Putting own interests first	2	2%

What are five things your household would not like to see happen in or for Harcourt		
	No.	%
Closure of shops	18	17%
Inappropriate housing development / subdivisions	14	13%
Over development	14	13%
Become a ghost town	9	8%
Apple industry to cease	6	6%
Loss of sporting clubs / facilities	5	5%
Over commercialised	4	4%

What would your household tell a visitor / tourist to see and do in Harcourt and area	
Wineries	41%
Orchards	29%
Oak forest	21%
Local museum and heritage sites	12%
Reservoir	11%
Visit other places	9%
Applefest	8%
Bushwalking and cycling	6%
Pub	6%
Mount Alexander	5%
Other tourist attractions	5%
Camp at picnic gully	1%
Quarry	1%



Like living in Harcourt because										
Handy for Bendigo	Handy for Castlemaine	Handy for Melbourne	Natural / clean environment	Friendly community	Community activities	Sporting activities	Local services	Other	Employment / business opportunities	Buildings and streetscapes
81%	80%	64%	53%	45%	13%	12%	10%	8%	7%	2%

What does your household dislike about living in Harcourt															
Lack of natural gas connection	Not enough local services	Not enough public transport	Lack of investment in town	Not enough for young people to do	Lack of town water	Not enough for older people to do	Unfriendly community	Too many new people / people I don't know	Difficult to find work	Find it expensive to live here	Town is unattractive	People not putting into the community	Dirt roads	Local town clique	Too far from anywhere
55%	40%	34%	27%	18%	9%	8%	6%	6%	5%	5%	4%	3%	2%	2%	1%

How does your household normally find what is happening in the community													
Word of mouth	Local newspaper	Radio	Council newsletter	Television	Local Noticeboards	Letters	Emails	Don't know where to get information from	Other	Harcourt website	Council Website	Other websites	SMS
78%	76%	30%	26%	24%	16%	13%	8%	8%	7%	3%	0%	0%	0%



What forms of transport has your household used in the past three months			
Car	Bicycle	Bus	Train
96%	17%	10%	46%

Redevelop the centre of the township						
Rating 1	Rating 2	Rating 3	Did not answer	Rating 4	Rating 5	Rating 6
27	20	15	14	12	12	6

Local café / product outlet						
Rating 2	Rating 4	Rating 1	Rating 3	Did not answer	Rating 5	Rating 6
24	20	19	19	13	8	3

Improved public transport						
Rating 5	Rating 4	Did not answer	Rating 3	Rating 2	Rating 6	Rating 1
21	18	18	16	12	11	10

Walking / cycling paths						
Rating 3	Rating 5	Rating 4	Rating 2	Rating 6	Rating 1	Did not answer
17	17	16	15	15	8	8

Connection to reticulated natural gas						
Rating 1	Rating 5	Did not answer	Rating 6	Rating 2	Rating 3	Rating 4
28	17	16	13	12	10	10

Increased tourism activity / tourism accommodation						
Rating 6	Did not answer	Rating 3	Rating 4	Rating 5	Rating 2	Rating 1
36	18	15	15	10	9	3

Other projects of interest / concern									
Limit population size	Land subdivisions	Town water	Tidy up the town	Seal dirt roads	Redevelop the General Store	Become more tourist friendly	Increase agribusiness	Improve Oak forest	Improve sporting facilities
8	6	5	3	2	2	2	2	2	2



## Appendix 4: Funding programs and initiatives

State Government programs			
Program	Overview	Funding	Eligibility
<b>Regional Infrastructure Development Fund (RIDF)</b>	The RIDF supports infrastructure projects that improve the competitive capacity of regional Victoria and enhance economic development through investment, job creation and the promotion of export opportunities.	Funding varies depending on the nature of the program and on leveraging funding from other sources.	Applications will be considered from Councils, State Government, regional infrastructure providers, regional organisations, business groups, educational institutions and the private sector located in regional Victoria.
<b>Arts and Cultural Infrastructure (RIDF)</b>	The \$30 million program will provide funding for major new facilities and the funding of smaller arts and cultural projects throughout provincial Victoria.	Grants will be considered for major new works as well as for smaller projects to upgrade or improve existing facilities. Grants are only available for capital works.  Funding levels will vary depending on the scope and significance of the project and a substantial commitment will be expected from the applicant.	The program is directed to the 48 Local Government Authorities as defined in the Regional Development Victoria Act 2002 and in accordance with the legislation establishing the Regional Infrastructure Development Fund.
<b>Local Roads to Market (RIDF)</b>	Improvement in the efficiency and competitiveness of agricultural and horticultural producers and related industries by strategically upgrading local roads for B-Double access.	Grants of up to 50 percent of the total project cost will be considered.	Eligible projects will include: <ul style="list-style-type: none"> <li>Improving a local road to a standard suitable for safe and efficient B-double movements.</li> <li>Improving local road intersections; including the intersection of a local road with an arterial (VicRoads) road.</li> </ul>
<b>Local Roads to Market Farm Gate Access Scheme (RIDF)</b>	Grants are provided to farmers and horticulturalists to improve their farm gate access to the standard suitable for sale and efficient B-Double transport access.	\$25,000 or 50% of the costs, whichever is the lesser.	Farmers and Horticulturalists located on local roads.  Applications are made through Vic Roads.



State Government programs			
Program	Overview	Funding	Eligibility
<b>Provincial Pathways (RIDF)</b>	The Victorian Government is providing \$7.6 million in funding assistance over four years for the development of pathways/trail networks to generate economic, social and recreational benefits.	Funding is available for infrastructure works to develop rail trails, pathways and walking track projects that demonstrate the potential to deliver on the Government's stated objectives for provincial Victoria by: <ul style="list-style-type: none"> <li>▪ Stimulating tourism and other economic activity by attracting more people, jobs and investment to regional Victoria;</li> <li>▪ Delivering the right balance of skills and industry needed to drive future growth; and</li> <li>▪ Promoting sustainable development and better land management.</li> </ul>	Priority will be given to projects which: <ul style="list-style-type: none"> <li>▪ Demonstrate demand and viability;</li> <li>▪ Are accessible to a large number of users;</li> <li>▪ Demonstrate scenic, historical and conservation values;</li> <li>▪ Have support from local community and local government;</li> <li>▪ Have significant tourism potential; and/or enhance and compliment existing tourism infrastructure;</li> <li>▪ Demonstrate sound project management; and</li> <li>▪ Are ready to implement</li> <li>▪ Leverage funding from other sources.</li> </ul>
<b>Small Towns Development Fund (STDF) (RIDF)</b>	The STDF supports infrastructure projects that assist communities in small towns create new opportunities for socio-economic growth and development.	Of the 48 rural municipalities, the 38 smaller municipalities, on a case by case basis, will be able to apply for grants of up to \$250,000 on a 3:1 ratio. The 10 municipalities containing large regional cities will remain at 2:1. Industrial Estates are eligible for grants up to \$250,000, also remain at 2:1.	Applications will only be accepted from local councils. Funding submissions will be evaluated against assessment criteria on a case-by-case basis, subject to availability of funding.
<b>Small Towns Drought Program (STDP) (STDF) (RIDF)</b>	The STDP supports is providing employment-generating opportunities in small towns affected by drought, whilst creating new opportunities for growth and developing economic and social infrastructure.	Of the 48 rural municipalities, the 38 smaller municipalities, on a case by case basis, will be able to apply for grants of up to \$300,000 on a 3:1 ratio. The 10 municipalities containing large regional cities will remain at 2:1.	Applications will only be accepted from local councils. Funding submissions will be evaluated against assessment criteria on a case-by-case basis, subject to availability of funding.
<b>Provincial Leaders Development Program (PLDP)</b>	The PLDP provides funding to support local initiatives that recognise and assist business and community leaders who will drive the strategies needed for economic sustainability and development.	Regional Leaders Initiatives \$100,000 1:1. Local Leaders Initiatives \$10,000 1:1. Fellowships for Young Leaders \$5,000 1:1.	To be eligible for funding applicants must generally be within the municipal districts of the 48 councils as defined in the Regional Development Victoria Act 2002



State Government programs			
Program	Overview	Funding	Eligibility
<b>Business Response Program</b>	To identify, address and alleviate the impacts brought about on business by the changing business environment by reviewing their long term strategies. Business affected by external factors, drought and other manifestations of climate change will be supported in identifying and developing operational strategies for a changing business environment	Projects up to \$40,000 on a 3:1 basis	Funding available to local government, economic development bodies, groups of businesses, industry associations and relevant incorporated bodies located within Regional Victoria
<b>Buy Locally</b>	<p>The Buy Locally initiative seeks to support provincial municipal councils and business groups in promoting the "buy locally" message in order to influence the purchasing decisions of individuals, businesses and other Victorian organisations. Consistent with capturing new opportunities, this Program seeks to support activities that encourage greater levels of import replacement in regional Victoria and reduce local expenditure leakage in regional Victoria by:</p> <ol style="list-style-type: none"> <li>1. Encouraging regionally located businesses and organisations to source and purchase products from within their local communities and regions; and</li> <li>2. Encouraging co-operation amongst regional businesses to undertake marketing activities that will encourage local purchasing of their products.</li> <li>3. Encourage business to business activity in Victoria's 10 regional cities.</li> </ol>	Up to \$10,000 3:1	<p>Grants will be determined on a case by case basis. However, proposals that are eligible for funding will generally be allocated a higher priority if they:</p> <ul style="list-style-type: none"> <li>▪ Clearly demonstrate how they will encourage regionally located businesses, organisations and/or</li> <li>▪ individuals, to source and purchase products from within their local communities and regions, and/or encourage co-operation amongst regional businesses to undertake activities that will encourage local</li> <li>▪ purchasing of their products; Maximise funding support from a range of sources;</li> <li>▪ Are ready to be implemented;</li> <li>▪ Demonstrate collaboration across a number of organisations and/or local boundaries;</li> <li>▪ Clearly identify the proposed outcomes and how they will be measured; and</li> </ul> <p>Demonstrate support from the relevant municipal council.</p>



State Government programs			
Program	Overview	Funding	Eligibility
<b>Community Enterprise Program</b>	The Community Enterprises initiative will support the ongoing economic and social development of rural and regional communities by assisting the establishment of economically sustainable community enterprises.	Up to \$25,000 1:1.	Grants will be provided to smaller communities to establish or re-establish services which are unlikely to be provided in a commercial context. It includes support for; New community managed enterprises that may be seeking to replicate lost commercial services by establishing an alternative business opportunity, and Existing community enterprises that seek to employ local people as part of any prospective expansion or refocus.
<b>Food Industry for a Regionally Sustainable Tomorrow</b>	<p>The Food Industry for a Regionally Sustainable Tomorrow (FIRST) program is the Victorian Government's only dedicated program to support the State's food industry. It will provide \$3m over three years to June 2010, to grow businesses and create jobs and investment in rural and regional Victoria.</p> <p>The program will encourage innovation and collaboration, and will help regional Victoria's food industry to become more sustainable, globally focused and competitive. The key action areas under which projects will be funded are:</p> <ul style="list-style-type: none"> <li>▪ Innovation</li> <li>▪ Food for Life (developing a healthier food supply)</li> <li>▪ Industry Capability</li> <li>▪ Supply Chain Development</li> <li>▪ International Growth</li> </ul>	Generally grants will be up to a maximum of \$50k. Levels of funding will depend upon the scope of the project and projected outcomes	To be eligible for assistance under the FIRST program, the activity must align with the program's key action areas and objectives. Further, the activity must have the potential to assist businesses that either have or intend to establish an operation in rural or regional Victoria.





State Government programs			
Program	Overview	Funding	Eligibility
<b>Make your Career Happen Campaign</b>	<p>Continued industry development is vital to the long term viability of regional communities. The aim of the Make Your Career Happen in Provincial Victoria initiative is to build and maintain business capability in regional Victoria by addressing skill gaps through retention, development and attraction activity. Addressing skills issues that impede the development of industry and the growth and retention of jobs in regional communities will be delivered through two Industry components:</p> <p>Part A: Key Industry Sector Statewide Development Program</p> <p>Part B: Attracting and Retaining Regional Skills Program</p> <p>Proposals may include (but not restricted to) a number of the following elements:</p> <ul style="list-style-type: none"> <li>▪ Targeted activities to highlight specific employment opportunities in regional Victoria;</li> <li>▪ Regional industry visits to raise awareness of regional career opportunities;</li> <li>▪ Industry professional development to facilitate access to appropriate, flexible, targeted training to meet</li> <li>▪ specific skill gaps; and</li> <li>▪ Practical on-site experience and training to respond to identified industry skill gaps including - cadetships, traineeships and industry placement style initiatives</li> </ul>	<p>Industry-based component has the ability to fully fund an initiative which will be assessed on a project by project basis. However, the expectation is that the participants will be expected to make a financial contribution to the project</p>	<p>The 48 rural and regional councils, appropriate economic development and industry organisations will generally be eligible for support through the Program. Individual companies are not eligible to apply. Applications must demonstrate support by rural and regional councils covered geographically by the project and recognise that it is consistent with their strategic goals for addressing skills issues in the region.</p>



State Government programs			
Program	Overview	Funding	Eligibility
<b>Networks to Success</b>	The aim of the initiative is to promote greater collaboration among rural and regional producers and processors, improve supply chain links and encourage cooperation through marketing, exporting, tourism and industry development activities.	Up to \$30,000 1:1	Grants will be made available to incorporated organisations, a lead company or auspiced by local government. Funding will be available on a competitive basis and will be matched on a dollar for dollar basis up to a maximum of \$30,000 for private sector groups. Regional, food, wine and tourism groups may also provide in-kind support for a project up to 25% of the total project.
<b>Planning for Growth</b>	The 'Moving Forward' Provincial Statement acknowledges that while strong population growth opens up new opportunities, it also creates challenges for communities. These challenges include managing the expectations and choices of new residents, planning for future infrastructure requirements, developing appropriate planning mechanisms to deal with more intensive land use, while protecting country lifestyles and securing adequate land for future residential and industrial growth	Planning for Growth Up to \$100,000 1:1	Grants will be made available to provincial councils and/or approved organisations for a range of activities including: <ul style="list-style-type: none"> <li>▪ Undertaking long-term strategic planning;</li> <li>▪ Acquiring technical resources and planning advice;</li> <li>▪ Enhancing the knowledge and skills base of Councilors and Council staff; developing long-term infrastructure plans; and</li> <li>▪ Meeting planning requirements and/or amending planning schemes.</li> </ul> <p>Preference will be given to proposals that link Councils and regions and, if appropriate, in creating strategic plans and alliances leading to coordinated provision of infrastructure and services within and across regions.</p>



State Government programs			
Program	Overview	Funding	Eligibility
<b>Planning for Change</b>	To support industries and local communities in drought affected areas to collaborate to identify the longer term consequences of sustained drought and to better position them to develop and deliver solutions to local sustainability challenges and opportunities.	Up to \$100,000 1:1	Rural and Regional Victoria is the area within the municipal districts of the 48 Councils listed below, as defined in the Regional Development Victoria Act 2002, and the alpine resorts within the meaning of the Alpine Resorts Act.
<b>Promotion to the Domestic Consumer</b>	The "Promoting to the Domestic Consumer Initiative" will encourage the recognition and consumption of food and wine through promotional and educational activity - both within Victoria and interstate. This will lead to growth and improved economic viability of regional food businesses.	The level of assistance will depend on available funding and will be influenced by the level of other sources of support and the outcomes expected.	<p>The types of applications which may generally be supported by this initiative include:</p> <ul style="list-style-type: none"> <li>▪ Sectoral and cross-sectoral opportunities for firms to test and develop new markets through promoting food products to both the general public and/or targeted audiences such as retail</li> <li>▪ Sectoral and cross sectoral opportunities for firms to expand new markets that have demonstrated potential</li> <li>▪ Sectoral and cross-sectoral opportunities that seek to 'educate' targeted audiences on food products.</li> </ul> <p>Projects on a sectoral or cross-sectoral basis along the food supply chain will be encouraged.</p>
<b>Provincial Victoria Events Program</b>	The Program will assist local and regional events achieve their potential in driving socio-economic development in Provincial Victoria.	<p>Key Events Up to \$40,000 and not exceeding \$60,000 over 2 years or the life of the event 1:1.</p> <p>Local Events Up to \$10,000 and not exceeding \$15,000 over 2 years of the life of the event 1:1.</p>	<p>Victoria's 48 provincial councils, and incorporated community groups and business groups are eligible to apply for event funding.</p> <p>Regional Events must be endorsed by the relevant local council and listed in the council's published event calendar.</p>



State Government programs			
Program	Overview	Funding	Eligibility
<b>Rural Skills Cadetship Scheme</b>	This program will provide opportunities for local government and industry to contribute to a longer term approach to address skill needs and overcome shorter term employment needs by investing in future prospective employees. It will provide students with the opportunity to develop practical experience in their field of study, maintain connections within provincial Victoria and obtain financial support while studying.	First round closed 15 October 2008.	Applications are accepted from the 48 rural and regional councils.
<b>Strengthen Professional Networks</b>	Working with local businesses, economic development bodies and local councils, the Government will provide support for the establishment and growth of professional development networks. The aim of this initiative is to improve the way individual businesses operating in regional areas attract and retain skilled workers.	TBA	TBA
<b>Farmers Markets</b>	Funding will be provided to the Victoria's Farmers Markets Association and individual grants to incorporated bodies, regional and interface Councils, and Community Organisations auspiced by Councils or the VFMA to investigate potential Farmers Markets as well as develop and expand existing Farmers Markets.	Funding will be provided to the Victoria's Farmers Markets Association and individual grants to incorporated bodies, regional and interface Councils, and Community Organisations auspiced by Councils or the VFMA to investigate potential Farmers Markets as well as develop and expand existing Farmers Markets.	Victoria's Farmers Markets Association, incorporated bodies, regional and interface Councils, and Community Organisations auspiced by Councils.



State Government programs			
Program	Overview	Funding	Eligibility
<b>Grow Your Business – Networks Program</b>	The Networks Program encourages small to medium sized enterprises to cooperate in strategic areas of business and to exploit opportunities beyond the reach of the individual firms.	<p>Support is available to establish networks, including customer supplier networks, innovation networks and lead firm networks.</p> <p>Support for network broking and network development assistance is to undertake an investigation and/or review of the:</p> <ul style="list-style-type: none"> <li>▪ business idea of the proposed network</li> <li>▪ capabilities of the individual firms in the network to implement the business idea</li> <li>▪ preparation of a detailed business plan for the network, including market research and any brand development work which may need to be undertaken and establishment of the legal basis for the network</li> </ul> <p>A subsidy of 75 percent up to a maximum of \$15,000 is available.</p>	<p>The program does not prescribe any particular legal structure for the network or consortia but does require the network to show that it has had independent professional advice on the issue.</p> <p>Companies should be financially viable with a manufacturing or services base in Victoria.</p>
<b>Regional Food Producers Innovation and Productivity Program (RFPIPP)</b>	The four-year, \$35 million Regional Food Producers Innovation and Productivity Program (RFPIPP) aims to boost the productivity and competitiveness of Australia's regional food and seafood industries through innovation and technology improvements. \$10 million of the \$35 million will be set aside for the seafood industry.	<u>Under the program, matched-funding grants, generally between \$50,000 and \$2 million, are available for food and seafood businesses</u>	<p>You must be a food producing business involved in value-adding and processing or a not-for-profit organisation active in the food production industry.</p> <p>Your business must be a business registered for tax purposes in Australia with an Australian Business Number (ABN).</p> <p>Your business must be financially sound, with professionally prepared financial statements demonstrating the ability to fund your share of project costs.</p>



AusIndustry programs			
Program	Overview	Funding	Eligibility
<b>Climate Ready Program</b>	<p>This competitive grants program provides grants from \$50,000 to \$5 million on a matching funding basis to support projects that address the effects of climate change. A broad range of project applications are encouraged, including for:</p> <ul style="list-style-type: none"> <li>▪ Water recycling, waste recovery or small scale renewable energy technologies</li> <li>▪ Technologies that reduce the energy used by appliances or increase the efficiency of industrial processes</li> <li>▪ Products, processes or services to monitor emissions or power use</li> <li>▪ Using biotechnology or nanotechnology to address the effects of climate change on people and the environment</li> <li>▪ Information systems for businesses or consumers to compare the carbon footprints of different activities</li> <li>▪ Green building materials that make homes more energy efficient.</li> </ul>	<p>The Australian Government allocated \$240 million to the Clean Business Australia initiative which includes the Climate Ready program.</p>	<p>Companies can apply for funding for any or all aspects of the development of an innovative product, process or service including research and development, proof-of-concept, and early-stage commercialisation.</p> <p>The program opened for applications on 28 July 2008.</p> <p>At least four funding rounds will be held in 2008-09.</p> <p>Round 1 closed 4 September 2008. Round 2 closed 4 December 2008. Round 3 open till 12 March 2009. Round 4 open till 25 June 2009.</p>
<b>Business Ready Program for Indigenous Tourism</b>	<p>Provides funding to business mentors to work directly with a portfolio of Indigenous tourism businesses to train them on all aspects of small business and the tourism industry.</p>	<p><b>Length and value</b></p> <p>\$3.83 million over four years from 2004-05 to 2007-08.</p> <p>Expenses for 2007-08: <b>\$0.80 million</b></p> <p>Estimated value for 2008-09: <b>\$1.25 million</b> (administered funding).</p>	<p>Existing and start-up Indigenous tourism businesses. Estimated customer base for 2007-08: <b>6</b> business mentors and <b>23</b> Indigenous tourism businesses.</p>



AusIndustry programs			
Program	Overview	Funding	Eligibility
<b>Industry Cooperative Innovation Program</b>	<p>To support projects which encourage industry to develop and/or meet strategic industry sector needs.</p> <p>The program supports business-to business cooperation on innovation projects both within Australia and internationally that enhance the productivity, growth and international competitiveness of Australian industry sectors.</p> <p>The program provides up to 50 per cent of the eligible expenditure costs to support projects focused on meeting a strategic industry sector need.</p>	<p>This is a \$25 million competitive grants program offering grants ranging from \$50,000 to \$3 million.</p>	<p>A minimum of three consortium members to cooperatively conduct a project on behalf of and of benefit to the development of an industry sector.</p>
<b>R&amp;D Tax Concession</b>	<p>The program enables Australian companies to deduct up to 125 per cent of their research and development expenditure when lodging their tax returns.</p> <p>An Incremental (175% Premium) Tax Concession, an Incremental (175% International Premium) Tax Concession and an R&amp;D Tax Offset are also available in certain circumstances. Companies need to register with AusIndustry to claim a concession</p>	<p><b>R&amp;D Tax Offset</b></p> <p>For the income year 2006-07, as at 30 June 2008, 2,430 companies intended to claim the R&amp;D Tax Offset, reporting \$711.1 million in R&amp;D expenditure. Started in 2001.</p> <p><b>Incremental Tax Concession (175% Premium)</b></p> <p>For the income year 2006-07, as at 30 June 2008, 1,295 companies intended to claim this tax concession, reporting \$6,492.4 million in R&amp;D expenditure. Started in 2001.</p>	<p>Companies incorporated in Australia undertaking R&amp;D.</p>



AusIndustry programs			
Program	Overview	Funding	Eligibility
<b>Small Business Advisory Service</b>	The principal objective of the program is to maximise the growth potential, prosperity and sustainability of small businesses through access to information and advice on issues important to sustaining and/or growing small business.	<p>Grants of up to \$100,000 is available for eligible not-for-profit organisations to deliver high quality small business advisory services to assist small business in the 2009 calendar year.</p> <p>Funding applications closed on 18 December 2008.</p> <p><b>Length and value</b></p> <p>The 2008-09 Budget provided \$42 million over four years to fund 36 Business Enterprise Centres to deliver low cost small business advisory services.</p> <p>Building on this initiative, the = Government announced a new funding measure of a further \$4 million dollars in October 2008</p>	Small business advisory services that focus on business planning advice, advice on loans and banking products, development of simple marketing plans, assistance accessing legal and accounting services, leasing guidance, advice on government regulation and mentoring for business.
<b>TQual Grants</b>	<p>The TQual Grants replace the Australian Tourism Development program. The objective of TQual Grants is ot stimulate sustainable growth in the Austrlian tourism industry by supporting initiatives that:</p> <ul style="list-style-type: none"> <li>▪ Develop innovative product, services or systems within the tourism industry;</li> <li>▪ Contribute directly to long-term economic development in the host region; and</li> <li>▪ Develop or support high quality visitor services and experiences.</li> </ul>	<p>TQUAL offers grants in three categories.</p> <p><b>Category 1:</b> innovative tourism project with grants ranging from \$5,000 to \$100,000 – requires a \$4\$ cash contribution;</p> <p><b>Category 2:</b> integrated tourism development projects with grants ranging from \$100,000 to \$500,000 – requires at least a 10% cash contribution; and</p> <p><b>Category 3:</b> national or sectoral tourism initiatives with grants ranging from \$25,000 to \$500,000 – requires at least a 10% cash contribution.</p>	<p><b>Category 1:</b></p> <ul style="list-style-type: none"> <li>▪ Private sector business;</li> <li>▪ Non-profit organisations;</li> <li>▪ Regional tourism or regional economic development organisations; and</li> <li>▪ Local government agencies.</li> </ul> <p><b>Category 2:</b></p> <ul style="list-style-type: none"> <li>▪ Regional tourism or regional economic development organisations;</li> <li>▪ Local government agencies; and</li> <li>▪ Non-profit organisations.</li> </ul> <p><b>Category 1:</b></p> <ul style="list-style-type: none"> <li>▪ National tourism peak bodies;</li> <li>▪ National tourism industry associations; and</li> <li>▪ National tourism sectoral industry associations.</li> </ul>





### Department of Education, Employment and Workplace Relations

Program	Overview	Funding	Eligibility
<b>Jobs Fund</b>	<p>The Jobs Fund is a \$650m Australia Government initiative to support and create jobs and increase skills through innovative project that build community infrastructure and increase social capital in local communities across the country.</p> <p>The program will invest in one-off capital projects and provide seed funding for social enterprises. The Jobs Fund is a temporary resource. The aim of the Jobs Fund is to produce long-term improvements in communities affected by the global economic downturn.</p> <p><b>The Jobs Fund will commence on 1 July 2009 and will be funded until 30 June 2011. Projects expected to exist beyond the two year funding period must demonstrate an alternative source of funds beyond June 2011.</b></p>	<p>The Jobs Fund has three streams:</p> <ul style="list-style-type: none"> <li>▪ <b>\$300m for Local Jobs:</b> funding will be available for community infrastructure project with a focus on the promotion of environmentally-friendly technology and heritage. Of this stream, \$60m has been specifically set aside for heritage-related project and \$40m for the construction of bike paths;</li> <li>▪ <b>\$200m to Get Communities Working:</b> seed capital will be available for self-sustaining project which create jobs and provide activities and services to improve community amenity. Get Communities Working will provide funding for a diverse range of innovative employment and social projects; and</li> <li>▪ <b>\$150m for Infrastructure Employment Projects:</b> will provide for investment in 'bricks and mortar' infrastructure projects which generate jobs in regions affected by the economic downturn. These infrastructure projects will include new and major renovation or refurbishments.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Non-profit organisations;</li> <li>▪ Employment service providers;</li> <li>▪ Industry associations;</li> <li>▪ Unions;</li> <li>▪ Peak bodies;</li> <li>▪ Regional development agencies;</li> <li>▪ Industry associations;</li> <li>▪ Local, state and territory governments; and</li> <li>▪ Community organisations.</li> </ul>



## Appendix 5: Reference list

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Victorian Government	(2008).	Draft Regional Tourism Action Plan 2008-2011.
Victorian Trails Co-ordinating Committee	(2005).	Victorian Trails Strategy 2005-2010.



WEBSITES	
Australian Bureau of Statistics	<a href="http://www.abs.gov.au">http://www.abs.gov.au</a>
Coliban Water, Rural Reconfiguration Project	<a href="http://www.coliban.com.au/projects/rural_reconfiguration.asp#">http://www.coliban.com.au/projects/rural_reconfiguration.asp#</a>
Mount Alexander Shire Council	<a href="http://www.mountalexander.vic.gov.au">http://www.mountalexander.vic.gov.au</a>
Parks Victoria	<a href="http://www.parkweb.vic.gov.au/index.cfm">http://www.parkweb.vic.gov.au/index.cfm</a>
Parks Victoria: Mount Alexander Regional Park,	<a href="http://www.parkweb.vic.gov.au/1park_display.cfm?park=147">http://www.parkweb.vic.gov.au/1park_display.cfm?park=147</a>
Tourism Victoria	<a href="http://www.tourism.vic.gov.au">http://www.tourism.vic.gov.au</a>
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