



# MARYBOROUGH & DISTRICT OUR COMMUNITY 2030



# OUR COMMUNITY PLAN

## The Maryborough & District Community Plan 2030 sets out the community’s vision for the next ten years.

Developed and owned by the community, the plan captures the community’s voice for what is most important for them.

Community planning commenced in October 2019 and was completed in April 2020.

Residents in and around Maryborough and district were invited to share their input into the planning process in a variety of ways:

- an online survey
- community postcards
- a drop in session
- listening posts
- a focus group
- children’s drawing activities
- roving interviews
- a community workshop; and
- draft plan feedback processes.

The Maryborough & District Community Plan is a community owned plan that captures community aspirations across a broad range of areas (not just local government).

This project was delivered with funding from the Australian Government through the Building Better Regions Fund.



# OUR VISION

## In 2030 Maryborough & district will have:

- ✓ strong community connections
- ✓ excellent community and recreational infrastructure
- ✓ a growing and sustainable population
- ✓ excellent health and wellbeing services
- ✓ a thriving local economy
- ✓ growing volunteerism
- ✓ a strengthened focus on the early years
- ✓ local access to post-secondary education
- ✓ frequent public transportation in Maryborough and to nearby larger centres
- ✓ high speed and affordable internet
- ✓ increased town pride
- ✓ a range of housing options to suit residents needs
- ✓ strengthened environmental sustainability and flood and preparedness; and
- ✓ strong connections and communication with Council.

# OUR TOWN

**Maryborough is located 65 kilometres north of Ballarat, 70 kilometres from Bendigo and 168 kilometres north-west of Melbourne.**

Maryborough has a number of sporting facilities and significant historical buildings dating back to the goldmining era of the 1850s.

Other key assets of note are the library, Town Hall, the Railway Station, the wide range of local shopping, Lake Victoria and the Goldfields Reservoir and nearby Paddys Ranges State Park to name a few.

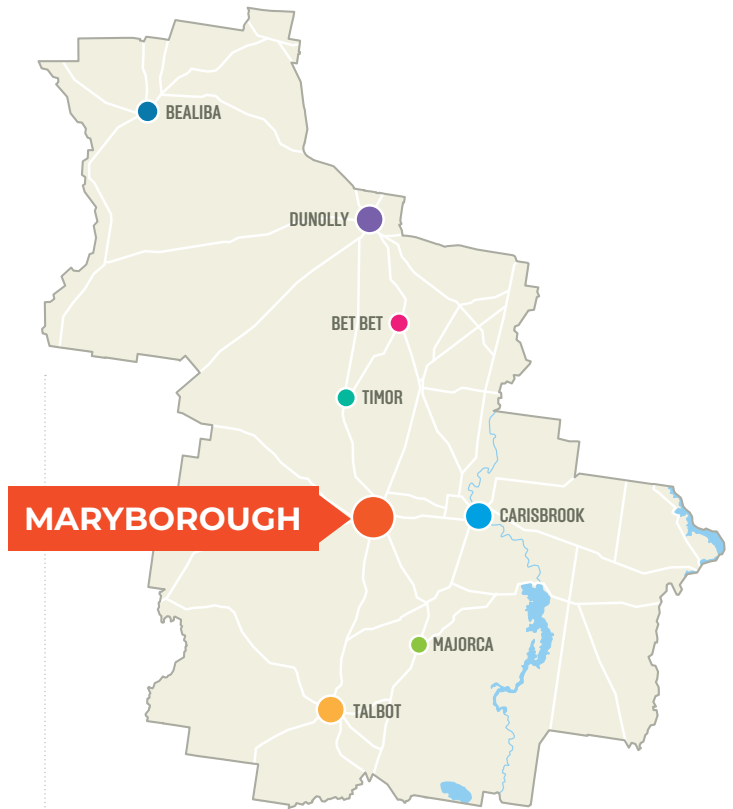
## Our History

The area was originally inhabited by the Dja Dja Wurrung people.

The first Europeans to settle were the Simson brothers, who established a sheep station, known as Charlotte Plains, in 1840. Gold was discovered at White Hill, 4 kilometres north of Maryborough in 1854, leading to prospectors rushing to the area. At its peak Maryborough is reported to have had a population of up to 50,000 people.

The last gold mine in Maryborough closed in 1918. In 1924 the Maryborough Knitting Mills opened, which established the town as a centre for the wool industry, Maryborough became a city in 1961.

In 1995 the Central Goldfields Shire Council was created from the former City of Maryborough, Shires of Tullaroop, Bet Bet and Talbot and Clunes.



“Specialist are all out of town, hard to see someone. Doctor waiting lists are ridiculous.”

“I love the determination that people have to make our region great again.”

“It’s a friendly place to live and work; you are not just a number.”

# CENSUS SNAPSHOT



## POPULATION: 7921

- Male: 47.8%
- Female: 52.2%
- Aboriginal and/or Torres Strait Islander people: 1.6% (Victoria 0.8%)



## AGE

- Median age in Maryborough 50 years (Victoria 37 years)
- Children aged 0-17 years made up 15.8% of the population (Victoria 18.3%)
- 30.3% of the population are aged 65 years and over (Victoria 15.6%)



## DWELLINGS: 3774

- 10.7% of dwellings were unoccupied (Victoria 11.7%)
- Median rent: \$200/week (Victoria: \$325)



## HOUSEHOLDS

- 59.3% were family households
- 37.4% (1263 people) were living in single person households (Victoria 24.7%)
- 3.3% were group households
- 8.8% of households had no car



## EMPLOYMENT

- 48.3% worked full-time (Victoria 57%)
- 37.7% worked part-time (Victoria 31.4%)
- 7.9% were unemployed (Victoria 6.6%)
- 6% were away from work (Victoria 4.9%)



## INCOME

- In Maryborough 38.4% of households had a weekly household income of less than \$650 (Victoria 20.3%) and 2.7% of households had a weekly income of more than \$3000 (Victoria 15.5%)



## INTERNET

- 29.8% of households in Maryborough did not have access to internet at home (Victoria 13.6%)

## IN MARYBOROUGH & DISTRICT WE LOVE...

- The people
- Community spirit/connections
- Peace and quiet
- Country/rural living
- The central location
- History and heritage
- The shopping and cafés
- Community and recreational infrastructure
- Natural environment/bushland
- Local activities and events
- Affordable living
- Services and supports
- Good schools
- The weather

## KEY ISSUES / CHALLENGES

- Unemployment
- Local Government Governance
- Access to health care services/lack of GP's
- Access to higher education
- Lack of activities for children/young people
- High speed internet access
- Attracting industry/business
- Drought/climate
- Support for local business
- Ageing community
- Red-Tape
- Maintaining heritage buildings
- Attracting tourism
- Volunteering
- Access to public transport
- Housing needs
- Perception of Maryborough
- Entrenched disadvantage
- Retaining young people
- Maintaining community infrastructure



# OUR KEY PRIORITIES

- 1 OUR COMMUNITY**
- 2 OUR ECONOMY**
- 3 OUR ENVIRONMENT**  
(BUILT & NATURAL)
- 4 OUR LEADERSHIP**

# OUR COMMUNITY

## STRATEGIC DIRECTIONS AND KEY ACTIONS:

### STRONG SOCIAL CONNECTIONS AND COMMUNITY INVOLVEMENT

1. Create opportunities to strengthen community connections amongst residents.
2. Plan together with children and young people to offer regular low cost-no cost activities/programs/events.
3. Advocate for support for existing community groups through fee relief for use of assets, rubbish removal and printing/administration support.
4. Offer more arts/culture activities in Maryborough.
5. Offer intergenerational programs/activities to address ageing and isolation.
6. Continue to welcome and include new residents to Maryborough and district.

“If we focus our efforts on the 40ish babies born each year to first time parents in the shire and ensure those families get the very best support available we would be well on the way to turning around the disadvantage experienced in this community.”

# OUR COMMUNITY

## A HEALTHY, SAFE AND ACTIVE COMMUNITY

1. Advocate for adequate GP services in Maryborough.
2. Explore the viability of an after-hours GP clinic in Maryborough.
3. Advocate for improved promotion and use of telehealth options that could better connect residents with specialist health care services.
4. Review parking needs for the hospital and local medical clinics to better support access for ageing residents.
5. Seek community input into the masterplan for the new hospital.
6. Seek ways to increase healthy eating in Maryborough and district e.g. farmers markets, food swap, gardening support
7. Increase the delivery of funded dental services for eligible residents.
8. Seek funding for shade over play areas and the outdoor pool.
9. Support early childhood development and the first 1000 days of a child's life.
10. Continue to offer sport and recreational opportunities and encourage active lifestyle choices.
11. Advocate for improved access to mental health services in Maryborough for children, youth and adults.
12. Advocate for free or reduced fee pool entry for all in Central Goldfields Shire.
13. Work with police and key community stakeholders to trial initiatives that could lower crime and drug use.
14. Continue to plan together for an age and dementia friendly community.
15. Increase services and support for residents who are at risk of or experiencing homelessness.
16. Review current and future housing needs for Maryborough and seek investment and partnerships that support affordable rental housing, creative housing ideas, social housing and increased home ownership opportunities.
17. Increase positive perceptions of Maryborough through the promotion of positive stories.
18. Seek funding for the installation of accessible drinking fountains/stations.
19. Improve the quality of tap water and promote the benefits of drinking tap water.
20. Deliver more health and wellbeing community programs for older residents.
21. Expand and promote community garden and edible planting projects.
22. Increase breastfeeding friendly places and promote breastfeeding.
23. Advocate for a headspace service in Maryborough.
24. Provide in home services that will support ageing residents to 'age in place'.
25. Develop campaigns/initiatives to encourage more off-screen time for children and youth.
26. Consider ways to promote available community services to residents so that they are easy to understand and access.
27. Continue to welcome and include new residents to Maryborough and district.

# OUR ECONOMY

## STRATEGIC DIRECTIONS AND KEY ACTIONS:

### INCREASED TOURIST ACTIVITY

1. Plan and promote events and activities that would draw visitors to Maryborough and district e.g. Energy Breakthrough, experience Maryborough event.
2. Promote, protect and maintain the history and heritage of Maryborough and district.

### VIBRANT LOCAL ECONOMY

1. Work together to attract investment and new industry to Maryborough and district.
2. Encourage shop-local campaigns that would increase support for local businesses
3. Explore and develop incentives aimed at attracting new business and industry to Maryborough and district.
4. Explore ways to increase the availability and affordability of rental housing for residents and social lending models for home ownership.
5. Advocate for an increase in public transportation services for Maryborough and district and promote the bus from home to station.
6. Review the transport needs of secondary and tertiary students and advocate for services that support students to reside in Central Goldfields.
7. Offer programs and campaigns aimed at boosting employment and assisting unemployed residents to find work including youth, middle aged residents and those that are longer term unemployed.
8. Investigate renewable energy schemes that could assist residents with lowering their power costs.
9. Create a masterplan for the aerodrome and regain CASA registration.
10. Seek funding for streetscape beautification in Maryborough.
11. Explore creative ways to activate empty shopfronts in Maryborough e.g. short-term use. social enterprise, shop front services, window displays etc.
12. Advocate for the delivery of University and TAFE courses in Maryborough through face to face and video options.
13. Advocate for less red tape to better enable development, growth and investment.
14. Explore opportunities to strengthen the night and weekend economy in Maryborough.
15. Advocate for the affordability of rates in Maryborough and district.



# OUR ECONOMY

## RELIABLE TELECOMMUNICATION NETWORKS

1. Advocate for reliable mobile phone coverage and fast internet for Maryborough and district.

## POPULATION STABILITY/GROWTH

1. Promote the liveability of Maryborough and district.



“More industry to provide increased job opportunities. Increased medical services. More frequent public transport services.”

# OUR ENVIRONMENT

## (NATURAL & BUILT)

### STRATEGIC DIRECTIONS AND KEY ACTIONS:

#### SAFE, ACCESSIBLE AND WELL-MAINTAINED COMMUNITY INFRASTRUCTURE

1. Seek funding for a splash/ water park in Maryborough that is fenced and is free to use.
2. Advocate/work in partnership with Council and VicRoads to ensure a safe road network.
3. Create a plan for the improvement of footpaths in Maryborough and district.
4. Review street lighting and add lighting in community areas where it is needed.
5. Redevelop the outdoor pool and add solar heating.
6. Maintain and extend bicycle and walking tracks in Maryborough and district.
7. Seek funding for the installation of BBQ facilities at all parks.
8. Review shade needs at key outdoor places e.g. parks, playgrounds, pools and create a plan for improvements.
9. Consider all ability access and female/family friendliness when planning recreation and community infrastructure.
10. Using the Recreation and Open Spaces Plan maintain and develop open spaces and recreation infrastructure that meets the needs of Central Goldfields residents.
11. Explore creative ways to encourage and support community members to increase town pride e.g. tidy towns.
12. Link medical and retail hubs with pedestrian, cycle and mobility scooter pathways.
13. Seek funding for an off-leash dog park in Maryborough.
14. Activate and revamp the Town Hall e.g. seating.

“Focus more on outdoor infrastructure, like bike paths.”

“Have a splash park in Maryborough so everyone can cool down in our dry hot summer.”

# OUR ENVIRONMENT

## (NATURAL & BUILT)

### PROTECTION AND MAINTENANCE OF LOCAL HERITAGE

1. Maintain and protect heritage buildings in Maryborough and district.

### PROTECT, MANAGE AND IMPROVE NATURAL ENVIRONMENT

1. Plan environmental sustainability initiatives focussed on less waste, climate action and flood, bushfire and drought preparedness.
2. Create a tree plan for the replacement of trees as they near their lifespan and water large trees.
3. Conduct regular tree audits to ensure tree safety around town.
4. Ensure green spaces are available year-long for residents and visitors to enjoy.
5. Source water to keep Goldfields Reservoir and Lake Victoria useable all year long.



“We need a sustainability plan to guide through the effects of climate change.”

# OUR LEADERSHIP

## STRATEGIC DIRECTIONS AND KEY ACTIONS:

### ADVOCACY, LEADERSHIP AND COMMUNICATION

1. Actively connect with Council's 'champion' for Maryborough to ensure leadership and support from Council with the Maryborough & District Community Plan and its identified community projects.
2. Actively lead the implementation of the Maryborough & District Community Plan.
3. Identify ways to strengthen and maintain transparency and communication between residents and Local Government.
4. Revamp Central Goldfields Shire Council website so that it is community friendly and easy to use.
5. Encourage community voice and local decision making through engagement and consultation.

### COMMUNITY INVOLVEMENT AND VOLUNTEERING

1. Recognise, support and raise the profile of volunteers and community groups and actively encourage the involvement of new volunteers, especially younger and 'new' residents.
2. Develop a volunteer 'skill bank' to connect Central Goldfields Shire residents with volunteering opportunities.
3. Build the leadership skills of young people in Maryborough and district.
4. Build the leadership skills and capacity of residents to become local leaders.
5. Gather and promote good news stories about community groups, volunteers and leaders in the Maryborough community.
6. Build the capacity of community volunteers through training and mentoring e.g. governance, human behaviour, food handling, grant writing etc.

"Community groups need more support and more volunteers."

"Be much more open with council decisions and be prepared to listen and not think all the decisions made are the right ones."

"I believe we need to afford locals better opportunities to make decisions regarding their future."

# PUTTING OUR PLAN INTO ACTION

## Implementation of the Maryborough and District Community Plan will be led by the local community.

Central Goldfields Shire Council's 'Champion' for Maryborough and district will attend meetings and offer guidance, advice and support wherever possible.

Relevant key stakeholders/project partners will be invited to work with the Maryborough community on shared priorities.

An action plan template has been developed to assist with project planning and regular review of community priorities.

### Getting involved

If you would like to get involved in making Maryborough and district an even better place to live in 2030 contact:

#### Manager Community Partnerships

Central Goldfields Shire Council  
(03) 5461 0610

