

Central Goldfields Shire

Community Vision 2031



Central Goldfields Shire Community Vision 2031



Contents

Acknowledgement of Traditional Owners	4
Mayor's Message.....	4
CEO Message.....	5
Community Advisory Group Message.....	5
About the Community Vision	6
What is a Community Vision?	
Why is the Community Vision important?	
How is the Community Vision implemented and evaluated?	
Our Community's Vision	8
Our Community's Involvement	
Our Community Vision	
Our Shire	
Our Community's Priorities	13
Our Community's Wellbeing	
Our Growing Economy	
Our Spaces and Places	
Leading Change	

Acknowledgement of Traditional Owners

Central Goldfields Shire Council acknowledges the ancestors and descendants of the Dja Dja Wurrung. We acknowledge that their forebears are the Traditional Owners of the area we are on and have been for many thousands of years.

The Djaara have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.



Mayors Message

One of the exciting requirements in the Local Government Act, 2020, is for the development of a ten-year Community Vision covering at least ten years using deliberative engagement processes.

The benefit of deliberative engagement is it enables Council to know what our residents really think. We have many regular community contributors to community activity and we really appreciate this. They play a vital role making our community special.

There are a great many however who have not had any say. Some may feel their views are of no interest or are unsure how to share their thoughts. They may live in more remote locations and not part of community life.

The establishment of the Shaping Central Goldfields Community Advisory Group (CAG) of 18 people followed expressions of interest with supplementation in line with the deliberative engagement process. This enabled a true cross-section of the community to be appointed, to provide a draft a ten-year Community Vision and a four-year Council Plan.

As Mayor, I am required to lead the community engagement process resulting in the Council Plan. It has been an immensely exciting experience, to join with Council's Manager Community Engagement, to work with our CAG on a draft Community Vision and to see not only the level of commitment and passion shown, but also the real aspiration and excitement for the future of our Shire.

Council has warmly welcomed the very thoughtful contribution the CAG has made in its own comprehensive consideration of the Community Vision and I feel sure the Community will sense the high level of passion and insight within it.

The future for our Shire has never been brighter but will require real leadership and partnership to realise the vision and its massive benefits. Working together we can make it happen. How thrilling that will be.

Cr Chris Meddows-Taylor
Mayor



CEO Message

We're proud to present the Central Goldfields Community Vision 2031.

It's a vision that has been developed by the community - for the community. It reflects our community's values and goals for the future, and details how our Shire should grow and develop over the next ten years and beyond.

Creating a Community Vision for the Central Goldfields has been a collaborative effort. Thank you to the many members of our community who took the time to be involved.

Special thanks to the 18 members of our Shaping Central Goldfields Community Advisory Group (CAG) who have generously given their time and energy to shape this vision.

The Central Goldfields Community Vision 2031 provides Council with a solid foundation for Council's future planning and resource allocation. It will guide Council to deliver on what our community most values for the future.

This work doesn't stop here. Through the development of our Council Plan every four years we will work towards achieving our Community Vision.

We'll continue to advocate and work in partnership with our community, services, government and our local business community to achieve it.

I, together with Council and Council staff, look forward to continuing these conversations with our community to bring this Community Vision to life.

Lucy Roffey
Chief Executive Officer

Community Advisory Group Message

The Community Advisory Group is pleased to present the Central Goldfields Shire's Community Vision for 2031.

Over a period of several months, we have worked actively and excitedly in sharing our input into this vision and exploring how we can make our community an even better place to live.

There was no need to reinvent the wheel in helping shape the Community Vision and we have built on the well-honed strengths our community already has and asked how these could be made even better?

The Community Advisory Group comprises "born and bred" locals, those who were born here, moved away and came back and those who are new to the area and regardless of our backgrounds, our commitment to creating a better place to live, work and enjoy has been palpable.

While the coronavirus pandemic and its restrictions made our meetings challenging at times, through adversity comes strength and the 18 members of the Community Advisory Group never lost our passion for striving to make our shire and community the best it possibly can be.

We hope the document before you reflects your own future vision for our shire, to create a more inclusive and vibrant Central Goldfields Shire.

**Shaping Central Goldfields
Community Advisory Group**

About the Community Vision

The Central Goldfields Community Vision is shaped by a community vision statement and community priority areas.

What is a Community Vision?

A Community Vision is a document which frames a community's long-term aspirations.

Under the Victorian Local Government Act 2020, all councils across Victoria are required to prepare a ten-year Community Vision—with their communities—using deliberative engagement practices.

While the requirement for a Community Vision is universal, each Community Vision will look and feel different for each council area.

Throughout this document 'Community Vision' is used to denote the vision statement and the community priorities.

Why is the Community Vision important?

The Community Vision will shape Council's work over the next ten years including Council's long-term financial planning, medium-term strategic objectives, and short-term actions.

The table opposite shows how the Community Vision provides overarching guidance to the strategic planning framework of Council.

How is the Community Vision implemented and evaluated?

The future for the Shire has never been brighter but will require real leadership and partnership to realise the Community Vision and its massive benefits.

While Council has a pivotal role to deliver on the Community Vision through the four-year Council Plan, Council cannot achieve the vision alone.

Key partners will include Council, the diverse community, government bodies, education and employment sectors, health and community organisations and business and industry.



Working together

There are many ways that community members can work with Council to facilitate the Community Vision:

- Get involved in implementing your Community Township Plan
- Join a community advisory committee or project reference group
- Have a say during strategic planning processes
- Provide feedback on specific projects, strategies, and policies through public exhibition periods; and
- Provide feedback through customer service or Council's website



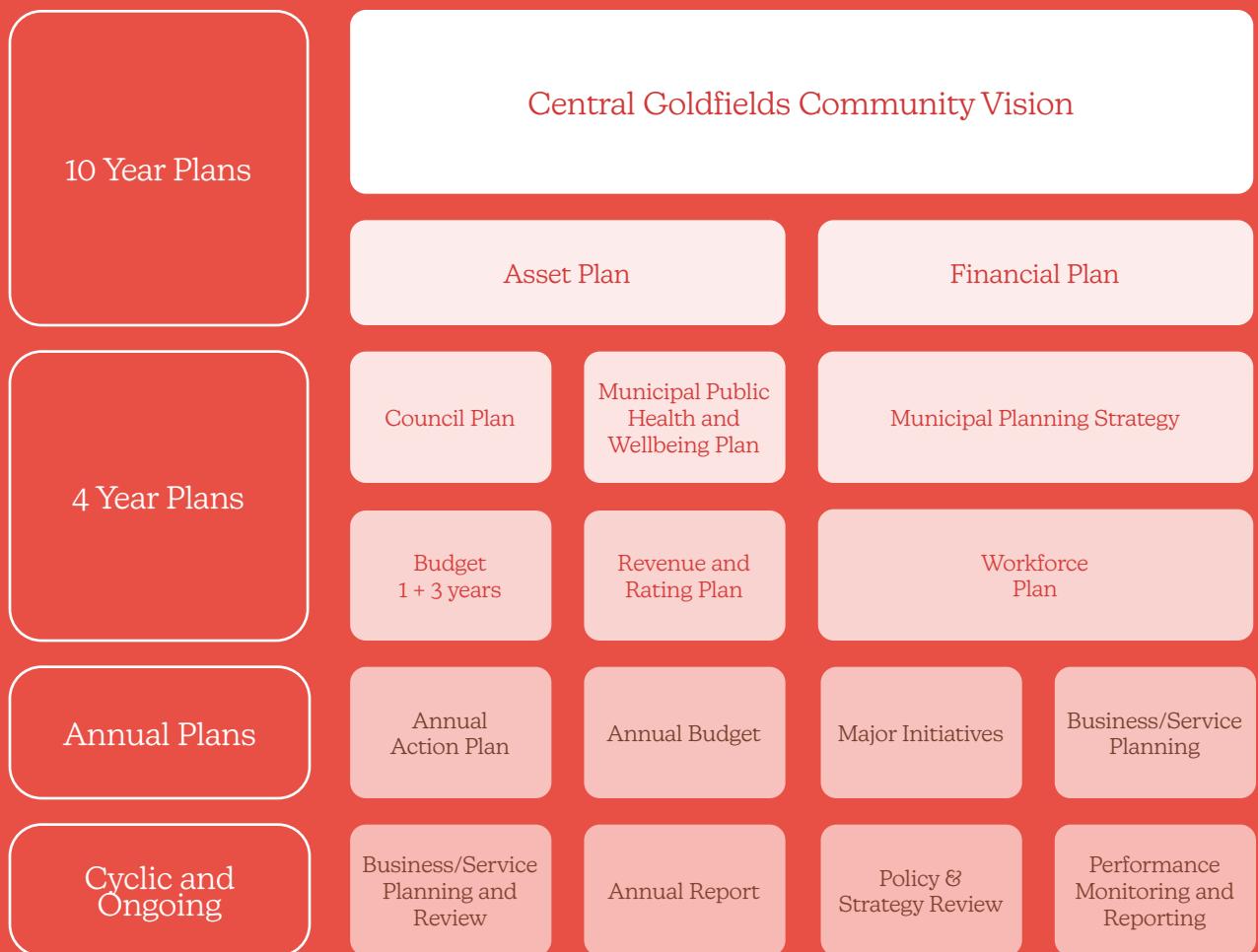
Progress reporting

A Community Vision is a powerful instrument when it results in meaningful change and outcomes.

Council will report on progress with the Community Vision through its Annual Report. Reporting will not only focus on outcomes, but also key learnings and innovation.

Council will also provide regularly updates on the Community Vision through a broad range of communication channels, community forums and events.

How the Community Vision provides overarching guidance to the strategic planning framework of Council



Our Community's Vision



Our Community's Involvement

The Central Goldfields Community Vision 2031 has been formed through broad and varied engagement with more than 2000 people over the past two years:

- online surveys
- postcards
- listening posts
- children's drawing activities
- focus groups
- workshops
- on the street conversations

To help shape the long-term vision for the Central Goldfields, Council formed a representative Shaping Central Goldfields Community Advisory Group (CAG) through an open expression of interest process.

The CAG has considered and brought all the information together from the wider community to form the long-term vision for the whole of the Central Goldfields.

Our Community's Vision Statement



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

We are kind, connected and inclusive and we nurture creativity, leadership and innovation. We value and invest in our young people and our health and wellbeing is high.

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



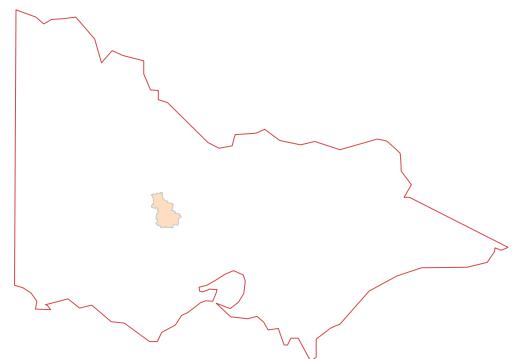
BEALIBA

DUNOLLY

MARYBOROUGH

CARISBROOK

TALBOT



About Our Shire

Located at the geographical centre of Victoria, Central Goldfields Shire is within one hour's drive of the regional centres of Ballarat and Bendigo and just two hours from Melbourne.

Central Goldfields Shire is home to just under 13,000 people. The Shire's rich history began with Traditional Owners and has been enriched by migration during Victoria's gold rush era.

All townships feature iconic heritage architecture and agricultural industries are spread across the Shire and include grain, sheep grazing and broiler farming.

The Shire is also home to a number of major manufacturing, infrastructure, agricultural, freight, printing and food production companies.

Residents have access to affordable housing, a wide variety of health services, schools, recreational facilities and parks and gardens.

The principal towns and locations are:

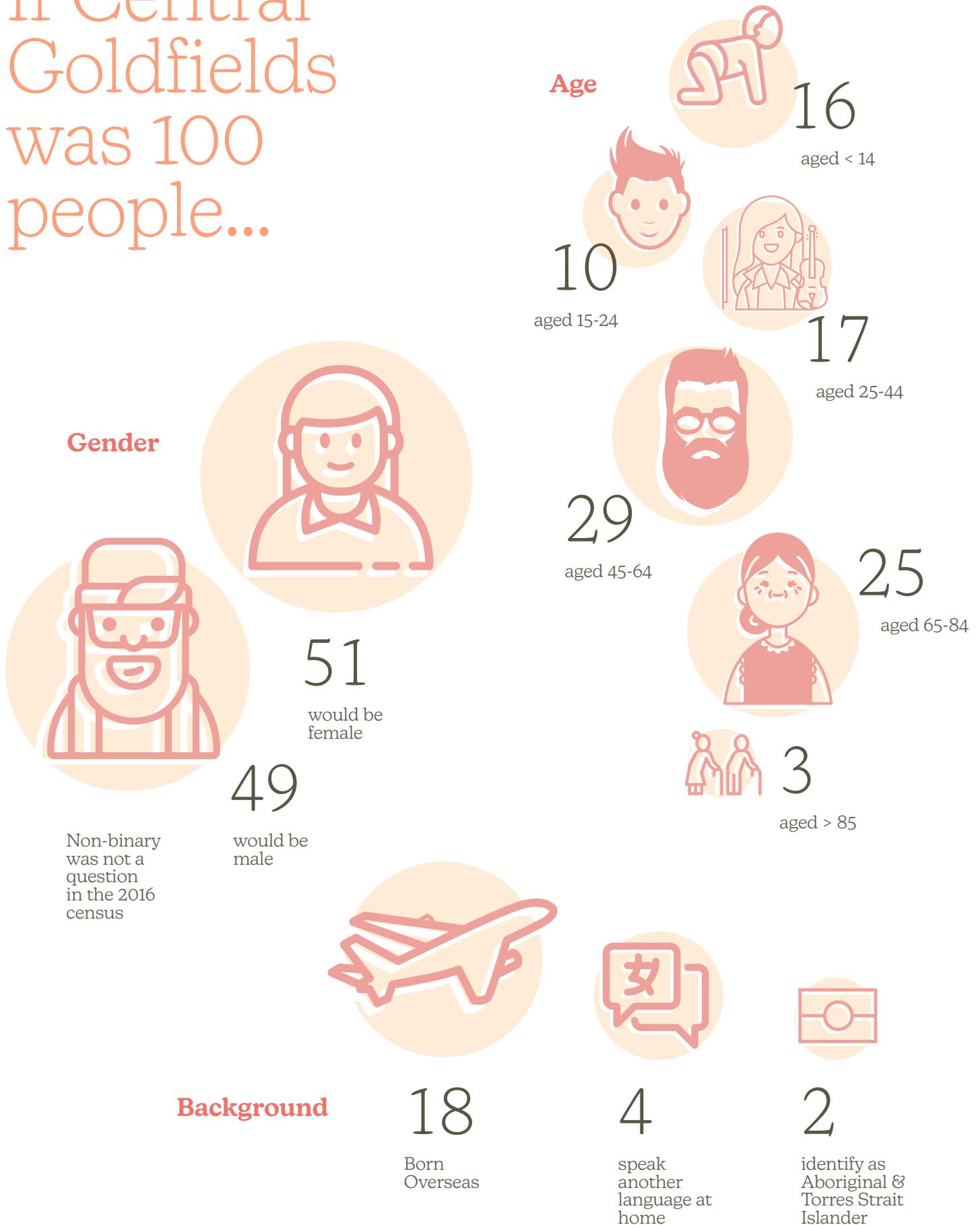
- Maryborough
- Carisbrook
- Dunolly
- Talbot
- Bealiba

Other locations include:

- Adelaide Lead
- Betley
- Bowenvale/Timor
- Daisy Hill
- Majorca
- Wareek



If Central Goldfields was 100 people...



Figures based on 2016 ABS Census

Families



35

live by themselves



48

couple family without children



31

couple family with children



20

one parent family

Education



13

completed higher education qualification (Diploma level and above)

38

did not complete year 12



Employment

49

work full time

37

work part time

9

unemployed

23

volunteer

Homes



73

own or mortgage a house



22

Rent



38

households have an income of less than \$650/week



7

live in a dwelling without a motor car



28

live in a household with no internet access



Our Community Priorities

Our Community's Wellbeing

- 1 Community Wellbeing & Resilience
- 2 All Ages, Stages, Abilities and Ambitions
- 3 Health and Safety
- 4 Reconciliation

Our Growing Economy

- 5 Population Growth/Stability
- 6 Education and Employment
- 7 Heritage and Tourism

Our Spaces and Places

- 8 Community Infrastructure
- 9 Heritage
- 10 Sustainability and Environment

Leading Change

- 11 Active and Engaged Citizens
- 12 Good Governance
- 13 Advocacy and Partnerships

Priority

Our Community's Wellbeing



Community Wellbeing & Resilience

- Drive aspiration and facilitate opportunity
- Strengthen and create new social connections through community-based events, programs and activities that are welcoming, accessible for people of all abilities, inclusive and affordable
- Build intergenerational connections and understanding through shared activities, projects, and programs
- Embrace, celebrate, support local talent and nurture creativity through arts, culture, activities, and events
- Welcome and support new Australians and recognise their culture and contribution to the community

All Ages, Stages, Abilities and Ambitions

- Support children aged 0-8 years and their families so children can have the best start in life
- Child and family friendliness through welcoming and accessible facilities, change facilities and breastfeeding friendliness throughout the Central Goldfields
- Actively engage, support, involve, build the leadership capacity of and value the contributions of young people
- Support ageing community members to have healthy ageing and good quality of life with continued participation in physical activity and social, cultural, and spiritual activities

Health and Safety

- Accessible and timely access to GP's, telehealth options, dental services, Paediatricians, mental health, strengthened disability supports and specialist health services to meet the health and wellbeing needs of communities
- Improve the overall health of communities (primary prevention), focus strongly on active living, healthy eating, drinking tap water and improved health literacy
- Build a safe community without violence, prevent violence against women and address alcohol and drug misuse

Reconciliation

- Value and recognise First Nations cultures and heritage and build historical knowledge of the wrongs of the past and their impact
- Create culturally safe places and support self-determination
- Close the gap in First Nations life outcomes

What is Council's role?

Strategic Planning

Council undertakes a range of strategic planning to support-positive ageing, health and wellbeing, early years and youth, disability, community planning, recreation, gender equity and reconciliation.

Service Provision

Council provides a range of services to support communities: early years and youth, library, aged and disability services, immunisation, emergency management and Healthy Hearts program.

Partnerships

Council partners with individuals, community groups, business and organisations to support the implementation of community priorities and activities.

Priority

Our Growing Economy



Population Growth and Stability

- Actively drive population growth especially through the Ballarat-Maryborough Growth Corridor and enhance and promote the liveability and centrality of Central Goldfields
- Utilise our unique rich gold history and heritage including our extensive heritage housing stock to promote and market our Shire
- Suitable housing options and developments throughout the Shire to meet the changing community needs and demographics and planned growth in the Central Goldfields

- Planning and building approval processes that are easy to navigate and affordable and timely
- A strong and diverse and well supported business sector with a shop-local focus and increased support for local businesses
- Reliable phone coverage and fast and affordable internet across the Central Goldfields to better support business and the growing work from home movement
- A vibrant night life with a range of businesses open in the evening
- Increased positive perceptions of the Central Goldfields

Education and Employment

- Attract new business and industry including social enterprise and entrepreneurs that create jobs through investment, creativity and innovation
- Develop a skilled and diverse workforce to support economic growth
- Strengthen employment opportunities for people with a disability
- Access to local education and training options including trade training, traineeships, apprenticeships and tertiary through video and face to face delivery

Heritage and Tourism

- Increase tourist activity throughout the Shire through events, festivals, activities, and experiences such as Energy Breakthrough, Agri-tourism, food, arts and culture, gold tourism and history and heritage tourism
- Connect Central Goldfields to the wider region through touring routes and storytelling
- Further develop, grow, and promote history and heritage tourism
- Utilise Maryborough Railway Station to tell the story of Gold and develop a world class experience facility

What is Council's role?

Strategic Planning

Council undertakes a range of strategic planning to support - economic development, housing, tourism and events and integrated transport including planning the development of Maryborough Station activation and actively engaging in the central Victorian Goldfields World Heritage Listing Bid.

Service Provision

Council provides a range of services that are central to the economy: business support, information, and resources for new and existing businesses, business permit, Visitor Information Centre, Central Goldfields Art Gallery and promoting liveability initiatives

Partnerships

Partnerships have been focussed on attracting investment and businesses and working together with other levels of government, regional partners, business, employment organisations, education providers, tourism, developers, and other levels of government to maximise resources, share knowledge and combine efforts to address priority areas.

Priority

Our Spaces and Places



Community Infrastructure

- Accessible, engaging, visually attractive and well-maintained facilities, infrastructure, and spaces that support culture and creativity, social connections, and active and healthy living
- A safe and well-maintained road and footpath network that meets current and future community needs
- Engaging and appealing streetscapes and town-entrances



Heritage

- Plan for growth that is low impact and sensitive to Central Goldfield's heritage
- Protect, maintain, and preserve cultural heritage and heritage buildings and assets

Sustainability and Environment

- Plan for growth that is low impact, sensitive to the environment and prioritises sustainable forms of transport
- Environmental sustainability initiatives focussed on less waste, renewable energy, climate action and drought preparedness
- Manage weeds and roadsides and plan for and maintain gardens, green spaces, trees, and native plantings in existing and new developments
- Active tree planting programs to increase the tree canopy
- Clear policies, commitment and leadership on climate change action and adaptability

What is Council's role?

Strategic Planning

Council undertakes a range of strategic planning to support- strategic land use planning, sustainability, waste Management, recreation and open space, walking and cycling

Service Provision

Council provides a range of services that are central to the built and natural environment: waste services, projects and design (delivering renewal of major infrastructure and new buildings), strategic asset management, operations (building maintenance, parks and gardens, plant maintenance), recreation and statutory Services.

Partnerships

Council works together with community, other key stakeholders, and other levels of government to maximise resources, share knowledge and combine efforts to address priority areas and need.

Priority

Leading Change



Active and Engaged Citizens

- Council and community to work together to implement the Community Plans
- Actively encourage the community to have a say, engage in deliberation and work collaboratively with Council so they can actively contribute to decision making on matters that affect them
- Engage the next generation of volunteers through creative and non-traditional volunteering opportunities and continue to promote, recruit, support, value, celebrate and recognise volunteering
- Build leadership capacity to lead in a collaborative way and focus on the whole Shire

Good Governance

- Council processes, decisions, outcomes, spending, and results are accountable, responsible, equitable, responsive, ethical, and transparent
- Strengthen and maintain clear, transparent, and regular communication between residents and Local Government
- Strategic planning is informed by the Central Goldfields Community Vision and progress is measured and reported back to the community
- Effective and efficient delivery of services and a timely and high standard of customer service

Advocacy and Partnerships

- Work collaboratively and foster partnerships to address community needs, complex issues, and long-term and entrenched disadvantage in the Central Goldfields
- Undertake advocacy efforts on matters of importance to the community to support improved infrastructure, services, resourcing, policy and planning, address gaps and achieve improved outcomes

What is Council's role?

Strategic Planning

Council undertakes a range of strategic planning to support its leadership role: communication and engagement, volunteering, rating and short, medium and long-term strategic and financial planning informed by the long-term Community Vision.

Service Provision

Council provides a range of services that are central to its leadership role: managing/supporting volunteers across the organisation, leading Go Goldfields, activating and supporting the implementation of Community Plans with communities, community engagement, finance and revenue, governance, property and risk, business transformation (information technology, customer service), people and culture and business support.

Partnerships

Council works together with community, other key stakeholders and other levels of government to maximise resources, share knowledge and combine efforts to address priority areas and needs.

