



GOLDEN PLAINS SHIRE

# **ATTACHMENTS**

**Under Separate Cover  
Council Meeting**

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**6.00pm Tuesday 15 December 2020**

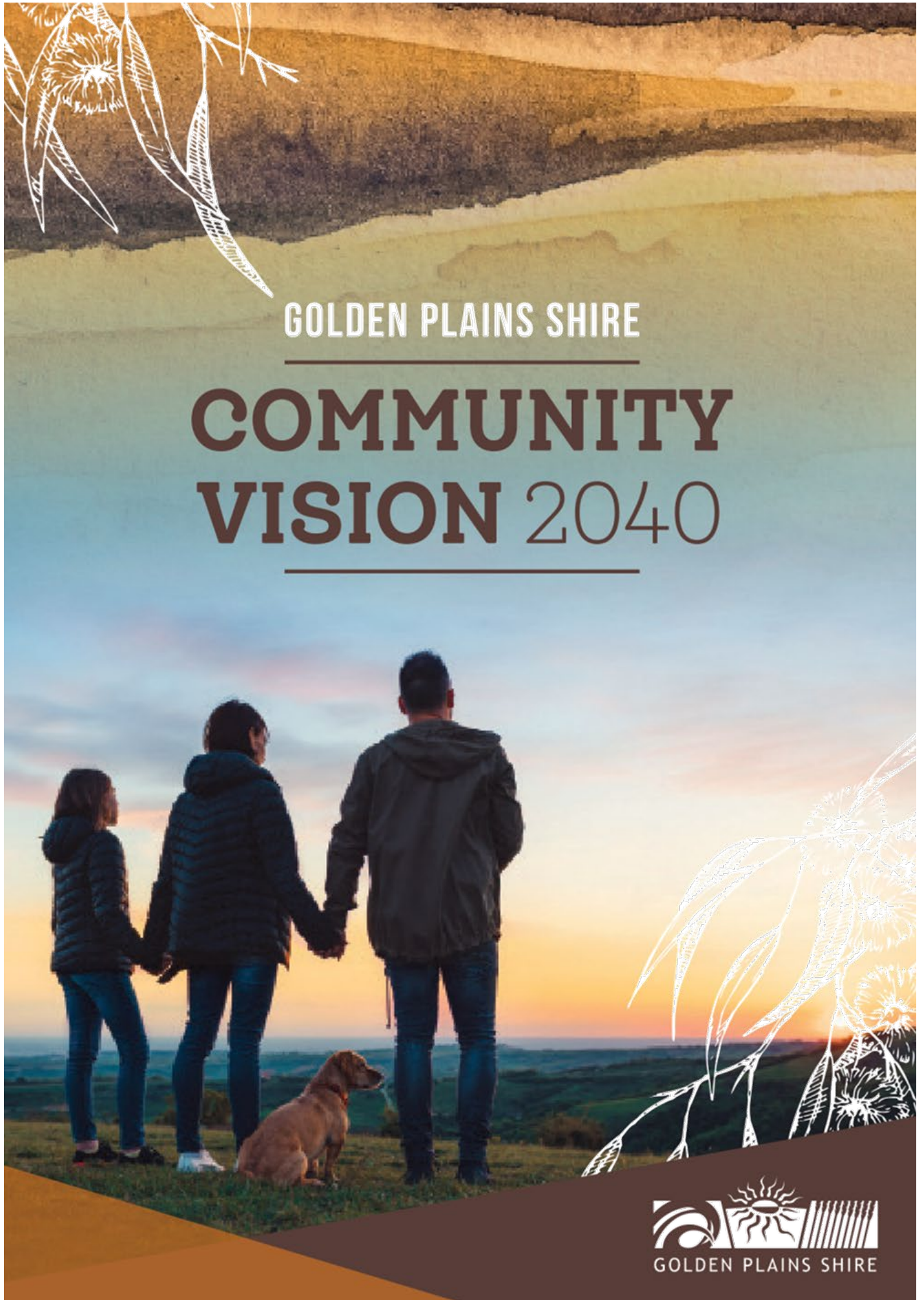


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# ACKNOWLEDGEMENT OF COUNTRY

Council acknowledge the traditional Wadawurrung owners of the land where we live, work and meet. Council pays its respects to Wadawurrung Elders both past and present and extends that respect to all Aboriginal and Torres Strait Islander People who are a part of Golden Plains Shire.



# OUR COMMUNITY

2020



**24,001**  
people



**8,568**  
occupied dwellings

2040



**41,012**  
people



**14,652**  
occupied dwellings

**38**

Average median age  
Expected to remain same  
or very similar in 2040

**2.71%**

Average Population  
Growth 2020-2040

**2.8**

people  
Average Household Size  
Expected to remain same  
or very similar in 2040

## CURRENTLY IN GOLDEN PLAINS SHIRE



**2,705**  
sq km of land



**56**  
communities



**16**  
townships



**1712 KM**  
Sealed roads, gravel roads  
and unformed roads

**23**

Community plans

**130**

Community Coordinators

**22%**

Volunteering Rates  
(> 1hr per week)

## OUTPUT SECTOR



**22.5%**  
Agriculture



**17.9%**  
Construction



**16.5%**  
Rental, hiring  
& real estate



**13.8%**  
Manufacturing



**29.2%**  
All Other

## WORKFORCE

Where we work ...

**25.3%**

Golden Plains

**35.3%**

Geelong

**31.2%**

Ballarat

**8.0%**

Other

## DEVELOPING THE VISION . . .

The Golden Plains Shire Community Vision 2040 is a plan that captures the hopes and aspirations of the whole community, and ensures we are planning for a bright future for all.

The Community Vision outlines how the entire Golden Plains community can work together towards common goals and meet the Shire's needs, both now and into the future.

The project to develop a Community Vision for the first time in Golden Plains commenced in July 2019. It was recognised as critical that the Vision engage broadly with the community to capture and represent the diverse hopes and dreams of all Golden Plains residents.

A key component of developing the Vision was the formation of a dedicated Community Reference Group (CRG). This was done via an open Expression of Interest process, and in October 2020, 11 residents from different areas across the Shire joined Council staff to undertake engagement training and co-design workshops for the Vision project.



## ENGAGING THE COMMUNITY



With assistance from the CRG, community engagement to promote and capture input for the Vision from residents across the Shire was planned and undertaken during February and March 2020. Initiatives promoted via print and social media included events, community conversations, postcards, online surveying, newsletters and a dedicated student session at Bannockburn P-12 College.

The engagement focused on 4 key questions:

- What I love about Golden Plains is . . .
- My hope for Golden Plains in 2040 is . . .
- What I would like to see in my community in 2040 is . . .
- To make this a reality I am willing to . . .

534 responses (representing over 2.3% of the Shire population) were gathered from across a range of age groups, demographics and locations in the Shire. This information was presented to Council and the community via an Engagement Update in April 2020.

To represent and refine the engagement information, the Community Reference Group workshopped and analysed the data into a series of Themes and Priorities that would provide the framework for the Community Vision 2040. This was documented and presented with a series of Vision Statements to form a Concept of the Vision for further community testing in June 2020.

The Concept was distributed and tested with community groups, networks and stakeholders with opportunities for feedback and further input offered via completion of an online questionnaire. Following this phase of engagement, further refinement was undertaken by the Community Reference Group in July and August 2020 for presentation of this document - the Golden Plains Shire Community Vision 2040.

# THEMES AND COMMUNITY PRIORITIES



## COMMUNITY

- Proud
- Safe
- Inclusive
- Connected
- Engaged
- Resilient
- Supported
- Contributing



## LIVEABILITY

- Health and Wellbeing
- Rural and Urban living
- Country Feel
- Active and Passive Recreation
- Services, Facilities and Activities
- Connected Transport



## SUSTAINABILITY

- Environmental Stewardship
- Value and Preserve Ecosystems, Nature and Cultural Heritage
- Responsible Attitudes and Behaviours
- Clean and Green Future



## PROSPERITY

- Learning, Education and Training
- Shopping, Goods and Services
- Employment Opportunities and Pathways
- Supporting Local Producers, Agriculture and Business
- Advocacy and Partnerships





# COMMUNITY



## VISION STATEMENTS

### BY 2040...

- We want to feel proud, safe and supported in our communities.
- We want to be inclusive and value all people and opinions.
- We want to value our indigenous heritage and connect to traditional owners of the land.
- We want to celebrate through arts and culture, activities and events.
- We want to be engaged, cohesive and aligned in our forward aspirations.
- We want opportunities to meet, socialise and build strong, resilient networks.
- We want to participate, volunteer and contribute to our local area.

*"A continued rural sense of living with community traditions, events and support that brings families together."*

(18-24 years from Lethbridge)

*"I'd love for there to be a social group of some sort, where other locals who are a bit isolated could meet for a cuppa and a chat."*

(45-54 years from Cape Clear)

*"Activities to strengthen the community bond."*

(45-54 years from Ross Creek)

*"A small town vibe, strong sense of community."*

(35-44 years from Inverleigh)



## VISION STATEMENTS

### BY 2040...

- We want good health and wellbeing for all.
- We want a diversity of quality rural and urban living alternatives that balances growth and retains a strong country feel.
- We want places, spaces and programs that support active and passive recreation and socialisation.
- We want access to services, facilities and activities for people of all ages and abilities.
- We want safe, connected pedestrian and transport infrastructure/services.

*"I'd like to see an improvement in health and well-being services, particularly for the aged and disabled."*

(55-64 years from Teesdale)

*"More inclusive easy access all weather play areas for children."*

(25-34 years from Ross Creek)

*"Create teenage spaces."*

(Year 9/10 Workshop)

*"Updated facilities, better roads, wide paved walkways and bike paths."*

(35-44 years from Inverleigh)



# SUSTAINABILITY



## VISION STATEMENTS

### BY 2040...

- We need to ensure our environment is maintained with appropriate practices and stewardship of our natural assets for future generations.
- We want to value and preserve our natural ecosystems, landscapes, features, open spaces, bushland and connection to cultural heritage.
- We want to promote positive attitudes and behaviours to land use, waste management, climate change and natural resource management.
- We want to embrace clean and green practices, including environmentally sustainable design, energy efficiency and green energy solutions.

*"I'd like to see more opportunities for people to learn about nature, the environment, science and indigenous culture."*

(65+ years from Bannockburn)

*"Some way of liaison with local farmers to promote wildlife-friendly practices."*

(18-24 years from Napoleons)

*"We need to start thinking more about the future at a community level in regards to waste and the environment."*

(45-54 years from Smythes Creek)

*"Keep our wildlife & open space areas."*

(Year 9/10 Workshop)



## PROSPERITY



### VISION STATEMENTS

#### BY 2040...

- We want to learn, develop and progress with access to quality care, education and training.
- We want local shopping, goods and services including retail, hospitality, tourism and event options.
- We want access to a range employment opportunities and pathways.
- We want to promote and improve the regional economy through partnerships, innovation and support for local producers, agriculture and businesses.
- We want to maintain and strengthen advocacy and relationships with Government, regional development boards and business groups.

*"Public transport, bigger shopping areas, cinema, pool, and more places for part-time jobs."*

(Under 18 years from Teesdale)

*"Activities to strengthen the community bond. Eateries, Cafe, Winery, Live Music."*

(45-54 years from Ross Creek)

*"I'd like to see more job opportunities for young people."*

(18-24 years from Ross Creek)

*"We need connection to larger towns but not over development. Jobs. Transport. Health services and good road infrastructure are critical."*

(55-64 years from Inverleigh)



**BANNOCKBURN OFFICE**

2 Pope Street, Bannockburn, Victoria 3331

**SMYTHESDALE OFFICE**

19 Heales St, Smythesdale, Victoria 3351

**EMAIL**

enquiries@gplains.vic.gov.au

**PHONE**

(03) 5220 7111 or 1300 363 036 (free within the Shire)

**POSTAL ADDRESS**

PO Box 111, Bannockburn, Victoria 3331

**OPERATING HOURS**

**Bannockburn Customer Service Centre**

8.30am to 5pm, Monday to Friday

**The Well, Smythesdale**

8.30am to 5pm, Monday to Friday



**GOLDEN PLAINS SHIRE**





## Attachment 2 – Draft Golden Plains Shire Community Vision 2040 Submissions

### Submission 1 – Bannockburn resident

#### Submission provided:

*“Thank you for the opportunity to respond to the Community Vision draft.  
May I first acknowledge the work the community representatives have done in informing the Vision. It is always heartening to see people putting time and effort into bringing together a document such as this.*

*Unfortunately in my opinion it is not complete. It fails to define the type of actions or measurable outcomes that many Councils have placed within their respective 2040 Visions. As such it runs a very real risk of gathering dust and not being the force it could and should be in directing our Council for the next 20 years.*

*As an example these are two Councils who have in my opinion created markedly more substantive and potent Visions for their communities.*

*In their 2040 document the Maroondah City Council not only detailed The Path Ahead but included both Key Directions and Community Indicators of Progress.*

<https://yoursay.maroondah.vic.gov.au/40266/widgets/290712/documents/165779>

*While Brimbank City Council's Community Vision 2040 did not map measures within the document itself it, clearly set out a very firm pathway for doing so by directing a Collective Impact Plan, one “which outlines the initiatives that will be undertaken over the next three years”. The Plan also was to contain a “a set of measures that enable us to track our progress over time” and a commitment to “an annual update with partners to identify challenges and opportunities” along with a three year review.*

*The Draft Golden Plains Shire Community Vision 2040 has none of this. Because it lacks both meaningful direction and any clear measures of success so vital to its success it may be rendered largely impotent.*

*For instance there is no sense of what something like “Retain a county feel” means for planning the developments to the south of Bannockburn. Larger treed blocks? Wider streets? More generous streamside buffers on Bruce's Creek? Will it be left to our planners to decipher what it means and as such be open to likely challenges from developers?*

*In summary the document needs to be strengthened to clearly articulate how the Vision will impact on the ground decision making and how the successes or otherwise of such will be determined.”*

#### Council Response:

The submission is noted and has been further discussed with the community member. No further changes are proposed for the Community Vision 2040. More detailed initiatives and key performance metrics will be explored and developed as part of the Council Plan 2021-2025 to measure progress on the strategic priorities of the Council Plan. It is proposed that following adoption of the Community Vision 2040 the Council Plan will align with and seek to deliver on the themes and aspirations of the Vision document.

**Submission 2 – Barunah Park resident****Submission provided:**

*“As a former Councillor and highly involved community person I viewed the brief overview of the draft community 2040 plan with less than enthusiasm. It really didn’t tell me anything and didn’t take me anywhere. Some many years ago a wise man said to me that “we are making many more Victorians and no more Victoria” this I reflect now as the population grows.*

*Golden Plains is a municipality that has the capacity not only to produce food and fibre to feed our people but to be a leading innovative municipality that encourages and promotes a strong agricultural sector. Those who live and work in our agricultural zones need to be valued and supported to continue to supply our people with the basic foodstuffs that will support our nation. As a municipality clear and consistent vision is required to enable a strong, viable and secure agricultural sector is valued and supported.*

*Nowhere in the document did I see any real statement about supporting and maintaining agriculture – as the saying every person needs a farmer every day – just to stay alive! There are many statements about rural lifestyle and liveability that are all valid and supported but Golden Plains has a large Agricultural base, is close to markets and ports. This needs to be recognised in any vision for the Municipality. A strong, well supported agricultural sector within the shire will in turn be a source of jobs and business opportunities. [It should be noted that many farmers now look to Ballarat rather than Geelong, for essential goods for their business and that there is a huge opportunity for agricultural service industries to establish in the municipality and prosper. This needs to be a focus when planning our industrial and business zones.]*

*There need to be a strong positive statement that has a vision for.*

*“A strong, economically and environmentally viable agricultural sector that will continue to provide food, fibre and employment opportunities within the Municipality of Golden Plains”.*

*This is what Golden Plains was founded on and should remain a cornerstone of council priorities.*

*This means several really basic norms need to be instilled in the future planning of our municipality.*

- 1. Rates that allow farmers to farm and not be rated out of existence.*
- 2. A strong road infrastructure that ensures that produce is able to be delivered to market and that rural people are able to access all facilities that townsfolk determine as essential e.g. kindergarten and aged care.*
- 3. Rural roads that are well maintained and keep up with the need to move agricultural machinery from property to property.*
- 4. Promotion of pest management within township and rural residential areas should also be a priority – control of pest plants such as serrated tussock could be better promoted and improved education re the impacts of pest plants and animals on the environment could be a priority.*
- 5. Lastly securing improved water infrastructure across the whole of the municipality should be a priority. Water is life – there should be developed a plan that will effectively join the infrastructure of Barwon water with Central Highlands this could improve drought proofing for livestock in the more isolated rural areas. Gradually expanding the water pipelines across major farming areas would make intensive agriculture more possible especially where current landholdings are now not viable in a modern environment unless they are able to intensify or get bigger. Intensive Agriculture an all important component in Golden Plains but it needs a strong, reliable source of water at an affordable price.*
- 6. The other component that needs to be expanded across the shire is 3 phase power access.*

*Finally I thank Council for the opportunity to comment and wish them well in their deliberations."*

**Council Response:**

The submission is noted and has been further discussed with the community member.

The Vision Statements under the Theme of Prosperity included reference to local producers and businesses which was intended to include the farming community. Following consideration, the word agriculture has also been added to the Prosperity Theme to acknowledge the significant contribution and importance of the Golden Plains farming community.

Further specific actions as raised in the submission would be considered as more appropriate for inclusion in the Council Plan 2021-2025

**Submission 3 – Bannockburn Resident**

**Submission provided:**

*"Bit of a last minute consideration but looking over our 2040 Vision it appears to lack some way of measuring progress; of assessing how well we are meeting the aspirations of our community.*

*We should have included some sort of KPI system or 2-3 yearly independent community review as to how well we are tracking.*

*Then there should be a mechanism by which we can enhance the good actions and prevent those that were not well considered or that reverted to old ways to make us all proud."*

**Council Response:**

The submission is noted and no further changes are proposed for the Community Vision 2040. Measuring of progress and KPI system will be explored and developed as part of the Council Plan 2021-2025 to measure progress on the strategic priorities of the Council Plan. It is proposed that following adoption of the Community Vision 2040 the Council Plan will align with and seek to deliver on the themes and aspirations of the Vision document.