

# VOLCANIC LAKES AND PLAINS OF CORANGAMITE SHIRE



Destination Action Plan 2016–2019

July 2016



GREAT OCEAN ROAD  
REGIONAL TOURISM LIMITED

# Acknowledgments

The development of the Volcanic Lakes and Plains of Corangamite Shire Destination Action Plan has been facilitated by Great Ocean Road Tourism.

The process brought together representatives from all stakeholder groups that benefit from the visitor economy; local government, state government agencies, industry and the community to develop a plan. This Plan seeks to identify the challenges and opportunities facing the Volcanic Lakes and Plains region and to establish achievable affordable priorities that if delivered would increase the Volcanic Lakes and Plains competitiveness.

## Facilitators

Wayne Kayler Thomson and Liz Price

## Destination Action Plan Leadership Group

We would like to thank the individuals that gave of their time, thoughts and ideas participating in the collaborative development process:

Doug Pollard – Noorat

Mary McCloud – Noorat

Rachel Donovan – Camperdown

Judy Blackburn – Birches on Bourke

Sandy Noonan – Terang

Eve Black – Noorat

Anthony Meechan – Camperdown

Pat Robertson – Camperdown

Chris Maguire – Camperdown/Cobden

Andrew Stubbings – Cobden

Warren Ponting – Cobden Airport

Terry Brain – Advance Camperdown

Michael Emerson – Manager Economic Development and Tourism, Corangamite Shire

James Barnes – Lismore

Dorothy Nicol – Lismore

Chris Lang – Lismore Progress Association

Jo Pocklington – Derrinallum

Sandra Gellie – Derrinallum

Pat Gleeson – Darlington

Karen Blomquist – Darlington – Elephant Bridge Hotel

Trish Wynd – Darlington

Peter Harkin – Councillor, Corangamite Shire

Glenn Benson – Camperdown

Nic Gowans – Skipton

Jo Beard – Mayor, Corangamite Shire Council

Geoff Smith – Councillor, Corangamite Shire

Lesley Brown – Derrinallum



GREAT OCEAN ROAD  
REGIONAL TOURISM LIMITED

## Introduction

The Strategic focus of Great Ocean Road Regional Tourism Board (GORRTB) recognises that visitors to the Great Ocean Road region are primarily attracted to destinations and experiences within the region. To drive this approach, GORRTB has facilitated the development of Destination Action Plans to provide a strategic, unifying framework to identify and prioritise the development, marketing and management strategies and actions for key destinations which is pivotal to the success of the whole region.

This Destination Action Plan provides a framework for the 'Northern section' of Corangamite Shire and identifies priority strategies and actions which if implemented over three years will enhance the competitiveness of the towns and sub-regions. These strategies will also be reflected in the Strategic Master Plan for the Visitor Economy of the Great Ocean Road Region 2015-2025 to facilitate regional collaboration and cooperation.

The Plan has been prepared by a facilitated workshop process involving local government, business and community representatives who considered and reached consensus on tourism development, marketing and management opportunities and challenges. The group then identified and agreed on the key priorities and actions that would make a positive difference to the growth and sustainability of the visitor economy and experience.



## Objectives

The common objectives for tourism are:

1. To increase visitor numbers
2. To increase visitor length of stay
3. To increase visitor expenditure
4. To increase visitor dispersal (geographically and seasonally)
5. To increase visitor satisfaction *plus*
6. Leverage visitation from the coast/Great Ocean Road
7. Increase a focus on the visitor experience.

## The visitor economy

Visitors are major contributors to the strength of the local economy. Visitors may be leisure travelers (domestic and international), visitors to friends and relatives, holiday residents, business visitors, students, day trippers and through traffic.

Their expenditure is new money contributed to the local economy which supports jobs, real estate value, provision of services, facilities and activities in the community.

The total tourism contribution to the Great Ocean Road region is \$1.2b and 6,730 direct jobs, 7.5% direct impact on Gross regional Product and 9.7% of total employment.





## Our collective strengths

- Volcanic lakes and craters
- Authentic rural experiences close to the Great Ocean Road:
  - Dairy, sheep, cattle, cropping
  - Livestock sales, farm services, agriculture shows and festivals
- Historic buildings, settlements and trails
- Diverse landscapes, flora and fauna:
  - Mount Elephant
  - Kanawinka Geotrail or Volcano Discovery Trail
  - Mt Emu Creek
- Fishing well stocked lakes and rivers
- Welcoming towns with modern cafes, eclectic shops and essential services
- Diverse sporting facilities, competitions and carnivals
- Numerous music, arts and cultural events:
  - Camperdown Cruise
  - Robbie Burns
- Regional train and bus services
- Diverse accommodation options:
  - Farm stays
  - Lakeside camping
  - Country pubs
  - Boutique motels
  - B & B's.

## Agreed priority challenges

CAMPERDOWN	PRINCES HIGHWAY TOWNS	HAMILTON HIGHWAY TOWNS
<ul style="list-style-type: none"> <li>Strategic direction what/who (5)</li> </ul>	<ul style="list-style-type: none"> <li>Educate locals on 'Why visitors want to come' (5)</li> </ul>	<ul style="list-style-type: none"> <li>Reliance on volunteers (5)</li> </ul>
<ul style="list-style-type: none"> <li>Creative expertise marketing/messaging (5)</li> </ul>	<ul style="list-style-type: none"> <li>Entice more young blood (4)</li> </ul>	<ul style="list-style-type: none"> <li>Expertise for web development/update (5)</li> </ul>
<ul style="list-style-type: none"> <li>Lack of quality evening dining (2)</li> </ul>	<ul style="list-style-type: none"> <li>Community group unity (3)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing (5)</li> </ul>
<ul style="list-style-type: none"> <li>VIC sustainability (2)</li> </ul>	<ul style="list-style-type: none"> <li>Lack of accommodation (2)</li> </ul>	<ul style="list-style-type: none"> <li>Regional vision (4)</li> </ul>
<ul style="list-style-type: none"> <li>Lack of investment (2)</li> </ul>		<ul style="list-style-type: none"> <li>Poor road infrastructure (3)</li> </ul>
<ul style="list-style-type: none"> <li>Construction of built/natural environment (2)</li> </ul>		<ul style="list-style-type: none"> <li>Community engagement (3 + (3)</li> </ul>

## Agreed priority opportunities

CAMPERDOWN	PRINCES HIGHWAY TOWNS	HAMILTON HIGHWAY TOWNS
<ul style="list-style-type: none"> <li>Development of the plan (4)</li> </ul>	<ul style="list-style-type: none"> <li>Build on heritage towns/rural life (3)</li> </ul>	<ul style="list-style-type: none"> <li>New technology 'app' to encourage understanding of where you are driving and what to see, 'selfie' points (7)</li> </ul>
<ul style="list-style-type: none"> <li>Product development/investment (4)</li> </ul>	<ul style="list-style-type: none"> <li>City/Country experience(3)</li> </ul>	<ul style="list-style-type: none"> <li>Funding to towns/pop up shops (6)</li> </ul>
<ul style="list-style-type: none"> <li>Develop VIC as one stop shop (3)</li> </ul>	<ul style="list-style-type: none"> <li>Town appearance (2)</li> </ul>	<ul style="list-style-type: none"> <li>Improve/maintain town appearance (4)</li> </ul>
<ul style="list-style-type: none"> <li>Towns to develop brand (3)</li> </ul>	<ul style="list-style-type: none"> <li>Promote free experiences (2)</li> </ul>	<ul style="list-style-type: none"> <li>Western Plains info (3)</li> </ul>
<ul style="list-style-type: none"> <li>Encourage artisans – start ups (2)</li> </ul>	<ul style="list-style-type: none"> <li>Innovative community leaders (2)</li> </ul>	<ul style="list-style-type: none"> <li>Identify product development utilisation of resources i.e. farms (2)</li> </ul>
<ul style="list-style-type: none"> <li>Maximise transport access (2)</li> </ul>	<ul style="list-style-type: none"> <li>Passenger terminal at Cobden Airport (2)</li> </ul>	<ul style="list-style-type: none"> <li>Food Stories – local produce (2)</li> </ul>
	<ul style="list-style-type: none"> <li>Small town unique event (2)</li> </ul>	<ul style="list-style-type: none"> <li>Website improvement (2)</li> </ul>
	<ul style="list-style-type: none"> <li>Community/business together (2)</li> </ul>	<ul style="list-style-type: none"> <li>Volcano Discovery Trail</li> </ul>
		<ul style="list-style-type: none"> <li>Geo-caching</li> </ul>





## DIAGNOSTIC RATING

Industry research has established that the following factors are present in successful destinations that are achieving the above objectives. The workshop participants considered these factors relative to their individual town and then collated as a collective in reaching consensus on the priority strategies and actions. A focus on continuous improvement of all these factors will contribute to the competitive growth and sustainability of the visitor economy of the region.

## Success factors

CHARACTERISTICS		RATING/10	COMMENTS
1.	Strong local organisations focused on their core role of visitor servicing	3.75	Progress Associations/VIC.
2.	Strong regional organisations focused on their core role of regional marketing and development	2.5	GORRT support appreciated.
3.	Local government support	4.46	Support growing.
4.	Strong, consistent and effective leadership by individuals or organisations	4.13	e.g. Shire's Community Projects Reference Group.
5.	Strategic planning for the region with economic, social, environmental and cultural objectives supported by local destination plans	5	Good foundations via Shire, GORRT and recent rounds of Community Planning for each town.
6.	Consistent visitor service excellence	2.1	
7.	Research driven cooperative marketing	1.78	
8.	A breadth and depth of tourism infrastructure, experiences and events matched to market demand	4.67	
9.	Risk management plans in place	5	
10.	Supportive communities which understand the value of tourism.	4.54	

# Action Plan implementation

The following priorities and actions reflect the collective consensus from the workshop.

It was agreed through this process that a number of towns have been very active. The community planning process had identified a number of initiatives for which implementation has commenced. These have been incorporated into the individual towns section within this Plan. These Plans will continue to be implemented and where possible learnings and or opportunities for cross town collaboration will be explored.

A number of the challenges and opportunities identified are consistent across the region and could be addressed by working in partnership. A suggested leadership process for this is included in the following action Plan. It is recommended that the collective Volcanic Lakes and Plains build stronger partnerships to focus on the isotope experience and the common objectives of increasing visitor dispersal, expenditure and satisfaction.

The following diagram represents the framework suggested through this Plan. Local traders and town organisations currently 'Think Local and Act Local' but where it makes sense and there are similar challenges and opportunities the leadership group will oversee a regional approach to strategy and facilitate local implementation.





# Whole of Region Priority Actions

## LEGEND

<b>Shire</b>	Corangamite Shire Council
<b>GORRT</b>	Great Ocean Road Regional Tourism Board
<b>DAP ISC</b>	DAP Implementation Steering Committee: Implementation Steering Committee to include 2 representatives from each of the seven (7) participating towns, a representative of Corangamite Shire Council and a representative of GORRTB. (Where appropriate town representation to include one representative from the Progress/traders/tourism organisation and one representative to be an industry operator/representative). Implementation steering committee to co-opt additional skills as required. Inaugural implementation Steering Committee to include representatives who have participated in plan development.





## PRIORITY 1

### DEVELOP LOCAL LEADERSHIP AND COLLABORATION TO IMPLEMENT THE ACTION PLAN.

Actions		Responsibilities	Priorities
1.	Establish a DAP Implementation Steering Committee (DAP-ISC) including but not limited to representatives from all Volcanic Lakes and Plains. Consider involvement by potential young community leaders.	Shire + GORRT	High
2.	The steering committee to identify 2-3 priority actions as projects to action over the first year and apply a sound project management process including community communication.	DAP-ISC	High
3.	Consider a formal launch event for the DAP to engage, inform and motivate all stakeholders.	Shire + GORRT	Medium
4.	Consider the establishment of an agreement with GORRT LTD consistent with other local association partnership agreements.	GORRT	Medium
5.	Consider development of a quarterly networking event to foster product development and cooperative marketing opportunities.	DAP-ISC	Medium
6.	Consider sponsoring young aspiring leaders to attend the GORRT LTD regional conference and the VTIC state tourism conference and/ or the ARTN national regional tourism conference.	GORRT	Medium





**PRIORITY 2**  
**DESTINATION MARKETING**

Actions		Responsibilities	Priorities
1.	Develop and implement, in consultation with stakeholders, a unique market positioning for the Volcanic Lakes and Plains region.	GORRT + DAP-ISC	High
2.	Develop a brand style guide and encourage each town and businesses to adopt.	GORRT + DAP-ISC	High
3.	Encourage business participation in the visitor economy including participation in GORRT Ltd marketing and business services.	GORRT + Shire + DAP-ISC	Medium
4.	Develop content to represent the product strengths and stories of the Volcanic Lakes and Plains for distribution through local, regional and State distribution networks including itineraries to tie towns and product strengths together.	GORRT + Shire + DAP-ISC	High
5.	Establish a coordinated program to promote to visitors the 'best 5 things to do' in the Volcanic Lakes and Plains and districts each month or season.	GORRT + Shire + DAP-ISC	High
6.	Encourage business operators to develop their digital presence and integrate the 'destination' and 'regional' content into their marketing and promotional tools.	GORRT + Shire + DAP-ISC	Medium
7.	Consider the development of a Volcanic Lakes and Plains destination guide (digital and print).	GORRT + Shire + DAP-ISC	Medium
8.	Develop an educational program to ensure operators and customer service/front line staff can sell the product strengths and stories of the region.	GORRT + Shire + DAP-ISC	Medium





### PRIORITY 3 VISITOR SERVICING DEVELOPMENT

Actions		Responsibilities	Priorities
1.	Participate in the GORRT LTD review of regional visitor services including the contemporary role of Visitor Information Centres and information provision.	Shire + DAP-ISC	High
2.	Promote the value of the visitor economy to businesses, the community via schools, community groups, service clubs and via local information mediums.	GORRT + Shire + DAP-ISC	Medium
3.	Develop a system to understand visitor experience feedback.	GORRT	Medium
4.	Encourage business participation in GORRT LTD industry and business development programs, particularly those focussed on visitor service excellence.	GORRT + Shire + DAP-ISC	Medium
5.	Develop a research program to identify and understand consumer needs and motivations for travel.	GORRT	Medium
6.	Develop a training program to drive customer service excellence to increase visitor experience and satisfaction.	GORRT + Shire + DAP-ISC	Medium



#### PRIORITY 4

#### DESTINATION DEVELOPMENT

Actions		Responsibilities	Priorities
1.	Prepare a database of existing visitor economy businesses and organisations as part of the GORRT LTD database, to facilitate engagement, participation and access to marketing and business services.	GORRT + Shire + DAP-ISC	High
2.	Undertake a product audit of accommodation, attractions and services to identify an inventory of existing visitor experiences and gaps relative to demand opportunities.	GORRT + Shire	Medium
3.	Use as guiding principle the Strategic Master Plan for the Great Ocean Road Region Visitor Economy to inform product, infrastructure and industry development to facilitate visitor dispersal. Support participation by the Corangamite Shire on the GORRT LTD Development Committee, to represent the needs of the Volcanic Lakes and Plains.	GORRT + Shire	High
4.	Review existing events and participate in the development of a proposed events strategy for the region. Consider development of new events consistent with the rural heritage and country lifestyle of the district.	GORRT + Shire + DAP-ISC	Medium
5.	Prepare a plan to develop heritage trails and touring routes to facilitate visitor dispersal from the coastal destinations of the region and for travellers along the Princes and Hamilton Highways. Plan to look at way finding signage, interpretation of the features and stories of key attractions including the Volcanic Plains, rural heritage such as the stone fences and farming and contemporary country town life.	GORRT + Shire + DAP-ISC	Medium
6.	Consider opportunities to enhance townscape development including heritage murals, sculpture, architecture and 'story telling' 'Main Street' walking trails and town entrance 'welcome' signing.	Shire + DAP-ISC	Medium
7.	Encourage the revitalisation of towns via business start ups, pop up shops, country accommodation and youth enterprise incubators as an outcome of the product audit and gap analysis above with a focus on country food and hospitality (café's/ bakeries and dining) featuring farm produce and local 'artisans'. Consider establishing a Best County Bakery/Café awards/competition.	Shire + DAP-ISC	Medium
8.	Maintenance, renewal and development of infrastructure – roads, rail etc.	Shire + DAP-ISC	High
9.	Undertake a review of way finding signing to district attractions and features of interest.	Shire + DAP-ISC	Medium

# TOWN PRIORITIES



# Town priorities – CAMPERDOWN

## CHALLENGES

- Develop offerings, e.g. accommodation, quality evening food, opening hours
- Develop marketing, public understanding of the region
- Streamline town planning or rezoning
- Transport/public roads
- Encourage community support for tourism information services
- Public amenity/toilets to service visitors in peak times
- Visitor expectations not met, poor visitor servicing
- Strategic direction
- Empty shops
- Cooperation of businesses
- Community-building event/s
- Infrastructure to enjoy natural features i.e. walking/cycling paths, Lake Bullen Merri
- Understanding/communication between GORRT and local communities
- Limited retail offering
- Maintenance of natural and built fabric of town
- Too much left to too few
- Disintegration of regional road network
- Operator reluctance to financially support membership, advertising etc.
- Population decline
- High cost of operations
- Planning restrictions
- North/South divide

## OPPORTUNITIES

- Collaborate as Volcanic Lakes and Plains
- Single mechanism to drive cooperative action across townships
- Farm stay experiences
- Sporting tournaments
- More historic walks
- Develop an annual events calendar, improve quality of events, new events i.e. Lakes Festival
- Integrated marketing and promotional strategy and support collateral
- Product development – activity base, evening food offering, tours and experiences
- Implement Lake Bullen Merri Management Plan
- Educate farmers with spare accommodation
- Signage
- Create a unified plan with responsibilities and measures
- Preserve streetscape and architecture
- Promote and develop VIC
- Higher standard/quality of offering
- Eco tourism development
- Development of lakes and craters product/trail
- Proximity to lots of visitors
- Growing artisan/boutique offering
- Authentic connections to the lands
- Dairy industry experiences

# Town priorities – CAMPERDOWN cont.

## KEY ATTRACTIONS

- Botanic Gardens
- Lake Purrumbete, Lake Bullen Merri, Lake Gnotuk
- Mount Sugarloaf, Mount Leura
- Historic Clock tower, Courthouse Theatre Royal, Benedictine Abbey
- 2km avenue of elms

## KEY EVENTS

- Foodies Feast (March)
- Camperdown Cruise (Late October)
- Robbie Burns Festival (late May)
- Agricultural and pastoral show (early October)
- Livestock sales (every Tuesday)
- Horse trials, Sports Carnivals, Hill Climbs, Yacht regattas, cycling races and tours, fishing competitions, dog and poultry shows



# Town priorities – CAMPERDOWN cont.

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	'Imagining Camperdown' 2015 Priority 1 or IC1: Maintain and develop the Courthouse Tourist Information Centre	Sustainable structure by July 2017	Shire + CCHIA (Advance Camperdown and Rotary)
2.	IC2: Restore the Camperdown Botanical Gardens and Arboretum	Conservation Management Plan by August 2016	Shire + CBGAT (Trust)
3.	IC3: Develop tourist information to support local tourism industry development	Ongoing	Shire + CCHIA
4.	IC5: Complete the Camperdown Apex Playspace	June 2016	Shire
5.	IC6: Improve town entrances and signage	2017	Shire + Advance Camperdown

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	IC7: Establish a Gallery/Performance Space/Arts Hub (e.g. 150 seat conference venue)	Shire	L
2.	IC8: Reinstate the Lake Bullen Merri Lake access road	Shire + DELWP	M
3.	IC10: Construct a Lake Walking Track (between North/South Beach)	Shire + DELWP	H
4.	IC12: Improve Heritage Streetscape	Shire	M
5.	IC13: Caravan park upgrade/Camping sites/Parking	Leaseholder + Shire	M

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Advance Camperdown	Rob Fleming	Advance.Camperdown@gmail.com	0418 523 700
2.	Rotary	Ric Robertson	wombidowns@bigpond.com	03 5593 1104
3.	Lions	Margaret McMaster	camperdownlions@gmail.com	03 5593 3112
4.	Camperdown-Timboon Rail Trail Committee	Pat Robertson	wombidowns@bigpond.com	0447 139 639



# Town priorities – COBDEN

## CHALLENGES

- Government investment in infrastructure
- Communities uniting and working as one
- Public transport
- Ageing community
- Community and business support and participation
- Too much left to too few
- Product i.e. food options
- Lack of innovation, entrepreneurial ideas
- Town centre looking a bit tired
- Over-reliance on dairy industry
- Build relationship between town organisations/businesses and GORRT
- Getting younger people involved

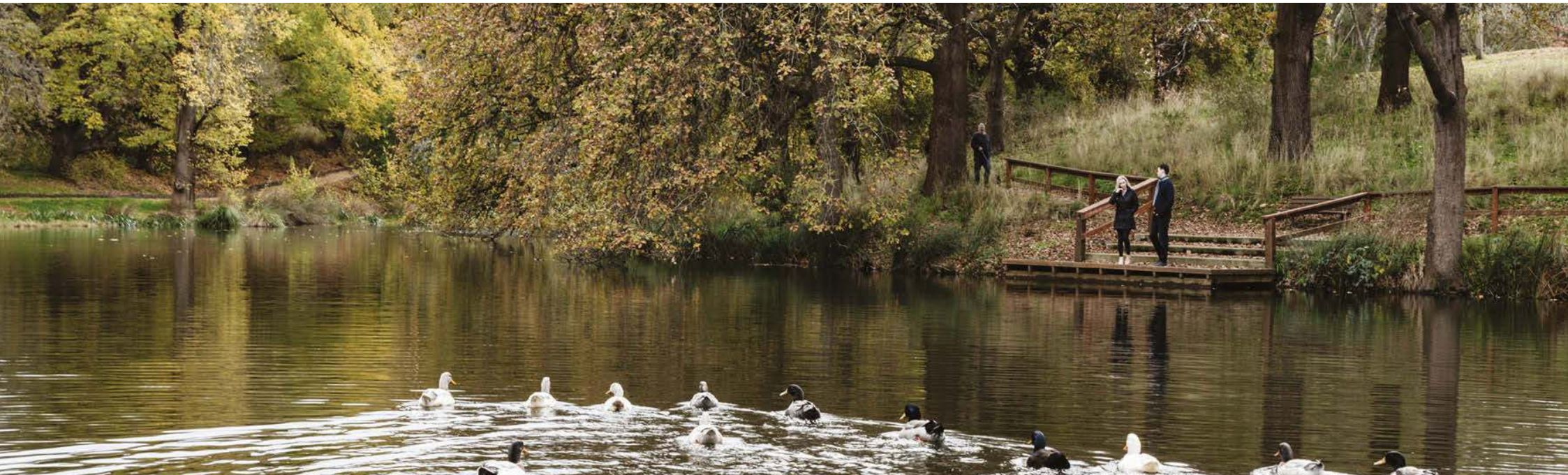




# Town priorities – COBDEN cont.

## OPPORTUNITIES

- Collaboration between towns
- Passenger terminal at Cobden Airport
- City/country experience – packages
- Transport options/bus tours
- Content development – stories, video etc.
- Information – centre, board, kiosks . . .
- Product development/improvement
- Grow existing festival program
- Racecourse-users work together to open more often
- Cobden Golf Club – course and clubhouse
- Link with Camperdown-Timboon Rail Trail
- Cobden Sports Activity Precinct
- Develop Connecting Cobden Newsletter
- Lake Elingamite – fishing, camping . . .
- Lake Cobden – fishing, passive and active recreation
- South West Kart Club for younger age-group
- Skateboard Park for younger age-group
- Accommodation packages e.g. golfing trips
- Promote Rodney Grove Aquatic Centre – heated pool and gymnasium
- Industry visits
- Travel break – barbecue facilities





# Town priorities – COBDEN<sub>cont.</sub>

## KEY ATTRACTIONS

- Cobden Miniature Railway/Mini Golf
- Cobden Pioneer Dairy Park/Historical Society
- Lake Cobden and surrounds
- Rodney Grove Community Aquatic Centre
- Cobden Golf Club
- South West Kart Club
- Parks – Apex Park (including Playspace) and Tandarook Park
- South Western District Restoration Group Rally Park
- Lake Elingamite
- Major industry – Fonterra, Coprice, Reids and Greencon

## KEY EVENTS

- Cobden Spring Festival
- Cobden Orchid Show
- South Western District Restoration Group Steam Rally
- Rotary Club's New Year's Eve Extravaganza
- Fairs and markets
- Cobden Business Awards
- Music/dance nights – Civic Hall
- Cobden Business Network Christmas-on-Curdie





# Town priorities – COBDEN cont.

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	Developing the Cobden Story	Ongoing	Progressing Cobden (PC) Tourism Action Group
2.	Free Dump Point at the service station	TBD	Corangamite Shire/Matthews Petroleum
3.	Cobden Airport passenger terminal	TBD	Cobden Airstrip Committee of Management
4.	Facilitate Cobden Racecourse Reserve as a collaborative precinct i.e. shared resources, activities on agreed days etc.	Ongoing	Cobden Racecourse Reserve Reference Group
5.	Cobden/CBN/Spring Festival websites and Facebook	Ongoing	Progressing Cobden (PC)
6.	Review town signage – look for opportunities to consolidate and improve	Ongoing	Progressing Cobden/Corangamite Shire

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Develop a Cobden Community Hub/Information Centre (CHIC) – community meeting place – look 2 opportunities i.e. Roadhouse, Fonterra Container	Cobden Business Network/PC Tourism Action Group	1
2.	Linking Rail Trail to walking tracks in Cobden i.e. Lake walk – infrastructure trail and signage	PC Tourism Action Group	6
3.	Town Streetscape	PC Town Appearance Action Group/Corangamite Shire	7
4.	Opportunity to establish a Caravan Park – commercial and/or free camping	PC Tourism Action Group	4
5.	Community Noticeboard – information/digital information	Progressing Cobden	3
6.	Dairy Park entrance building	PC Dairy Park Sub-committee	5
7.	Tourist brochures	PC Tourism Action Group	2

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Progressing Cobden (PC) including the Twenty20 Action Groups	Kelvin White	kwh84567@bigpond.net.au	0429 921 876
2.	Cobden Business Network	Kelvin White	kwh84567@bigpond.net.au	0429 921 876
3.	Cobden Rotary Club	Graham Marchant	secretary.cobdenrotary@gmail.com	03 5595 1533
4.	Cobden Racecourse Reserve	Brooke Love	Brooke.Love@corangamite.vic.gov.au	03 5593 7100
5.	Cobden Community Bank	Gary Kimber	gazzmazz3@gmail.com	0409 951 275

# Town priorities – TERANG/NOORAT

## CHALLENGES

- Empty shops - TERANG
- Lack of product – accommodation, food diversity, events – TERANG
- Communication between towns/stakeholders – TERANG
- Limited knowledge of product offering– TERANG
- Lack of community and business support – maintain status quo, apathy to tourism – TERANG
- Funding
- Signage – TERANG
- Wow factor – sense of entry/arrival – TERANG
- Time availability – volunteers – TERANG
- Lack of marketing expertise, lack of leaders – TERANG
- Lack of strategic direction/focus – TERANG

## OPPORTUNITIES

- Local government support
- Streetscape upgrade continuation
- Link towns
- Signage at interest points
- Event on lake bed
- Interaction with schools to develop and deliver digital tools – connect with youth
- Product development i.e. Sculpture park
- Leverage regional resources i.e. GORRT
- Relocation – regional growth/liveability
- Great lunch stop
- Heritage buildings
- Visitation to coast
- Visitor experience, visitor servicing





# Town priorities – TERANG/NOORAT cont.

## KEY ATTRACTIONS

- Stone walls
- Native garden
- Niel Black Church
- Alan Marshall

## KEY EVENTS

- Terang Country Music Festival





## Town priorities – TERANG/NOORAT cont.

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	Connection of natural gas – TERANG		
2.	Development of Terang dry lake – TERANG		
3.	Refurbishment of shops and businesses in the main street – TERANG		
4.	Opening of the Noorat pub		
5.	Opening of 'the shed' coffee shop		
6.	Mt Noorat being bequeathed to the public – trail up the mount to be further developed		
7.	Develop walking trail connecting recreation reserve to the town		

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Establish events in Noorat		
2.	Terang Country Music Festival		
3.			
4.			

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Terang Progress Association	Michael Reicha		03 5592 1758
2.	Terang Lions Club	Scott Dennis		0409 597 312
3.	Rotary Club of Terang	Bob McIntosh		03 5592 1354
4.	Terang Racing Club			0400 557 625

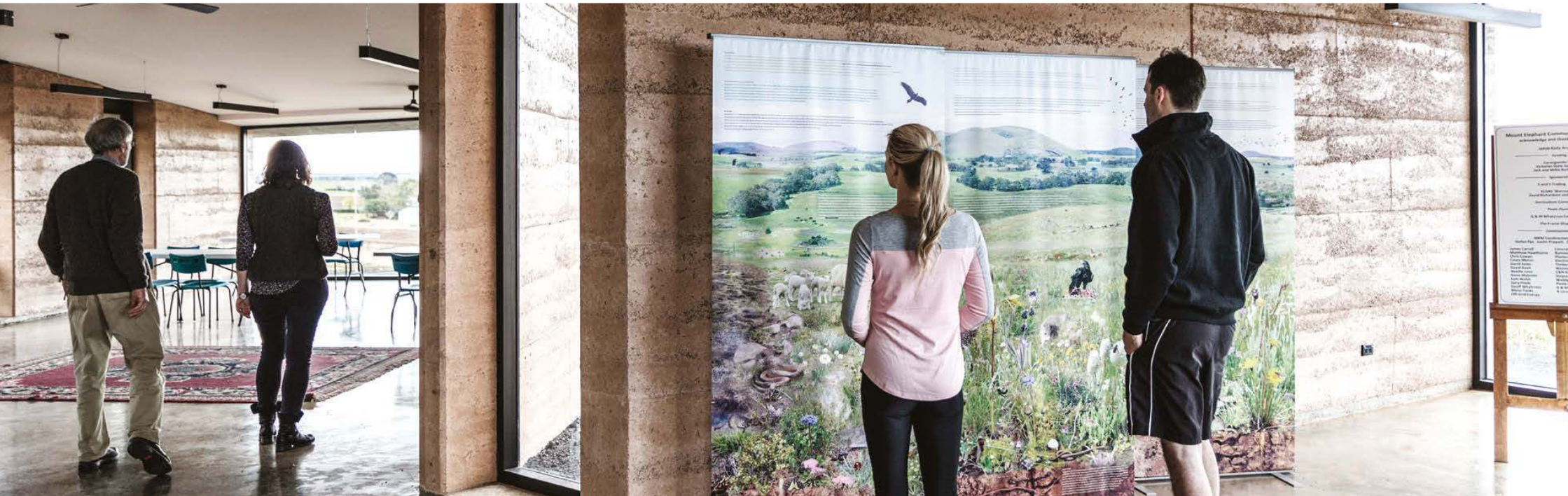
# Town priorities – DERRINALLUM

## CHALLENGES

- No coordinated approach to marketing
- Number of small towns competing with each other
- Difficult to get enough volunteers – aging population
- Funding
- Population vanishing – corporatisation of farming
- Lack of employment opportunities for youth
- Diminishing services
- Cheap houses
- Volunteers untrained
- Lack of product – accommodation, attractions

## OPPORTUNITIES

- Affordable housing – regional growth opportunity
- Retail opportunity
- Extend existing products (identify?)
- Training and development of volunteers
- Mount Elephant visitor centre
- Events/markets
- Town walking trail and booklet already exist
- History of area – unique soldier settlement, stone walls
- Upright burial cemetery
- Community groups already merging





# Town priorities – DERRINALLUM cont.

## KEY ATTRACTIONS

- Mount Elephant
- Deep Lake
- Walking tracks
- Streetscape
- Ramsar Wetlands
- Recreation reserve camping
- Deep Lake camping
- Front Paddock Café and Larder
- Stone walls
- Volcano Discovery Trail

## KEY EVENTS

- Christmas under the Elms
- Town and country markets
- Market to Mount Fun Run
- Good Friday Appeal
- Geo-caching
- Hang gliding and ballooning Mount Elephant





# Town priorities – DERRINALLUM cont.

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	Mount Elephant Visitor Centre		
2.	Walking tracks – around town–town to Mount Elephant		
3.	Review of markets and events		
4.	Community shop		

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Development and promotion of geo-caching product		
2.	Revisit development of activity base at Mount elephant – i.e. Hang gliding		

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Derrinallum Progress Association	President Geoff Henderson Secretary Lesley Brown		03 5597 6570 0409 535 914
2.	Derrinallum Bowling Club	President Tony Hodson Secretary Jane French		03 5597 6512 03 5597 7538
3.	Lismore Derrinallum Football Netball Club	President Graeme Turner		0427 806 027
4.	Deep Lake Reserve Committee	Tony Young		0407 201 735
5.	Derrinallum Yacht Club	Fiona Noone		03 5597 6703
6.	Mount Elephant Community Management	President Geoff Henderson Secretary Val Lang Gatekeeper Lesley Brown		03 5597 6570 03 5596 2014 0409 535 914
7.	Opportunity Shop/Red Cross	President Sandra Gellie Secretary Robyn Gellie		03 5597 0221 03 5597 6583
8.	RSL Derrinallum Lismore and District Sub Branch	President Lesley Brown Secretary Jane French		0409 535 914 03 5597 7538
9.	Derrinallum Hall Committee	President Bill Dobie Secretary Jane French		03 5597 6897 03 5597 7538
10.	Derrinallum Cricket Club	Bevan Deppeler		0400 226 338
11.	Derrinallum Recreation Reserve	President Dirk Morrison		0428 592 018
12.	Lismore Derrinallum History Group	President Sandy Gibson		03 5596 2062
13.	Derrinallum Anglers Club	Dave Fazakerley		0418 363 990
14.	Derrinallum CFA	Steven Bignell		0428 527 605

# Town priorities – DARLINGTON

## CHALLENGES

- Speed limit
- Bad roads, speed limit through town
- Funding
- Community spirit/harmony
- Reason to stop – 'just a toilet stop'
- Population of interested community members to support projects
- Variety of natural features that will attract visitors and encourage them to stop
- Expertise
- Funding
- Development of a unified vision
- Alignment of priorities – where to start

## OPPORTUNITIES

- Town entry and exit
- Communication to businesses and community
- Pub – great food – stimulate functions, community meetings
- Product development – attraction to encourage passing traffic to stop i.e. sculpture, retail offering
- Tourist drive/trail i.e. Early Settlers coach trail, Volcanic trail
- Interpretation and education for visitors i.e. signage
- Expertise to mentor and grow local skill base
- Event development
- History of area
- Walking tracks





# Town priorities – DARLINGTON cont.

## KEY ATTRACTIONS

- Inner Varnika Music festival
- Picnic area on Creek – bird, platypus area, aboriginal sites
- Stone walls
- Speedway
- Historic hotel – accommodation and music
- Mount Elephant

## KEY EVENTS

- End of Harvest bush dance – March
- Movie nights – February/March and October
- Art and Craft sessions – second Saturday





## Town priorities – DARLINGTON cont.

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	Recently developed three priorities yet to be agreed by the broader group		
2.	Regular meeting of the group		
3.	Development of 'funding' model		
4.	Development of Nuggets Flat as picnic spot		
5.	Opening of Pub – music events, dining and in future accommodation		
6.	Speedway events		

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Co-ordinate town signage		
2.			
3.			
4.			

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Darlington Community Committee (sub Committee of Darlington Mechanics Institute and Recreation Reserve Inc.)	c/- Trish Wynd or Pat Gleeson	trishandage@gmail.com patrick.gleeson@bigpond.com	0434 926 732/03 5597 9219 0409 919 017
2.				
3.				
4.				
5.				

# Town priorities – LISMORE

## CHALLENGES

- Visitor services – signage, seating
- Partnerships with other communities
- Promotion of local events
- Public transport
- Poor road infrastructure
- Disjointed community attitudes
- Understanding of the value of tourism
- Support for people trying to have a go
- Limited product – attractions, accommodation
- Thoroughfare vs stopover – hard to divert from highway
- Need inspired leaders
- Customer service training/visitor hosting

## OPPORTUNITIES

- Maintain streetscape, town amenity
- Develop local town map
- Succession plan for local volunteer groups
- Identify and use treechanger expertise – embrace newcomers
- Emerging technologies
- Repurpose existing infrastructure i.e. old homesteads, working farms
- Product development i.e. Ghost tours, town walking tours, 'Night Stalk' and BBQ
- Youth expertise – create opportunity
- Harvest Trail
- Signage
- Content development – stories, photography, video, drone footage





# Town priorities – LISMORE cont.

## KEY ATTRACTIONS

- Grimwade Park – includes the playground, Brown's Waterholes, Discovery Trail bridge, etc.
- Historic precinct: the eastern end of town including hotel, old bakery, old post office, site of the White Swan Hotel, etc.
- Early bluestone buildings: including Presbyterian church, original bakery,
- World War 1 Honour Avenue up William and Heriot Streets.
- Cemetery overlooking the town
- Lake Tooliorook: noted for bird life, fishing, camping.
- Large range of eucalypts as street trees.
- Lismore Croquet Club is home to the multi-repeat World Croquet Champion!!
- Ruins of the flax mill

## KEY EVENTS

- Annual photo competition
- Annual craft/garden festival



# Town priorities – LISMORE<sub>cont.</sub>

Priority Actions in progress from Community Plan and/or local organisation/association plans For copies of Shire and town plans <a href="http://lismore.vic.au/government-utilities/">http://lismore.vic.au/government-utilities/</a>		Timeline for completion	Primary responsibility
1.	Develop Lismore Discovery Trail		
2.	Obtain a school/community bus		
3.	Hold cultural events/movie nights.		
4.	Improve <a href="http://www.lismore.vic.au">www.lismore.vic.au</a>		
5.	Improve <a href="https://www.facebook.com/pages/Lismore-Victoria/255355481280857">https://www.facebook.com/pages/Lismore-Victoria/255355481280857</a>		
6.	Improve <a href="https://www.facebook.com/pages/Lake-Tooliorook-camping-ground/459782404079705?ref=hl">https://www.facebook.com/pages/Lake-Tooliorook-camping-ground/459782404079705?ref=hl</a>		

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Improve public toilets on busy days		
2.	Improve street lighting		
3.	Control street parking of B-double trucks outside cafes		
4.	Improve employment opportunities		
5.	Landscape the Camperdown approach to Lismore		
6.	Develop brochures promoting Lismore		

Key community groups within the town		Primary contact	Email	Contact phone number
1.	Lismore Progress Association	Chris Lang	<a href="mailto:vlang@anson.com.au">vlang@anson.com.au</a>	
2.				
3.				
4.				
5.				



# Town priorities – SKIPTON

## CHALLENGES

- Traffic hazards, moving farm machinery and trucks that dominate traffic
- Streetscape – working town not visitor town
- Through town – no reason to stop
- Funding
- Key person dependency – ageing volunteers
- Business buy in
- Agriculture supported community rather than tourism driver

## OPPORTUNITIES

- Caravan parking
- Product development – hotel to be open, food options
- Develop parks and gardens
- Use events to brand towns and engender civic pride- inter region visitation
- Upgrade signage, info boards, websites etc.
- Population expansion – regional growth strategy
- Natural resources
- Rural pioneering
- Youth participation
- Story of food





# Town priorities – SKIPTON cont.

## KEY ATTRACTIONS

- Natural Attractions Mount Emu Creek, Skipton Common, Stewart Park, Jubilee Park

## KEY EVENTS

- Rose Show
- Photographic show





## Town priorities – SKIPTON<sub>cont.</sub>

Priority Actions in progress from Community Plan and/or local organisation/association plans		Timeline for completion	Primary responsibility
1.	Retaining services		
2.	Improving infrastructure – flood prevention, roads (Beaufort Road and Geelong Road		
3.	New Town entrance signs		
4.	Community shop opened – providing gathering point and sale of local crafts		
5.	New business opened in Gallery and work ongoing on Skipton Hotel		

Priority Actions identified but not yet actioned/commenced from Community and/or local plans		Responsibilities	Priorities
1.	Resurrect Ballarat – Skipton rail trail as a tourism product – consistency of product across duration of trail (7km's in Corangamite)		
2.	(7 kilometres in Corangamite)		
3.	Keen to attract a free camping/Caravan park/dump point		
4.	Continuing Northern ward representation		

Key community groups within the town		Primary contact	Email	Contact phone number
1.				
2.				
3.				
4.				
5.				