



Have Your Say – Workshop Summary

This document provides a summary of the 'Have Your Say' community workshops held in March 2017.

The workshops were delivered using a 'World Cafe' approach. Participants were split into small groups and had the opportunity to discuss and further develop ideas from the 'Have Your Say' survey, using the four key areas of focus:

- Spaces, Places and Living Well
- Strong Connected Communities
- Prosperity and Opportunity
- Serving the Community

Have Your Say - Community Workshops Summary

Spaces, Places and Living Well

Alexandra

What needs to happen	What does success look like	Who else should be involved
<p>Parks, Gardens and Open Spaces:</p> <ul style="list-style-type: none"> • Accessibility - consultation with end users including disability, aged care and youth - who will sit at the park bench, who will access the toilet • Process put in place where by works or improvements done by Council are consultative • Dog Park – elderly be able to exercise their dogs and socialise with others • Rubbish – more park and street bins • Safety • Bikes and walking tracks • The big trees in town need to be preserved – some of the trees predate white settlement. Fantastic to look at and can't be replaced. • Linking paths/rail trail between Alexandra, Eildon, Marysville and Yea • Community pizza oven on the old concrete tennis courts in Leckie Park • More accessible footpaths with ramps to access • Advertise and educate residents to cut back vegetation on footpaths 	<ul style="list-style-type: none"> • Footpaths, toilets, parks and gardens will be user friendly and accessed by more people. • Communities coming together and using items such as the Pizza Oven. 	<ul style="list-style-type: none"> • Residents • Elderly • DPMC • Access and Inclusion Committee • PAGS groups

What needs to happen	What does success look like	Who else should be involved
<p>Council Branding – who are we and what do we offer:</p> <ul style="list-style-type: none"> • An overall branding for our Shire • Council needs to develop a story for our branding • 5 year plan • Focus group to design who we are • Include consultation • Publicity • “Live, work and play” • Love Murrindindi – the great outdoors • Sell ourselves – lots of promotion and advertising including radio and TV 	<ul style="list-style-type: none"> • A clear identity for the Shire 	<ul style="list-style-type: none"> • Tourism Victoria • Businesses • Traders Associations • Residents • Community Groups
<p>Entertainment:</p> <ul style="list-style-type: none"> • A destination for entertainment • Art Precinct in Alexandra – currently nothing cultural in Alexandra • Multipurpose Cinema – indoor/outdoor • Pop-up in Taggerty and other towns • An appropriate facility not just the Shire Hall 	<ul style="list-style-type: none"> • Engaged communities working together to increase ‘community feel’ to connect our towns. • More events and participation. • Set up social enterprises. 	<ul style="list-style-type: none"> • Traders • Community Groups • Schools • Work with Mansfield
<p>Swimming Pool:</p> <ul style="list-style-type: none"> • All year round – open area for summer and covered for winter • Convert/expand existing • Consider smaller in size to allow for more towns to have their own pools • Indoor Pool • Using natural swimming areas • Serving the aged, disabled and young • Maintenance – not concrete precinct 	<ul style="list-style-type: none"> • Indoor Swimming Pool (even one) in the Shire or one in each of the major towns. 	<ul style="list-style-type: none"> • Community • Grant funders • Individuals and groups

What needs to happen	What does success look like	Who else should be involved
Transport: <ul style="list-style-type: none"> • Can't get between towns • Need transport for elderly and kids for things like education, medical appointments etc. 		<ul style="list-style-type: none"> • Grant funders • Community
Environment and Tourism: <ul style="list-style-type: none"> • Cycle Tourism • Eco Tourism • 8000 Hectare Forest - logging/environment. We need to look after our forests Rubicon/Royston (Film of Central Highlands – contact Lea 5774 7230) • Environment 'water follows trees' • Revegetation and the jobs that come with this • Visitation • Attraction • Potential for region • More 'welcome' to everyone • Free camping • A map with Alexandra as the hub – we are more than a service centre • Rubicon is untapped tourism resource • Each town should have an activity • Township signage more significant 	<ul style="list-style-type: none"> • Increased visitors, residents, businesses, school attendance, jobs etc. 	<ul style="list-style-type: none"> • Rubicon Forest Protection • Other levels of Government • Vic Roads • Forestry
Events and Attractions: <ul style="list-style-type: none"> • Joining together • Event linkages • Come and experience the area and stay • Better promotion of events • Grants support • Larger facilities for big events 	<ul style="list-style-type: none"> • Community coming together • More visitors to the area 	<ul style="list-style-type: none"> • Community groups • Event organisers

Kinglake

What needs to happen	What does success look like	Who else should be involved
<p>Community Houses/Hubs:</p> <ul style="list-style-type: none"> • Improve networking, promotion and use of Community Houses as meeting places – especially between community and Council • Each community has a community house, community hub, men’s shed etc. • Way to welcome new people • “The Neighbourly Movement” • Improve gathering space/heart in Alexandra main street • Support closed school in Taggerty to become a Community Hub instead 	<ul style="list-style-type: none"> • Increased usage and awareness • Quality, attractive facilities 	<ul style="list-style-type: none"> • Committees of Management • Staff at the Houses • User Groups • State Government
<p>National Parks/Attractions/Tourism/Events:</p> <ul style="list-style-type: none"> • Improved interaction with National Park • Tourism promotion, signage and information boards • Target Northern Suburbs • Vastly underutilised assets • Encourage locals to explore their own backyard • Promotion via an App to also include What’s On and Accommodation • Bring in more events – ¾ per year to increase vibrancy • Encourage business especially food/tourism businesses • Tourist Information Centre • Food Trail (wine) • Horse riding trail with bush yards 	<ul style="list-style-type: none"> • Increased access to National Park • More camping/RV sites • Better signage and promotion • Increased visitation • Organisations and events approaching our region • More employment 	<ul style="list-style-type: none"> • Parks Victoria • State Government • Federal Government

What needs to happen	What does success look like	Who else should be involved
<p>Improve Streetscapes:</p> <ul style="list-style-type: none"> • Kinglake, Kinglake West and Pheasant Creek • Great job on Jayco, would be good if it looked like that all the time. Need more events like this • Equality of services and maintenance across the Shire – not 2nd rate • Accessibility 	<ul style="list-style-type: none"> • Well maintained and accessible • Matching, themed, branded 	<ul style="list-style-type: none"> • Rotary • Lions • Local Action Group • KRBN • VicRoads
<p>Keep it clean and green:</p> <ul style="list-style-type: none"> • Manage the environment and landscapes • Preserve rivers, streams, air • Expand Landcare support and involvement, including attracting more young recruits • Clarity on role of Council in land management • Environment is highest value • Communications with Parks and Wildlife 	<ul style="list-style-type: none"> • Improved environment • No plastic bags, increased presence and regularity of boomerang bags • Council help/staff • Vacant sites improved/enforcement 	<ul style="list-style-type: none"> • Local Landcare • Parks Victoria • Federal Government • State Government – gas, water, sewer services • Local land owners
<p>Services/Facilities:</p> <ul style="list-style-type: none"> • Access to services locally e.g. Medical. • Mobile Health Service 		
<p>Communication:</p> <ul style="list-style-type: none"> • Communication with community needs improvement. • Answers must be relevant 	<ul style="list-style-type: none"> • Open honest transparent Council 	
<p>Identity:</p> <ul style="list-style-type: none"> • Communities individual identity 	<ul style="list-style-type: none"> • Brand/Theme 	

What needs to happen	What does success look like	Who else should be involved
<ul style="list-style-type: none"> • Aged Care Facility/Retirement Village with services behind the RAC building • Need a site for motor homes and dump point • Keep gas supply up to BBQ's • Consider ways to connect local youth in Toolangi • Better info on skate ramp arrival times/dates and make it available more often. Clean it/de-rust • Transport – Improve existing services. Smaller bus that is more regular. Transport to Whittlesea/Lilydale • Waste Management – hard waste and green waste 		
<p>Transport:</p> <ul style="list-style-type: none"> • Improve existing services • Smaller bus/more regular • To Whittlesea/Lilydale/Train • Mernda • Spider bus 		
<p>Education:</p> <ul style="list-style-type: none"> • Need high school • 12-13 year olds have to go off mountain when they start secondary school 		
<p>Swimming Pool:</p> <ul style="list-style-type: none"> • Need Aquatic Centre Heated 		
<p>Planning and Development:</p> <ul style="list-style-type: none"> • Development tasteful/rural keeping • Protect land and limit subdivision • Growth without rural disruption • More flexibility • More spaces, less buildings • Consistency with planning regulations • Revisit KFT & C54/53 	<ul style="list-style-type: none"> • Council support of community initiatives, not obstruction 	

Marysville

What needs to happen	What does success look like	Who else should be involved
Better connection between towns: <ul style="list-style-type: none"> • Connect to Rail Trail - Alex • Trail that connects Marysville to Dom Dom and around Triangle • \$ already spent on Feasibility Study • Better cycle and walking access and connection to other towns 	<ul style="list-style-type: none"> • Safe walking and cycle trail established and maintained • No more consultants 	<ul style="list-style-type: none"> • DELWP • Tourism providers • Bicycle Victoria • User groups
Care and sensitivity in planning: <ul style="list-style-type: none"> • Too many small blocks • Maintain village feel in look and size of buildings • Preserve Village look – not suburbia • Narbethong becoming an Industrial Estate – should be featured as entry to the Shire • Attracting development and services to move to the area - Need growth to be sustainable 	<ul style="list-style-type: none"> • More appropriate development • Strong theme of country Marysville 	<ul style="list-style-type: none"> • Community • Tourism/Traders
Swimming Pool: <ul style="list-style-type: none"> • Indoor Swimming Pool - possibly in Community Centre • Pool should be open for a longer season • Heated baby pool at current facility 	<ul style="list-style-type: none"> • More economic stimulus through visitation • More activities/physical health and connection • Full utilisation of facility 	<ul style="list-style-type: none"> • YMCA • Community
Community Bus: <ul style="list-style-type: none"> • Based in Marysville • More information generally on transport availability 	<ul style="list-style-type: none"> • People can get around and know what's available 	<ul style="list-style-type: none"> • Community
Tracks and Trails: <ul style="list-style-type: none"> • On the whole maintained well and good signage • Taggerty Bridge on Maroondah Highway – no footpath unsafe • Beeches – Lady Talbot Drive closed 		

Services/Facilities:

- More use of facilities like the Community Centre – underutilised, make priority.
- YMCA should run the Community Centre – why did Council knock it back?
- Community Centre as a wedding venue, packages
- Community Centre is relying on volunteers to do a paid managers job – volunteers are getting tired
- Neighbourhood House facility
- Healing Centre
- Welcome pack – welcome to area, info kit/pack
- VIC should be supported by Council – welcomes people to the community

Town attractiveness:

- Maintaining drainage
- Private properties neat and tidy

Brand Murrindindi as 'Family:

- Family friendly to be a focus

Events and Attractions:

- Murrindindi Food and Wine Trail – Farmgate, organic produce, local food
- Use Community Centre as venue for bushwalker events
- Continue to support and help run events – financial/marketing – particularly sporting events
- More activities for older people
- Health Expo

Tracks and Trails:

- On the whole maintained well and good signage
- Taggerty Bridge on Maroondah Highway – no footpath unsafe
- Beeches – Lady Talbot Drive closed

What needs to happen	What does success look like	Who else should be involved
Murrindindi open to development in sport: <ul style="list-style-type: none"> • Need connection to Institute of Sport and other development programs • More information on grants available for individuals to travel/access sport • Fiske Foundation (Marysville Lions) 		
Lake Mountain: <ul style="list-style-type: none"> • More development on Lake Mountain • Cost is high to access in Winter • Too expensive for families • Need local resident price 		

Yea

What needs to happen	What does success look like	Who else should be involved
Environment: <ul style="list-style-type: none"> • More effort to protect forests • We need a hand • More parks and reserves • Wasps • Clean and Green 	Less tree removal. More parks and reserves. A brand that identify the environment and place we live in.	<ul style="list-style-type: none"> • Community groups • Visitors • Businesses
Better communication: <ul style="list-style-type: none"> • All groups not just Council • Community groups – what and how can we be involved • Celebrate successes • Better website – promote it as a better place to live • Communication about what we have • Communication about what Council are doing 		<ul style="list-style-type: none"> • Businesses • Community groups
Preserving rural ambience of towns and country: <ul style="list-style-type: none"> • Control growth through planning 	<ul style="list-style-type: none"> • Building subject to guidelines • Include community spaces • Estates with a rural flavour • Open space 	<ul style="list-style-type: none"> • Developers • Businesses • Residents
Accessibility: <ul style="list-style-type: none"> • Good pathways 		<ul style="list-style-type: none"> • Developers
More Events		
Indoor Pool		

Have Your Say - Community Workshops Summary

Strong Connected Communities

Alexandra

What needs to happen	What does success look like	Who else should be involved
Transport: <ul style="list-style-type: none"> • Public transport links 	<ul style="list-style-type: none"> • Accessibility between towns and to outside the shire 	<ul style="list-style-type: none"> • State Government • Private enterprise • PTV
Education: <ul style="list-style-type: none"> • Increased education opportunities • A TAFE – keep young people here • Integrated Early Childhood Precinct 	<ul style="list-style-type: none"> • A TAFE • Increased young people staying / returning to the area • increased availability of youth programs 	<ul style="list-style-type: none"> • State Government • Education providers • Community
Services for Elderly: <ul style="list-style-type: none"> • Connecting elderly with social services – Knowledge Centres , i.e. centrelink, Council, State Government services all in one place • Increased services for the elderly • More Accessible Car Parking • Opportunities for handyman services – men’s sheds are under utilised 		<ul style="list-style-type: none"> • State Government • Older Community • Community • Community Groups • Welfare Groups • Church groups
Improved emergency and related services		<ul style="list-style-type: none"> • State Government • Emergency support service providers • Community groups

What needs to happen	What does success look like	Who else should be involved
Communication with Community: <ul style="list-style-type: none"> • Diverse communication methods used • Using traditional media and social media 	<ul style="list-style-type: none"> • Increased communication between Council and community • More effective communication with the community 	<ul style="list-style-type: none"> • Media providers • Community
Increase population: <ul style="list-style-type: none"> • Increase the visitation through tourism • Increase employment opportunities • Help new people settle in 	<ul style="list-style-type: none"> • Increased permanent population • Increased tourism / visitation • New residents information packs • 	<ul style="list-style-type: none"> • Tourism groups • Traders • Community groups • Focus groups
Encourage / promote locally grown food		<ul style="list-style-type: none"> • Traders • Tourism groups
Swimming Pool: <ul style="list-style-type: none"> • All year round – open area for summer and covered for winter • Consider smaller in size to allow for more towns to have their own pools 	<ul style="list-style-type: none"> • Indoor Swimming Pool (even one) in the Shire or one in each of the major towns. 	<ul style="list-style-type: none"> • Community • Grant funders • Individuals and groups
Market the towns: <ul style="list-style-type: none"> • Create a brand/point of difference • Town entrances to be more significant 		<ul style="list-style-type: none"> • Tourism groups • Traders • Community groups • Focus groups

What needs to happen	What does success look like	Who else should be involved
Community empowered to seek funding and take leadership in priorities	<ul style="list-style-type: none"> • Volunteer succession • Diversity in participation 	<ul style="list-style-type: none"> • Community • Inspiring speakers
Roadside hazard removal and town beautification	<ul style="list-style-type: none"> • More roadside spraying • Beautification of townships and entry's 	<ul style="list-style-type: none"> • VicRoads • Environmental Groups
Alex Community Centre better utilised		
Township audits – communicating with residents that they have been done and outcomes		
Roundabout at the Alexandra main intersection		

Kinglake

What needs to happen	What does success look like	Who else should be involved
Transport: <ul style="list-style-type: none"> • Link to Lilydale • Uber • Ridesharing • Shuttle buses • More frequent public transport • Council subsidise 	<ul style="list-style-type: none"> • More use • People able to get around • Increased work options • More local spend – visitors • Linkages improved 	<ul style="list-style-type: none"> • PTV • Bus companies • Uber
Road Safety: <ul style="list-style-type: none"> • Improved road safety • Speed limits • Parking • Lines marking • Dead trees • Better emergency services access 	<ul style="list-style-type: none"> • Sense of safety in the community • A before and after survey / statistics 	<ul style="list-style-type: none"> • VicRoads • PTV • Arborists
Communication: <ul style="list-style-type: none"> • Strengthening communication • Wider range of methods used • Local papers • Apps • Needs to be Council and community focused • Diverse and multi layered 	<ul style="list-style-type: none"> • More people engaged and attending events • More feedback to Council and others 	<ul style="list-style-type: none"> • App designer • Community groups • Technology • Neighbourhood house

What needs to happen	What does success look like	Who else should be involved
Events: <ul style="list-style-type: none"> • Brings the community together • Promotes the community • Encourages new people to get involved • More youth events 	<ul style="list-style-type: none"> • Increased visitation • Increased attendance at events • Sense of community pride 	<ul style="list-style-type: none"> • Community groups • Tourism • Traders • Neighbourhood Houses
Open and transparent Council & a sense that input matters		
A Secondary School in Kinglake	<ul style="list-style-type: none"> • Education providers • State Government • Ed Dept 	
Increased support for community groups	<ul style="list-style-type: none"> • Community group success 	<ul style="list-style-type: none"> • Neighbourhood Houses • Community Groups
Market the Shire <ul style="list-style-type: none"> • Promotion • Engagement • Identity • Sense of belonging – we live here for a reasons • Communities supporting each other 	<ul style="list-style-type: none"> • Renewed public conveniences • Increased visitation • Forest discovery centre in Toolangi used 	
Council accessibility: <ul style="list-style-type: none"> • Floatation of Council meetings • More Council officers working from varied locations 	<ul style="list-style-type: none"> • Higher community engagement • More open communication between community and Council 	
Accessible and affordable community facilities	<ul style="list-style-type: none"> • Diversity of ways people come together 	
Information for new arrivals to the area	<ul style="list-style-type: none"> • Help the tree changers settle • Promotion of local businesses, support services etc 	
Strong community planning and leadership to foster better spirit		

What needs to happen	What does success look like	Who else should be involved
Stop blaming the fires for rates increases		
Aged care facilities on the Mountain		
Implement KFT recommendations		
Planning Scheme amendments to be implemented		
Look at renaming townships – not so many smaller ones		
Increased local trading hours		

Marysville

What needs to happen	What does success look like	Who else should be involved
Encouraging a diverse range of community members, retirees, young people etc	<ul style="list-style-type: none"> • A thriving community • A bigger population 	<ul style="list-style-type: none"> • State Government • Tourism • Local Businesses • Education Campuses
A central source of information- online: <ul style="list-style-type: none"> • Volunteer register • Welcome messages • Images • Community notice board 	<ul style="list-style-type: none"> • More people involved • Larger pool of participants • Register / measure of expertise 	<ul style="list-style-type: none"> • Community members
Small businesses encouraged: <ul style="list-style-type: none"> • Increased jobs • Industry development • Guest houses • Events • Accommodation 	<ul style="list-style-type: none"> • more beds • higher occupancy • increased employment • shops full and thriving • marketed outside the region • marketed as a destination to live 	<ul style="list-style-type: none"> • Tourism • Industry
Stronger sense of community / bonding: <ul style="list-style-type: none"> • People need to know each other • Encouragement of community groups • Promotion of volunteering to younger people • Mentors for community groups and businesses 		
Trails and triangle trails connected		
Satellite CEACA in the Triangle area		
Economically viable place for young people		

What needs to happen	What does success look like	Who else should be involved
Sport: <ul style="list-style-type: none"><li data-bbox="235 188 745 252">• Promote the Community Centre for state tournaments		
Mobile Library		

Yea

What needs to happen	What does success look like	Who else should be involved
Better communication between event organisers and Council events, permits and public	<ul style="list-style-type: none"> • Increased attendance • Better promotion of events 	Event coordinators Australia wide Media outside of the Shire
Sustainable communication	<ul style="list-style-type: none"> • Local printed info • Electronic terminals • Social Media 	<ul style="list-style-type: none"> • Businesses • Schools • Community Groups • Council services • Y Water Centre • Shire wide website
Elderly services: <ul style="list-style-type: none"> • Better access to services • Transport • Information given out more readily 	<ul style="list-style-type: none"> • Elderly being aware of the available services 	<ul style="list-style-type: none"> • Taxis • Bus companies • Council buses • Medical specialists
Community input: <ul style="list-style-type: none"> • Improved community consultation • More focus groups • Interconnect focus groups 		
Data hubs with information for visitors and community		
Murrindindi Shire Branding		
Accessibility to medical/specialist services: <ul style="list-style-type: none"> • Depression on the rise • Red Cross transport • Loss of Berry Street 		

Have Your Say - Community Workshops Summary

Prosperity and Opportunity

Alexandra

What needs to happen	What does success look like	Who else should be involved
<p>Tourism:</p> <ul style="list-style-type: none"> • Tourism needs to grow • Tourism support and promotion • Resources to attract new visitors • Targeted tourism campaigns • Better environmental attractions • Free camping at the Timber Tramway • Signage for businesses linking to Rail Trail • Explore more caravan and long vehicle parking • Nature tourism • Lake in Rotary Park 	<ul style="list-style-type: none"> • More people – more \$\$\$ 	<ul style="list-style-type: none"> • Tourism and Business Groups • Traders • State Government • Community – not always about Council providing the community needs to support priorities • Service Clubs • What are other small rural communities doing?
<p>Business Support and Development:</p> <ul style="list-style-type: none"> • Establishment of steering committee to drive business initiatives • Encourage businesses to open 7 days a week • Enhanced telecommunications links • Dedicated group to research business development opportunities • Cinema • New people • Growth • Services expansion • Promotions project that sells opportunities 	<ul style="list-style-type: none"> • Increased number/diversity of businesses 	

What needs to happen	What does success look like	Who else should be involved
<ul style="list-style-type: none"> • SWOT analysis for Murrindindi – what can we leverage, what works well and what is missing? • Understanding of why businesses don't work • Incentives for new businesses • Industry that aligns with Shire's strengths 		
<p>Create clear local identity</p>	<ul style="list-style-type: none"> • Recognition of local identity and history • A reason to visit and local pride 	
<p>Education and Employment:</p> <ul style="list-style-type: none"> • Opportunities for young people • Jobs in revegetation • New job opportunities • Secondary School in the local area 	<ul style="list-style-type: none"> • Bring new families to the area and keep existing 	<ul style="list-style-type: none"> • Education Department • Schools • Post Secondary Education Institutions
<p>State and National Parks:</p> <ul style="list-style-type: none"> • More accessible • More affordable • Better maintained 	<ul style="list-style-type: none"> • Better parks and forest management 	<ul style="list-style-type: none"> • Parks • DELWP • State Government

Kinglake

What needs to happen	What does success look like	Who else should be involved
<p>Business Support and Development:</p> <ul style="list-style-type: none"> • Shopping local • Lower rates to attract more business • Better variety of shops and businesses • Better marketing in the Shire • Keep businesses we have got (farming) • Regular collaboration/consultation with business owners • Encourage new business developments • Develop vibrant driving governing body for business development and tourism: • Board must be recruited and have clear job description to fit the bill with skills to match • Encourage existing businesses to employ local (incentives/reward based) • Pop-up restaurants with recycled stuff solar them • Re-examine and action changes to Zoning Industrial 1 to Commercial and Industrial 3 to encourage new business (C54) • Better linkage roads Taggerty – Narbethong - Murrindindi – Kinglake • Revisit KRFT 	<ul style="list-style-type: none"> • Economic and business growth businesses • Businesses employing more people, opening longer hours, not shutting down. More businesses coming to the area. 	<ul style="list-style-type: none"> • Capitalise on neighbours – look to other towns e.g. Beechworth, Mansfield, Yarra Glen and how they got off the ground • DELWP, Parks, RDV • State Government • Department of Education
<p>Tourism:</p> <ul style="list-style-type: none"> • Eco Tourism and Trails 	<ul style="list-style-type: none"> • Economic growth • Higher tourism rates while maintaining the lifestyle 	

<ul style="list-style-type: none"> • More focus and marketing • Better facilities • National Park camping • Better caravan accommodation • Range of accommodation options • Better access to natural environment • More walking trails/public toilets • Passing trades – make it an experience to encourage returns • Promotion! Promotion! Promotion! • Develop a food trail • More people to come and visit/stay overnight • Walking trail that connects the local communities and trails for horses • Council consider easing/encouraging BnB's permits to support tourism • Gray Nomads? Dump Point? • Travellers/Backpackers? • Tourism Info Centre in the Kinglake Ranges 		
<p>Better promotion and communication of what is going on in the local community</p>	<ul style="list-style-type: none"> • Attitude towards the local area 	
<p>Event:</p> <ul style="list-style-type: none"> • Make it easier for people to hold an event (less red tape) • Subsidise other events within the Shire • Collaboration of community events 	<ul style="list-style-type: none"> • Increase of National/International events 	
<p>Education and Employment:</p> <ul style="list-style-type: none"> • Jobs for adults and children • More services including Secondary Schools connecting the communities 	<ul style="list-style-type: none"> • Secondary School in the Kinglake Ranges 	

<ul style="list-style-type: none"> • Encourage tourism to create more jobs 		
Develop our own identity “The most accessible mountain range closest to the CBD”	“The most accessible mountain range closest to the CBD”	<ul style="list-style-type: none"> • Professional consultants for marketing/branding • Community • Control Consultants costs!!
Local Arts Trail: <ul style="list-style-type: none"> • Promote the arts more 		
Stage 2 Environment Study and Heritage Study		
Equality of services across the Shire		
Reduce Council staff numbers to support Council’s financial viability		

Marysville

What needs to happen	What does success look like	Who else should be involved
<p>Tourism:</p> <ul style="list-style-type: none"> • Prosperity of the area is dependent on getting people here through economic development – supporting role – promotion of Murrindindi • Town relies on Tourism • Need new blood – need to bring more people • Tourism is our main industry in Marysville • Ecology Tourism – Focus/Strategy to boost our natural attractions – two most beautiful walks are closed – tell Parks Victoria to open and maintain Camberville, Coralyn and Beaches • Need to promote attractions to get people here • Need to look after the natural assets • Need to advocate to State Government to maintain and repair • Reinstate 'Mystic Mountains' – Cathedral • Linking Jigsaw – whatever branding • RV Friendly Town – 24 hour fuel and accommodation sign on the highway. Sign at Marysville turn off has been broken and removed. Need for fuel promotion and availability • Connecting all towns with trails and tracks 		<ul style="list-style-type: none"> • Parks Victoria • State Government • Businesses • Community

Business Support and Development:

- Financial incentives – maybe 0% rates start
- Recognition that businesses open on weekends
- Discourage closing businesses to go on holiday – network of people to relieve/manage businesses to go on holiday
- Marketing is important – businesses can't afford to advertise individually. Council to identify strategies for marketing, international and local
- Help starting businesses with their Business Plan
- Boston Consulting Report identified that businesses were lifestyle rather than killer business – how to change this culture
- How to attract younger people to run the businesses. People are tired
- Facilitate mentors – people starting business give savvy info
- Seminar for business – has to be convenient time
- NBN – not available in Marysville and much of the Shire
- How do we measure success in business?
- 11 shops vacant in Marysville – and Yea. 3 empty shops at the Supermarket – could be an indoor play centre

- Growth in rate base
- Increase in vacant land value
- Less vacant land available
- More apprenticeships

- Young people at school – mentoring program for start-up
- Entrepreneurial Think Tank
- Locals – use people here
- Existing businesses

<ul style="list-style-type: none"> • Business start up help – lower rent/rent free • Someone to advocate and mentor young people • Need to bounce ideas off each other • Could share facilities to share loses • Types of business – need greater variety e.g. Asian Restaurant • Who is our Business Unit in Council? What is the role? • Networking between business to share ideas, resources and opportunities • Encourage entrepreneurs – Lake Mountain looking for staff support – help to employ • Business Advisory/Mentoring/Networking Body. MTBT could auspice it. 		
<p>Town Planning:</p> <ul style="list-style-type: none"> • Town planning should be here to help rather than hinder • Is catalyst for young and retiring people – smaller lots and different housing • House and land package • Affordable housing – how to get people on this side of the Spur 		
<p>Events:</p> <ul style="list-style-type: none"> • Marketing support to get projects off the ground 		
<p>Education:</p> <ul style="list-style-type: none"> • TAFE College – Vibe – Hospitality Training 		

<p>Communication:</p> <ul style="list-style-type: none"> • Communication with different groups to encourage diversity throughout • Need constructive conversation and criticism 		
<p>Opportunities for alternative energy:</p> <ul style="list-style-type: none"> • Look at Yackandandah • Solar panel, water tanks etc. • Public buildings across Shire and new houses 	<ul style="list-style-type: none"> • Self sustaining community 	<ul style="list-style-type: none"> • Foundation- Sustainable Living Expo
<p>What is happening with the Prospectus:</p> <ul style="list-style-type: none"> • Needs to be used 	<ul style="list-style-type: none"> • Circulation - trackable • Up to date - review annually • Online rather than hard copy 	<ul style="list-style-type: none"> • Info Networks
<p>Develop Marketing Strategy:</p> <ul style="list-style-type: none"> • Using the Prospectus 	<ul style="list-style-type: none"> • Used in the wider scene • Branding is successful 	

Yea

What needs to happen	What does success look like	Who else should be involved
<p>Tourism:</p> <ul style="list-style-type: none"> • Support Great National Parks as a major attraction/destination • Support for Rail Trail • Utilisation of natural environment to attract people • Focus on Eco Tourism – transition from agriculture • Promote unique features of Murrindindi – geography, proximity to Melbourne, pristine environment • Capture visitors to the Shire – stop, spend etc. • Need to encourage more accommodation (more beds) – incentive greater investment 	<ul style="list-style-type: none"> • Overall focus and identity for Eco Dev/Tourism is produced and owned by the community • Extent of community ownership/support for focus • Growth and diversity of businesses (resilience) • Shire recognised for its natural assets • Retail businesses opening hours 	<ul style="list-style-type: none"> • Visit other communities
<p>Business Support and Development:</p> <ul style="list-style-type: none"> • Opportunities for new agriculture to come into Shire • Alternative agriculture to broad acre farming • Business (retail) opening longer • More competition for retail (Foodworks)/choice • Support for smaller retailers – lower rentals • Increase rate base to support more businesses • Support existing businesses – less 		

<p>rates so they can still stay open</p> <ul style="list-style-type: none"> • Need to encourage 'premium' destination restaurant • Resource the Eco Dev function of Council • Less regulatory planning approvals – make it easier to develop • Clarify planning provisions so people know what to expect • Promote opportunity for 'Pop up' shops to fill empty shops – subsidise • Circular economy – get businesses to reuse, recycle with other businesses making use of by-products • Need better internet/mobile 		
<p>Identity:</p> <ul style="list-style-type: none"> • Own vision for Shire • Positioning 		
<p>Promotion:</p> <ul style="list-style-type: none"> • Promotion and communication of the area • Promote and create 'clean/green' Shire • Use social media to promote interest in farmers markets for local produce 		
<p>Accessibility:</p> <ul style="list-style-type: none"> • Needs to be improved – getting into shops • Accessibility via more transport 		
<p>Wasps – major issue need to subsidise costs</p>		

Have Your Say - Community Workshops Summary

Serving the Community

Alexandra

What needs to happen	What does success look like	Who else should be involved
<p>Long term planning including:</p> <ul style="list-style-type: none"> • Community coming together • What is needed • What is available • What is possible • Education • Youth Support / engagement • Ageing population • Facility planning <p>Work out Council's role in each area</p>	<ul style="list-style-type: none"> • Increased local jobs • Increased reasons for kids to stay • More population – new jobs, new volunteers, new ideas • Establish a group of strategic minds/ advisory group/reference group to work with/available • Grants for neighbourhood/community investment 	<ul style="list-style-type: none"> • Community • Education Department • Telecommunication companies • VicRoads • Local Traders • Identified stakeholders • Clubs
<p>Locality / town planning including:</p> <ul style="list-style-type: none"> • Parking – including shade parking • What we want our towns to look like • Themed towns • Branding • Waste services <p>Action plans – not just documents</p>		<ul style="list-style-type: none"> • Community • Education Department • Telecommunication companies • VicRoads • Local Traders • Identified stakeholders • Clubs

What needs to happen	What does success look like	Who else should be involved
Telecommunications: <ul style="list-style-type: none"> • More providers having service areas • WiFi • NBN 	<ul style="list-style-type: none"> • Better / cheaper communication • Increased digital connection – education, business etc 	
Support for Community groups: <ul style="list-style-type: none"> • Council buildings available for community use for meetings, hot desks etc • Increased community and Council collaboration • Neighbourhood house space for new mothers to come together • Volunteer register – listing skills base – utilise local people 	<ul style="list-style-type: none"> • Increased community meeting spaces 	
Visibility of what Council is doing – promote Council's work	<ul style="list-style-type: none"> • Increased satisfaction with Council Service and Rates 	
Increased quality of roads, paths		
<ul style="list-style-type: none"> • Assistance for families • Access to Social Services 		
Outdoor / indoor pool		
Youth: <ul style="list-style-type: none"> • Promoting collaboration amongst the education providers • Expand practical options for kids who may not be as academically minded • Mentoring program 	<ul style="list-style-type: none"> • Increased opportunities for kids to stay 	<ul style="list-style-type: none"> • Education providers • Youth service providers • State Government

What needs to happen	What does success look like	Who else should be involved
Waste: <ul style="list-style-type: none"> • Free Hard Waste at the Tip & Free Green waste • Rubbish bins at Taggerty parks 		
Council aren't seen as leaders they are seen as roadblocks		
Need to ask the question "What If": <ul style="list-style-type: none"> • What if we had great education – what does that look like • “ “ – job / employment opportunities • “ “ – environment 		

Kinglake

What needs to happen	What does success look like	Who else should be involved
Rates / Equity: <ul style="list-style-type: none"> • Equitable funding – value for money for rates • How Murrindindi sells rates – what is it used for 	<ul style="list-style-type: none"> • Population stable or increased • General town maintenance and roads, pathways etc improved • Better promotion of where rates are going • Ability to keep services under rate cap – without reducing hours of libraries etc 	<ul style="list-style-type: none"> • Community
Tourism Information Centre / updated community notice board	People know what's on offer	<ul style="list-style-type: none"> • Tourism groups • Businesses • Community
Aged Care/medical support needs to improve		<ul style="list-style-type: none"> • Medical industry • Businesses • Churches • Community
Youth / Education: <ul style="list-style-type: none"> • Secondary College connection with community improved – families are leaving for schooling • Youth support and employment opportunities • Transport for youth 	<ul style="list-style-type: none"> • Increase in youth staying in area • Population stable or increased 	<ul style="list-style-type: none"> • Schools • State Government • parents
Planning improvements – C54 Kinglake West implemented and the KFT plan implemented	Actions implemented	

What needs to happen	What does success look like	Who else should be involved
Increased promotion of community events	<ul style="list-style-type: none"> • More people know what's happening • Increased attendance 	
Memorials completed	Completed	
More effective forms of communication used	<ul style="list-style-type: none"> • More information out to residents • Engaged staff that listen and respond • Improved customer service • SMS notification for important issues 	
Innovation in the area of waste services	<ul style="list-style-type: none"> • Reduced illegal dumping • Tip passes and tokens attached to rates payment / notice • Give tip passes as rewards / incentives for good management practices – i.e. blackberry control • Hard Rubbish 	
<ul style="list-style-type: none"> • Standardised framework about decision making • Equitable funding spent across all towns 	<ul style="list-style-type: none"> • Better understanding of where money is going = increased support • Improved customer service • More commonsense used in processes • Accountability 	
Collaboration between levels of government to provide better service to community – emergency management, health services etc		
Customer service focus	<ul style="list-style-type: none"> • Improved customer service • Engaged and helpful staff 	
Transport options for medical appointments		
<p>Increased medical / specialist services</p> <p>Young children still recovering from trauma – not enough support locally</p>	<ul style="list-style-type: none"> • Council to take a leadership role • Reduce the red tape • Population stable or increased – currently hindered by lack of critical services • Increased services – including Paramedics, police and specialists 	<ul style="list-style-type: none"> • Medical Industry

What needs to happen	What does success look like	Who else should be involved
Relationship with VicRoads improved	<ul style="list-style-type: none"> • Better road maintenance – consistent 	<ul style="list-style-type: none"> • VicRoads
Kinglake looked amazing for cycling event – why can't it look that great most of the time	<ul style="list-style-type: none"> • Community and Council working together to maintain the beautification of our towns 	<ul style="list-style-type: none"> • Community

Marysville

What needs to happen	What does success look like	Who else should be involved
Medical Services and Infrastructure: <ul style="list-style-type: none"> • More GP's • More ancillary services • Hospital / doctor services on weekends 	<ul style="list-style-type: none"> • Medical attention within 1-2 days • Access to emergency attention 	<ul style="list-style-type: none"> • State and Federal Government • Existing service providers •
<ul style="list-style-type: none"> • Encourage and support for young and middle aged people and entrepreneurs • Current owners are wanting to retire but know one to sell to 	<ul style="list-style-type: none"> • Council support for existing business owners to mentor and incubate new businesses 	<ul style="list-style-type: none"> • Council to promote • Local businesses • Mentors
Support for an aging population: <ul style="list-style-type: none"> • Support services • Support for carers • Including disability services and for the unwell 	<ul style="list-style-type: none"> • Meals on wheels • Nurse / carer support • Volunteer transport options • Training for more carers • Community networking – connecting the people who want to be carers with those who need 	<ul style="list-style-type: none"> • DHHS • EAHS • Vibe – cook meals • CEACA • TAFES • Businesses • Volunteers
Waste	<ul style="list-style-type: none"> • Green waste – 4 free tickets per year • Hard rubbish – 1 free ticket per year 	
Rates / Council being financially sustainable	<ul style="list-style-type: none"> • Council living within its means • Infrastructure and services are sustainable 	<ul style="list-style-type: none"> • State and Federal Government support
Mobile Library		

Yea

What needs to happen	What does success look like	Who else should be involved
Council to better coordinate & communicate (in simple plain English) advice and inform about Council Services and other services	<ul style="list-style-type: none"> • improved understanding of what is out there • Council as the central point for information • More volunteers • Promote community identity 	<ul style="list-style-type: none"> • Community groups • Clubs • Service providers • Volunteers
Waste Management: <ul style="list-style-type: none"> • improve environmental waste / green waste 	<ul style="list-style-type: none"> • green waste bin • compost facility • business – cost neutral • management if biohazard (fruit fly / wasps) • free trips 	<ul style="list-style-type: none"> • Volunteers
Building and harnessing community connections : <ul style="list-style-type: none"> • support for clubs • community houses • community groups 	<ul style="list-style-type: none"> • happy people • barter hub / skill sharing – online or a physical list at library • transport linkages 	
Youth & Elderly support: <ul style="list-style-type: none"> • Reduce isolation • Improve engagement • Aid mental health awareness / support 	<ul style="list-style-type: none"> • Mens sheds • Youth shed • Reverse mentoring programs • Engaged youth who feel a part of the community 	<ul style="list-style-type: none"> • Veterans / RSL/ Legacy • High schools • Kellock / Darlingford
Accessible health services: <ul style="list-style-type: none"> • Harnessing and attracting diverse practitioners 	<ul style="list-style-type: none"> • Incentives – e.g. 6 months rate free / rent free • More diverse offerings • Quicker appointments 	<ul style="list-style-type: none"> • GP's • Service Providers • Health Department
Education & Training including in health services and hospitality		<ul style="list-style-type: none"> • TAFE • CEACA • Holmesglen • Community Houses • State Government

What needs to happen	What does success look like	Who else should be involved
Rates	<ul style="list-style-type: none"> • Same rates • More efficient • Acknowledge challenges 	
Support for migrants	<ul style="list-style-type: none"> • Reduce isolation for people 	
Roads – widen the Melba Highway and have more passing spots	<ul style="list-style-type: none"> • Easy access to Yea = increased visitors 	<ul style="list-style-type: none"> • VicRoads