

Marysville

Community Plan

2020-2022

Marysville is a small township that looks to the future while remembering and honouring its history.

It is a welcoming, friendly, hospitable community whose residents are accepting and respectful of all.

Our Vision

To continue to bring the township and its surrounding areas to the next stage of development and progress, so that Marysville can realise its full potential as a desirable place in which to live, visit, shop, work and play, whilst respecting and preserving the natural environment.

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Marysville Community Plan

Goals of the Marysville Community Plan:

1. To drive a new era of development, growth and prosperity by:
Stimulating new and established businesses

2. To continue to attract visitors through:

Activities both active and passive
Scenic beauty
Variety of accommodation
History
Exhibitions
Festivals
Concerts
The Arts
Lake Mountain



Photo credit: Robyn Cuzens

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History of the Marysville area

This is the traditional land of the Taungurung – the mountain, valley and river people. A tribe of the Kulin nation, the Taungurung have lived in this region for many thousands of years. Their connection to the land saw them hunt for and harvest food from the area, and saw them travelling across the mountains from Healesville to conduct rituals with neighbouring clans.

The Yarra Track which wound its way from Chum Creek to the newly found goldfields of Jordan, Wood's Point and Gaffney's Creek, opened up as the goldfields and the influx of miners increased. Shanties and small communities developed along the routes to the goldfields to supply food, accommodation, fodder for horses, alcohol and company for the incoming prospectors.

Men bought tracts of land for sheep and cattle grazing and for growing crops to supply those en route to the goldfields.

Marysville was a stopping place on the way to Wood's Point. It was known as 'the Steavenson' for many years and was later named Marysville in honour of John Steavenson's wife. Steavenson was the Assistant Director of Roads and Bridges in the area during the mid-1800s.

Tall timber in and around Marysville attracted the timber industry. In the late 1880s piling cutters came and eventually mills were established. Bullock teams and draught horse teams were used to haul timber to mill sites. Villages sprang up around the mills, Cambarville and Anderson Creek for example.

Waterways, waterfalls and towering forests attracted visitors to Marysville as a destination, not simply an overnight stopping spot. Tourism in Marysville, Narbethong and Buxton became an industry.

Marysville and District was all but totally destroyed by a firestorm of incredible intensity on the night of 7 February 2009. The impact of this was enormous physically, emotionally and economically. The people of Marysville are survivors of something horrific but they will not be defined by what happened; communities kept together, friendships were formed and the resilient people had the purpose and courage to begin again. There was love, hope and faith in the future which is what makes this place what it is.

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More about Marysville

Population



Number of people:

394 in Marysville and surrounds, an increase of 171 people from the previous census in 2011

Average age: 58 years (older than the state average of 37 years)

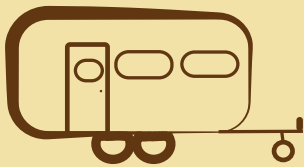
How many children aged 0-14 years: 37 on census night 2016. In 2020, there are 62 children enrolled at Marysville Primary School.

More than one third of the population (38%) had volunteered in the community in the past 12 months, approximately double the state and national average of 19%



All statistics taken from 2016 Australian Bureau of Statistics data

Accommodation



Marysville is a tourist town

Town of Marysville has more than 539 beds in a range of styles from luxury to more basic. (312 of these are at the Vibe.)

In addition, the caravan park has 25 cabins for up to 133 people, plus 31 powered sites for up to 186 people.

Surrounding towns in the Triangle have an additional 130 beds.

Visitors



2018/2019 financial year, MiRa had more than 58,000 through the doors, with an average across the last 7 years of more than 47,000 visitors

Visitors per month can be between 2,000 and 8,000 people

Peak periods for visitors include the ski season, school holidays and Marysville Jazz and Blues festival.

Weekends are busier than weekdays

Lake Mountain as Melbourne's closest ski resort and with an increasing emphasis on summer activities:

Winter visitor numbers at Lake Mountain in 2018: 144,000 people

Summer visitor numbers average more than 30,000 per year over the last 7 years



Marysville Community Priority Projects with Action Teams:

Quick-Win Projects:

- ⊗ Garden beautification – the addition of flowers and edible plants (both exotic and indigenous) in public spaces
- ⊗ Introduction of decorative lighting in Marysville main street – including using a solar solution to place lighting in trees

Longer-term Projects:

- ⊗ Work with the Marysville Youth Group to help progress works on the Marysville Youth Space to bring it to completion
- ⊗ Improved access to gym facilities for a fitter and healthier Marysville community
- ⊗ Iconic Multi-Day Walk from Melbourne to Marysville: linking existing trails and paths within the Marysville region and highlighting Taungurung places of significance
- ⊗ Explore 'RV Friendly' accreditation for Marysville through the Caravan and Motorhome Club of Australia
- ⊗ Swimming pool development – including heating the pool and upgrading facilities
- ⊗ Advocating for more cycling trails in the Marysville region

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Gathering ideas and working on priorities :

Throughout 2019 and into 2020, community members have been meeting to talk about community planning – a process and possible projects for Marysville. The Marysville Community Planning Coordination Group has been steering the process. Seventy ideas for making Marysville an even better place were collected during the time.

Where did all these possible project ideas come from?

- The Community Planning launch dinner in June 2019 and subsequent meetings
- Marysville Primary School's Junior Council representatives collected ideas in their classes and presented them for the Community Plan
- A Youth Group Pizza Night saw the young people of Marysville contribute ideas
- A popcorn stall at the 2019 'Get Ready Day' by Marysville Triangle Foundation gathered new ideas from passers-by, including visitors, as well as feedback on the ideas already gathered
- Feedback from visitors that has been given to MiRa for how to make Marysville even better for tourism
- Conversations over coffee and around the town

In March 2020, everyone who lives, works, volunteers or otherwise feels connected to Marysville was invited to a community dinner to work out the most important projects for Marysville and to form Action Teams to work on these ideas. More than seventy community members attended, and more than forty people were unable to attend but provided their votes on the ideas ahead of the event. The eight priorities mentioned above and associated Action Teams were formed on the night, based on the priorities of all participating community members.



Other ideas that received significant support in the community:

From seventy ideas and the votes of more than one hundred people, the top eight ideas were chosen to prioritize and form Action Teams and these are reflected in the Community Plan. However, a number of other ideas received significant support during the voting process. They are noted here for future reference, although they do not have Action Teams at this time:

- ⊗ Free mini-golf at Gallipoli Park
- ⊗ Guided night bush walks
- ⊗ Public transport advocacy and promotion
- ⊗ Health services advocacy
- ⊗ Improved marketing of Marysville – Marysville’s brand
- ⊗ Outdoor gym around the lake
- ⊗ Honouring the Taungurung people
- ⊗ Family-friendly events such as a fete, weekend activities or old-fashioned picnic races
- ⊗ Electricity micro-grid for Marysville
- ⊗ Advocating for reopening Beeches walk and Lady Talbot Drive by removing fire-damaged trees



Other ideas for Marysville that were not priorities at this time:

- ⊗ Outdoor tennis courts – need net-repair
- ⊗ Free WIFI in the street
- ⊗ Beatles toilets – clean them up and tell the story
- ⊗ Newcomers dinners held regularly
- ⊗ Beautify the noticeboard at the bakery – with art
- ⊗ Vasili's Garden tv show – revisit Marysville's gardens to see them 10 years later
- ⊗ Outdoor stage needs power connected
- ⊗ Waste-reduction project: community awareness and advocacy
- ⊗ Gould Memorial Drive – tidy and maintain, add a safe carpark
- ⊗ Clean up the river and lake
- ⊗ Add fish to the river for fishing
- ⊗ Great Forest National Park – advocacy to create
- ⊗ Taungurung research and promotion of history
- ⊗ Indigenous history – truth-telling and reconciliation
- ⊗ History – recording, preserving, displaying
- ⊗ Council and business liaison group and New business liaison group to work with Shire and for other groups
- ⊗ Parking – more parking and better signage
- ⊗ Advocating for improvements to the Black Spur
- ⊗ Advocating for better internet access eg. 5G
- ⊗ Expand Foodworks
- ⊗ Develop the empty space – beyond Racecourse Rd
- ⊗ Roundabout at the bakery corner
- ⊗ Brochure promoting Rubicon Valley walks
- ⊗ 'Three Peaks Walk' advocacy group – Marysville to Lake Eildon
- ⊗ Charging stations for electric cars
- ⊗ Community House
- ⊗ Improved access to health services (and need more generally)
- ⊗ Streetscape – better maintenance
- ⊗ Waste services – hard rubbish and green waste

Other ideas for Marysville that were not priorities at this time continued:

- ⊗ Library – more access for primary school children
- ⊗ Collective voice – and better communication between groups
- ⊗ Community Directory - for community groups
- ⊗ Grants Group – to locate and write up applications
- ⊗ Community Centre – utilise it more
- ⊗ Community bus
- ⊗ Fenced dog-park (off-lead) – possibly at the horse arena
- ⊗ Upgrade BMX track near skate park
- ⊗ Outdoor basketball – increase from half-size
- ⊗ Golf and bowls club – more people utilising
- ⊗ Street art – more
- ⊗ Paid street musicians
- ⊗ More arts activities (concerts, movies, writer’s festival, singing group, art classes for kids)
- ⊗ More festivals
- ⊗ Markets – twilight market or more stalls at Sunday market
- ⊗ MiRa storage – need more
- ⊗ Swimming carnival
- ⊗ More footpaths including Falls Road and Pack Road
- ⊗ School oval – better drainage
- ⊗ Gallipoli Park mapping and signs – to promote the assets better
- ⊗ Gould Terrace Playground upgrade
- ⊗ Volunteers – acknowledge, recruit younger and new, burnout
- ⊗ Community Identity needs to be fostered
- ⊗ Upgrade Settler’s Park with more shade, tables and BBQs

Marysville Community Plan

Want to find out more or get involved?

We would love to hear from you!

Email: marysvillecommunityplan@gmail.com

Visit: <http://www.murrindindi.vic.gov.au/communityplanning>

With the support of:



Layout design by:



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The Marysville Community Planning Coordination Group acknowledges the traditional owners of this land, the Taungurung People. We acknowledge that Marysville is on Taungurung Country and respect and celebrate the history and living culture of the Taungurung and their unique role in the life of this region.

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