

EUROA COMMUNITY ACTION GROUP

Action Plan



2013 - 2017



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1.0 Introduction

Euroa and District has long been recognised as a progressive town in north east Victoria with a close association to farming, rural living and the Hume Highway (now Hume Freeway). The development of a district community plan for Euroa allows the community to identify those issues that are going to ensure that Euroa remains an outstanding community and by working together as a community, bring about improvements through an open public process.



The community plan in Euroa encourages participation from all groups and residents and a plan that is developed by the community through its own processes as a basis for what the community believes are important to achieve an improved future.

1.1 History of Euroa

Indigenous Population

In the area around Euroa, there were numerous tribes of indigenous who lived on the banks of the Seven Creeks and other major creek waterways. These various groups existed in the Euroa district well into 1850s roaming freely along the creeks and ranges.

Selection

The first white men in the district were explorers Hume and Hovell in 1824. Overlanders drove their stock through an area to the north of the present town site in 1837 or 1838 while following the track cut by explorer Thomas Mitchell in 1837. Squatters began taking up runs in the district in 1838. One of the first was Seven Creeks, established by John Templeton in 1838.

Forlong(e) Family

John, Eliza and Andrew Forlong – William Forlonge. William was the only one in the family that had an 'e' on the end of his name.

Eliza Forlong chose the fine wool Saxon merinos in Saxony in late 1820s that William brought to Tasmania in 1829. John, Eliza and son Andrew brought another flock over to Tasmania in 1831. Around 1840 the Forlong(e) family moved to the mainland. Andrew going to Werribee and William to Whittlesea area. William took up Seven Creeks Station in 1851. Eliza lived her remaining years here with William and is buried in a lone grave at the foot of the Garden Range.

As a result of scab disease affecting sheep, Euroa became primarily cattle country and undertook dairying and cultivation.

Earliest Residents

Euroa was surveyed in 1849 and planned as a roadside squatting centre in 1850-51 on the road from Melbourne to Wodonga. Drivers camped at the spot due to the presence of a permanent water supply.

By 1852 the town site consisted of Euroa homestead in Kirkland Street and two huts occupied by a boot maker and a married couple who worked on Euroa station. However the town grew more

rapidly than expected due to the road traffic generated by the gold rushes. A store and butchers shop was the first commercial buildings. A hotel opened in 1853 and a post office in 1854. The first school was established in a small bark hut in 1854.

At this time the residences were all of slab or bark construction clotted with clay and roofed with Stringybark.

Farming

In 1856 wheat farming began on small blocks and Euroa became a regular coach stop on the Melbourne to Beechworth run. Timber and honey were exploited commercially in the town's early days. The first substantial church was built in 1867.

In 1861 the passing of a law which unlocked lands and made them more available for settlement marked the beginning and rise of the progress of Euroa.

Horticulture was also well supported in the district with many wineries and orchards in the district.

The New Town

In 1873 the National Bank was established in Euroa in Kirkland Street and it was this time that the first hotel was built in the new town, called the Railway Hotel (it was Charles Lane DeBoos' North Eastern) as a result of the opening of the railway to Euroa in 1872. Previously the town had been located along the Sydney Road. It was during this period that the Kelly Gang held up the bank on December 10th, 1878, bank then at corner of Binney/Railway Streets.

In succeeding years the town steadily grew with new businesses being established with the key business being the butter factory 1891. However, with increased interest in the export trade in lamb and wool, many local farmers turned to raising sheep resulting in reduced supplies for the butter factory.

In 1870 the biggest flood in history affected the township with Seven Creeks being two miles wide in the town and businesses having almost 2 metres of water in their buildings.

An important development in 1889 was the formation of a Water Trust and a weir with electricity being supplied to the township in 1910.

Formation of the Shire

The Euroa Shire was formed in 1879 and was absorbed into the new Strathbogie Shire in 1994.

Industrial

There were a number of major industrial businesses in the Euroa community with the brickworks, the Aerated Water and Cordial factory, three large sawmills, wattle bark crushing mills, coach building, cabinet making, butter factory, rabbit canning business, Euroa Flour Mills and cattle sales.

Sport

Games of cricket and football were first played at the Friendly Societies Ground in the 1870s. Euroa has always possessed a racing club and was famous for its athletics meeting where the first prize one year was \$60 pounds. Cycling was also a prominent sport in the Euroa community.

(Source: Victorian State Library, C.L. DeBoos)

1.2 Past Achievements

The Euroa and District Community Plan has identified a whole range of issues which are currently being developed and worked on by a range of different groups and agencies within the community. By having the initiatives identified in previous community plans, it has allowed local groups and government agencies to focus on key initiatives and all work together in achieving those aims. These include:

- The development of a master plan for walking, cycling and scooter paths
- Improvements to medical services
- Improving the drought proofing of public sports grounds and open recreation spaces
- Improving and enhancing the entrances to Euroa and at the main street (Binney Street/Clifton Street)
- Master plan created for further improvements to the Euroa Swimming Pool
- Work completed at the former service station sites to allow for redevelopment
- The Euroa Community Information brochure: produced in 2007, 2010 and 2013.
- The railings and footpaths on or near Burton’s Bridge have been improved
- The Community Garden, which commenced operations on the land behind the Euroa Little Theatre site in 2011, is now being managed by Euroa Community Education Centre (ECEC).
- The railway overpass on Anderson Street has been upgraded by Vic Roads, following actions by ECAG
- The establishment of a Euroa website: www.euroa.org.au which is now being maintained and managed by BEE (Business Enterprise Euroa)
- Support of a ‘farmer’s market’ – established by Rotary
- Access to tourist information – at ‘The Hub’ - established by the Shire, ECEC and Euroa Health
- Support the ‘Honouring our Heroes’ committee – ‘Avenue of Honour’ the erection of three VC statues
- Fund Christmas decorations (ongoing)
- Development of the tourist/toilet improvements/replacement and improve services to make Euroa a ‘RV Friendly Town’ – a work in progress!
- Signage for the Apex walking track – located at the Seven Creeks Park



2.0 Vision

When asked about the wonderful attributes of Euroa, the community identified a range of different aspects:

- Euroa has a welcoming village atmosphere that provides for travellers
- Home of the Sevens Creeks
- Is a wonderful place to stop, relax and enjoy the beautiful trees, parks and historical sites within the town
- Located at the base of the Strathbogie Ranges
- Environmental and economic sustainability is very important to the local residents to ensure that the town remains a wonderful place to live

The town's attributes include community buildings, facilities and services and will remain accessible to all. Community members are encouraged to participate and shape the future of their town.

Consequently Euroa's vision can easily encompass those aspects by being defined as:

To promote Euroa as a liveable town that engenders community pride and in the process to encourage population and business growth while maintaining the town's character.

The goals for the community plan focus around the following key issues:

- a) To provide a healthy community
- b) To engage the community to ensure that future growth and development meets with community expectations
- c) To engage the young people in all aspects of community life
- d) To ensure a vibrant business climate
- e) To build on the natural and manmade attributes of Euroa
- f) To recognise the heritage of the district
- g) To encourage environmentally sustainable practices throughout the community and incorporate them, as far as possible, in all projects

3.0 Community Consultation

Input to this plan was sought from the community in three ways;

Community Planning Evening – 24 October 2012

The action group organised an open community event to gather input from community members. The evening was facilitated by the Strathbogie Shire Council and explored what those present saw as the strengths of the Euroa community, and what kind of projects could be undertaken that would build on these strengths.

The event was promoted by sending invitations to all groups in community, plus articles and advertisements in the local newspaper and posters in the shopping district.

The event was attended by approx. 40 people and the results can be found in Appendix I – Community Strengths and Appendix II – Project Ideas.

Youth Survey

Local schools will be engaged to gather input for the plan from their students. A simple survey will be used that asks two questions; “What are the top three things you love about Euroa”; and, “Your top three ideas to make Euroa better”. It is hoped that quite a number of surveys will be returned. The collated results will then be found as Appendix IV – Youth Survey

Farmer’s Market Survey

The same survey as used for the Youth input will be used to survey people at the Euroa Farmer’s Market. In addition to the two questions, the form will also ask people to identify if they are locals or visitors to the area.

Again it is hoped that a number of surveys will be completed and the collated results will then be found in Appendix V – Farmers Market Survey

These community engagement activities will help to identify what is important to the community of Euroa, what the community sees as its strengths, and how people would like to see Euroa improve. The outcomes of all three activities will then shape the next section of the plan (Currently this section only includes the results of the Community Planning Evening and actions held over from the previous action plan).



4.0 Priorities for 2013 – 2017 (Key themes and actions)

The themes listed below were used to collate ideas and priority actions for this Community Plan. These themes are based in some cases on the previous action plan, with slight adjustments to ensure that they continue to be current. Information then outlined under each theme includes a vision, the actions and priorities arising from community consultation.

Euroa Community Plan Themes

1. Sport and recreation	2. Tourism & marketing
3. Infrastructure	4. The Arts
5. Environmental	6. Other

4.1 Key theme: Sport and Recreation

Vision: Recreation, sport and leisure (and healthy living and life styles) are key elements of the Euroa district providing one of the main forms of entertainment for all ages. The support for sporting facilities needs to be continuously recognised as a major community focus.

Actions:

- Shared pathways to the Arboretum and extension of existing tracks (including signage and maps)
- Complete walking and cycling paths network
- A heated swimming pool or a small heated pool for use within the community
- Further development of the Euroa Friendlies Reserve
- Seven Creeks Park from the Rockies to the Butter Factory, purely for recreation. Further development and environmental improvements, including the Rockies Bridge development – in keeping with/supporting the ‘Friends of the Sevens’ plan.
- Hockey field – synthetic surface

From 2011/2012 ECAG Action Plan:

- Improvements to lighting and safety at the railway pedestrian underpass
- Develop interpretative historic signage along walking paths/tracks
- To implement the master walking path plan for Euroa



4.2 Key theme: Tourism & Marketing

Vision: To further enhance community benefits by promoting and developing Euroa as a place to live, a place to establish and grow a business and as a visitor destination.

Actions:

- Focal point to attract tourism buses to feed their customers through Binney Street – parking, reason, attraction, etc
- Accommodation/caravan park/tourist information on line – promotion of local attractions e.g. day trips in the area, etc
- Create an events and activities calendar and co-ordinate the same
- Improvement to local environment – promotion/co-ordination between various interest groups – promotion of projects to wider community and to visitors
- Audiovisual display on USB stick on a TV screen to be placed at McDonald’s and the Shell Service Centre to focus on Euroa’s attractions

From 2011/2012 ECAG Action Plan:

- Euroa to take a proactive role in identifying Euroa as the first two hour stop from Melbourne
- Explore opportunities to connect with local and regional tourism initiatives and promoting opportunities through eco tourism
- Recognise the value to the community of events and attractions e.g. dog events, poultry auction, tennis, golf and bowls tournaments and horse events
- ECAG to continue to support BEE (Business Enterprise Euroa) with local business development – buy locally program, business directory, tools and equipment to assist in maintaining a pleasant and clean environment



- Improve signage within the business precinct
- Fund Christmas decorations
- To review the community brochure in 2015

4.3 Key theme: Infrastructure

Vision: to develop infrastructure and local services that improve the amenity, safety and liveability for residents, and which provides capacity to develop existing businesses and attracts new ones

Actions:

- Tracks and pathways throughout the town – linking a variety of venues – a major focus on safety
- Paint Burtons Bridge
- Further development of the Binney Street precinct including footpaths, proper nature strips and off street parking [bollards, lighting, signs, seating, etc]
- Better use of signs on Clifton Street to direct visitors into Binney Street
- Appearance of town centre and residential areas. Run a ‘Best Kept Street’ competition. Binney Street to be brightened up – last upgrade was 17 years ago.

From 2011/2012 ECAG Action Plan:

- Promote a local shopping culture by supporting a range of activities and developing new methods to continuously improve retail services within the Euroa Community
- Develop methods and ideas that will enable more retail services to be available for longer periods over the weekend and extend shopping hours where possible
- Provide solar lighting of town entry structures
- Rationalise existing signs at town entrances
- Improve streetscapes by increasing tree planting
- Continuously maintain the entrances to the Euroa community on all points
- Continue to improve the entrance and access to the main retail shopping area within Euroa
- Refresh/refurbish all aspects of the main shopping precinct e.g. bollards, lighting, signs, seating, create/add wall murals where suitable, etc.
- To undertake an ‘annual appearance audit’ of Euroa. Where possible assist in maintaining and/or upgrading specific buildings, especially those in the vicinity of the Seven Creeks between the Butter Factory and the Rockies Bridge e.g. Euroa Band Hall (William Pearson Hall) and/or the RSL/Third Age Club. This could also include roadsides, signage, safety railings, bridges and railings, trees, etc.

4.4 Key theme: The Arts

Vision: to further promote the arts in the community – for artists to exhibit, opportunities to participate and to create spaces and areas that are artistically appealing

Actions:

- Development of an outdoor stage/performance space at the Rotary Park
- Create an events and activities calendar and to co-ordinate the same
- Develop diversity in the use of the Euroa Little Theatre studio

From 2011/2012 ECAG Action Plan:

- Where possible and feasible, include wall murals with themes that are relevant to Euroa and District e.g. Third Age Club/RSL, Burtons (IGA) southern wall, etc.

4.5 Key theme: Environmental

Vision: It is the responsibility of all to protect and manage the environment – the flora, fauna, ecological communities and heritage places i.e. all matters of national environmental significance

Actions:

- Seven Creeks park from Rockies Bridge to the Butter Factory Bridge – development and environmental improvements
- Appearance of the town centre and residential area
- Road side trees – their shape – being pruned without consideration for their appearance, impacts on the visual look of the town
- Green waste and hard waste collection

From 2011/2012 ECAG Action Plan:

- Support for an appropriate environmental strategy which includes plants, pests, animal control and recycling

4.6 Key theme: Youth, Heritage & Other

Actions:

- Youth – involve the younger people of our town in a range of activities. Help them to develop a pride of where they live
- Tapping into attracting various cultural backgrounds in the town. Population growth. Identify areas where community can support newcomers from various cultural backgrounds
- Newcomers club – weekenders, people moving permanently – tapping into skills

From 2011/2012 ECAG Action Plan:

- Youth – plan for facilities, services and activities, address issues identified by young people, encourage all young people to participate in a variety of aspects of the town
- Heritage – support heritage related and historical events

Appendix 1 – Community Strengths (or what we love about Euroa!)

Groups

Third Age Club
Euroa Citizens Band
Garden Club
Men's Shed
Euroa Little Theatre
Sporting groups/clubs – diversity
Large range of groups/activities for all ages
Service groups – Lions, Rotary, Apex, Probus
Service groups – CFA, SES
Auxiliaries & 'Friends of ... groups

Facilities

Cinema
Sporting facilities
Library
Museum
Churches
Schools – 2 primary, 1 secondary
Kindergarten
Medical clinic
Euroa Health/Hospital/Opportunity shop
Banks
Variety of shops
Speciality shops (open at weekends)
Caravan Park
Show grounds
ECEC
Local newspaper – Euroa Gazette
Compact shopping centre
William Pearson Hall

Events/Activities

Euroa Farmer's market
RSL, Honouring our Heroes, VC recipients
Show'n'Shine
Ride the Ranges
Tournaments – tennis, golf, etc
Women of Euroa
Euroa Agricultural Show
Spring Festival/Wool Week
Horse Jumping Classic

The people

Friendly, happy, engaging
Volunteer culture (manpower)
Attitude i.e. friendliness of the local community
Diversity
Strong community spirit
Age demographic – older people to drive events

Environmental

Sevens Creek Park & BBQ area
Landscape
The creek
Walking tracks – Apex, Balmattum Hill track
Great location
Location and access
North East climate is great
Natural environment
Creek environment
Tree environment
Town size – rural ambience
Level topography – encourages walking/riding
Local and district scenery
The Arboretum & volunteers
Environmental concerns
The Sevens Creeks from the Rockies to the Butter Factory
Clean town
Geographic location
Access to freeway & railway

Entertainment/activities

Cinema
Euroa Historical Museum
Historical buildings
Sevens Creeks
Parkland
Walking tracks
History – Ned Kelly
Already Read Bookshop
Access to other areas via the Hume
Bus & rail access to other events
Euroa Little Theatre
History – Euroa Cemetery, old buildings & shops

Services

Police
Euroa Health
Shire – Meals on Wheels, Home care, drivers, volunteers, gardening
Services – CFA, SES

Other

Building blocks available
Potential employment opportunities
Affordable housing
Affordability
Horse industry – work/area exposure

Appendix II – Project Ideas

PROJECT/IDEA	No. Of Votes	Stakeholders	Key theme
Shared pathways to arboretum and extension of existing tracks (including signage and maps)	14	Shire VicRoads Dept of Youth, Sport & Recreation	Infrastructure Sport & Rec
Focal point to attract tourism buses to feed their customers through Binney Street – parking spots, reason/attraction, idea – Ned Kelly statue in centre of round-about looking at the bank	14	Shire GV Tourism	Tourism
A heated swimming pool, OR a small heated pool for use within community. Use solar heating, gas for winter. People from Euroa go to Benalla, Shepp and Seymour. Good for health, benefits for mobility	13	Friends of Euroa Pool	Sport & Rec
Paint Burtons Bridge	10	VicRoads	Infrastructure
Further development of Binney Street precinct including footpaths, proper nature strips and off street parking.	10	Shire BEE	Infrastructure
Development of outdoor stage/ performance space at Rotary Park	8	Rotary Euroa Citizens Band	The Arts
Further development of the Euroa Friendlies Reserve (pavilion extension etc)	8	Shire	Sport & Rec
Accommodation/ caravan park/ tourist info online – promotion of local attractions e.g. day trips in the area (wineries, scenic etc)	8	GV Tourism	Tourism
Seven Creeks Park from Rockies to Butter Factory purely for recreation. Further development (to infrastructure) and environmental improvements. Caravan park - some issues with relocation??	8	Apex Rotary Friends of the Sevens	Sport & Rec Environmental

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Create an Events and Activities Calendar and to coordinate same	7	The Hub Shire	The Arts /Tourism
Hockey field synthetic – we have the synthetic material	6	Euroa Hockey Club	Sport & Rec
Better use of signs on Clifton St to direct people into Binney St	6	Shire	Infrastructure
Complete walking and cycling paths network	5	Apex Rotary Shire	Infrastructure
Appearance of town centre and residential areas. Footpaths & grassy verges are an issue on some streets. Run a ‘Best Kept Street’ competition. Binney St to be brightened up – last upgrade was 17 years ago	5	BEE Shire Rotary Lions	Environmental Infrastructure
Road side trees – their shape after being cut back impacts on the visual look of the town	5	Shire	Environmental
Tapping into attracting various cultural backgrounds to the town. Population growth. Identify areas where community can support newcomers from various cultural backgrounds	5	Shire BEE	Other
Memorial Oval football pavilion	4	Euroa Memorial Oval Committee Shire	Sport & Rec
Improvement to local environment – promotion/ coordination between various interest groups – promotion of projects to wider community and visitors	4	Friends of the Sevens	Tourism/ marketing
Newcomers club – weekenders, people moving permanently – tapping skills	3	Shire The Hub	Other
Developing diversity with the use of the Euroa Little Theatre ‘Studio’	2	ELT Shire	The Arts

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Green waste and hard waste collection	2	Shire	Environmental
Longer, alternative trading hours of shops	2	BEE	Tourism/marketing
Audiovisual display on USB stick on the TV screen to be placed in Macca's and Service Centre to focus on Euroa's attractions	2	GV Tourism Shire	Tourism
Big cat - panther	1		Environmental
To involve the younger people of our town in the wider activities. Pride of where they live	1	Dept of Youth, Sport & Recreation	Youth

Relevant groups that could be called upon to assist with any of these areas:

Local:

- Shire of Strathbogie
- Friends of the Sevens
- Euroa Environmental Group
- 'The Hub'
- Business Enterprise Euroa (BEE)
- Rotary + Euroa Farmer's Market
- Apex
- Lions
- ECEC
- Euroa Health
- Local sporting groups
- Schools
- CFA, SES, Red Cross,

Government:

- DHS – Department of Human Services
- Department of Infrastructure and Regional Development (federal)
- DPCD – Department of Planning & Community Development
- Department of Transport, Planning and Local Infrastructure (state)
- Department of Education and Early Childhood Development
- Department of State Development, Business and Innovation
- Department of Environment and Primary Industries
- Goulburn Valley Broken Catchment Management Authority
- Regional Arts Victoria
- RDV – Regional Development Victoria
- VicRoads
- VicTrack (railways)
- Keep Australia Beautiful
- Regional Tourism Groups e.g. Goulburn Valley River Tourism
- National Trust

Appendix 111: ABS 2011 & 2006
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Euroa Facts – ABS 2011 & 2006

Population	2011	2006
Total persons	3 846	3 223
Males	1 893	1 555
Females	1 952	1 668
Indigenous persons	31	19

Age	2011	2006
0-4 years Babies/pre-schoolers	188	0-4 years 177
5-11 Primary schoolers	277	5-14 years 349
12-17 Secondary schoolers	234	15-24 years 311
18-24 Tertiary education & independence	212	25 – 54 years 1 072
25-34 Young workforce	305	55-64 years 470
35-49 Parents & home builders	638	65 years and over 843
50-59 Older workers + pre-retirees	613	Median Age of persons 48
60-69 Empty nesters + retirees	626	
70-84 Seniors	600	
85+ Frail aged	149	

Country of birth	2011	2006
Australia	3363	3369
English speaking background	183	156
Non-English speaking background	102	107
Not stated	185	220

Labour Force (15 yrs+)	2011	2006
Total labour Force	1632	1379/1695
Employed full-time	932	789/986
Employed part-time	661	426/604
Employed away from work		66
Employed hours not stated	11	44
Unemployed	26	59
Not in labour force	1400	1324

Ancestry	2011	2006
English	1695	1558
Australian	1584	1861
Irish	587	471
Scottish	473	335
German	149	137
Italian	82	62
Dutch	64	54
French	22	18

Occupation	2011	2006
Managers	326	216/342
Technicians & trade workers	220	204/232
Labourers	225	250/276
Clerical & Administrative workers	152	135/155
Professionals	246	167/228
Sales workers	135	108/117
Machinery Operators & Drivers	142	106/112
Community & Personal Service Workers	133	114/128

Selected Characteristics	2011	2006
Australian citizenship	3 561	3 011
Persons born overseas	286	196

Income (\$ weekly) (15yrs+)	2011	2006
Median individual income	400-599	377
Median household income	400-599	629
Median family income		891

Family Characteristics	2011	2006
Total Families	1547	879
Couple families with children	308	294/362
Couple families without children	549	450/562
One parent families	160	124/126
Other families	17	9
Lone person	530	514
Group Households	36	29

Information from: <http://profile.id.com.au/strathbogie>

Alterations to the Community Action Plan:

The community plan has been established at a community planning session and consequently this community session must be respected. Any alteration to the community plan requires a public meeting which allows the community to have an opportunity to consider any changes at the time, and authorise any changes to priorities as a result of that community meeting.

It should be remembered that the community plan is a vibrant, flexible and dynamic document. It can change, but change should occur through due process. Otherwise, there is a risk that the community plan may be altered without consideration to any previous public input.

Emergency Circumstances:

It may be necessary from time to time for the community planning group to suspend actions on the community plan because of an emergency that has occurred within the district or region. The emergency must be of a significant community nature that requires broad community action as a priority above all other actions.

The community planning group may be involved in ensuring that there are quick responses to the needs of the emergency in the community which may bring dramatic consequences to the community as a whole. It is therefore necessary to ensure that there is a common sense approach to the occurrence of community planning and this may become an interim or new priority, depending on the circumstances. Consequently the community planning group should make statements as soon as possible to the community, to indicate they are of the opinion that the actions of the community plan should be suspended and that the priority for the time being should be the emergency facing the local community.