

STRENGTHEN

# Strathbogie



BY ENHANCING TOURISM, ARTS  
AND CULTURE OPPORTUNITIES



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## THE PROBLEM

Strathbogie Shire is located in the Hume Region, approximately 90 minutes from Melbourne. It is comprised of the diverse townships of Avenel, Euroa, Longwood, Nagambie, Strathbogie and Violet Town. The shire covers over 3,300 square kilometres and has a population of over 10,000 people.

The Strathbogie Shire has a strong agricultural economic base, with a rapidly growing tourism sector. This is complemented by recent urban industrial and residential development. The North East region has huge potential for greater tourism and visitation which is not currently being realised. Tourism is currently sporadic and seasonal.

## THE SOLUTION

Regional Victoria needs support to further develop tourism product strengths and niche strategic product development opportunities to enhance and protect the future of tourism and events in the region and position the Strathbogie Shire as a quality year-round tourism destination.

## THE ASK

Project	Description
<b>Funded Regional Tourism Board</b>	A funded board to facilitate strategic planning for product development and marketing opportunities that can be coordinated across the whole region
<b>Nagambie Streetscape and Connectivity</b>	Redevelopment of Nagambie streetscape and improvement to connectivity between main street and Nagambie Lakes Regatta Centre
<b>Euroa Seven Creeks Precinct</b>	Development of walking tracks and trails along Seven Creeks that link into key town assets  Project would include sculpture tour throughout the parkland and heritage interpretation relating to the First Peoples in consultation with Taungurung Clan

## THE RESULT

- ✓ Significant **economic development** to the region through **increased tourism and visitation**
- ✓ Greater **residential and commercial development** in the region
- ✓ Better place the **Hume Region** as a **popular tourism destination**
- ✓ Increased **local employment** associated with increased visitation and **greater demand for industry**



**Strathbogie**  
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INVEST IN THE LIVEABILITY OF REGIONAL VICTORIA