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Planisphere Urban Strategy Planners

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Symplan Consulting

Euroa Structure Plan



Position and Issues Paper
November 2009

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1.1 Introduction

Planisphere has been appointed by the Strathbogie Shire Council to prepare a Structure Plan for Euroa.

The aim of this Paper is to bring together all of the current background information that is available to guide the development of that Plan. In addition to this it will provide a basis for the 'Euroa Summit' to be held on Wednesday 9 December 2009.

The study area is the town of Euroa and surrounding areas. There is no specified study area boundary.

The objective of the Structure Plan is to develop a vision for the future of Euroa, along with providing a guide for land use, built form and public places that together can enhance the economic, social and environmental future of the town.

1.2 Specific Issues

Along with the development of the Structure Plan to guide land use, built form and public space outcomes for the town, there are a number of specific issues that the Council wants to address in the plan. These include:

- ◆ Long term future role options for the town
- ◆ Scope for making more efficient use of public land
- ◆ Scope for a community services hub / co-location
- ◆ How to make the shopping centre more 'visible' as a destination
- ◆ Longer term opportunities for the creek park, corridor and gateway treatments
- ◆ Realistic possibilities for key development sites (e.g. former service stations)

In addition to these specific issues, a number of other broader ideas have been identified for investigation, including:

- ◆ Opportunities for an additional tourist accommodation throughout Euroa, including those presented by existing accommodations facilities such as the 'Butter Factory' at 79 Boundary Road, Euroa.
- ◆ Opportunities for the development of regular markets in Euroa, such as a farmers market, or craft market.

- ◆ Determining the future of the weir in the Seven Creeks, near the Euroa Main Road.
- ◆ Opportunities for development of tourism such as 'cycling weekends' in and around Euroa, and campaigns focusing on weekenders getting to and from Euroa via the train.
- ◆ The potential to develop a school camp in or around Euroa with a distinct theme i.e. adventure, environment etc.
- ◆ Remembrance and marketing/tourism opportunities around Euroa having three Victoria Cross medal recipients.
- ◆ Opportunities for the use of the Euroa Arboretum (76 Old Hume Highway, Euroa) as a base for developing a landscape theme for Euroa.
- ◆ Opportunities to improve links with larger regional centres, such as improved public transport services to places like Shepparton, and upgraded train services, including increased stops at towns like Euroa, along the Melbourne-Sydney line.
- ◆ Opportunities for the development of a 'Centre of Excellence Education' precinct to provide an integrated service approach, particularly for those in the 0-22 age bracket.

1.3 Fast Facts

These facts aim to provide a general background to the township:

- ◆ Euroa is an agricultural and service town located off the Hume Freeway north east of Melbourne. The area was settled from the 1850s as a farming community and the opening of the railway in the 1870s provided the impetus for growth. The district has long been noted for its fine-wool production, although its name is probably more familiar in relation to Australia's most famous bushranger Ned Kelly.
- ◆ Population is 2,698 (2006). Euroa's population has remained relatively steady in the period 1981-2006, but it does have a high proportion of aged persons (27% aged 65 and over)
- ◆ Major facilities include: Strathbogie Shire Offices Secondary College, two primary schools, CFA, Police, Ambulance, various sporting facilities and clubs, Showgrounds, Saleyards and Arboretum.
- ◆ The commercial centre of Euroa stretches along part of Binney Street and Railway Street and features a number of historical buildings including the post office (built in 1890), one of the former National Bank buildings (1885), the Euroa Hotel (1884) and Blairgowrie House (1890). The first church built in Euroa was the Catholic Church in 1867.
- ◆ Seven Creeks is the waterway which runs through the town centre of Euroa and is flanked on both sides by towering native trees, parkland and recreational facilities. The waterway swells near Burtons Bridge at Tarcombe Street, where there are shelters and picnic facilities. Adjacent to the park in Kirkland Avenue is the old Farmers Arms Hotel (built in 1876) which now houses the Farmers Arms Museum with its collection of local memorabilia.
- ◆ **Activities and attractions:** Follow the heritage walking trail and read about the township's many historic buildings and places, Walk atop the fish ladder or enjoy a barbecue picnic at Sevens Creek Park, a shady oasis beside the picturesque Sevens Creek, Enjoy a spectacular scenic drive through the magnificent Strathbogie Ranges, which form the backdrop to Euroa , Play on high standard golf, bowls and tennis facilities , Explore the shopping and eateries along Binney Street

◆ Major events:

- Strathbogie Summer Festival – January,
- Horse Week Festival – August,
- Wool Week Festival – October,
- Euroa Show & Shine Classic – first Sunday in October,
- Euroa Agricultural Show – last weekend in October,
- Euroa Cup – November,
- Australian Carriage Driving Classic (Longwood) – November.
- Angus Week – first week in December,
- Tennis and Golf Tournaments - various

Sources:

- ◆ <http://www.travelvictoria.com.au/euroa>
- ◆ "Towns in Time" Department of Planning and Community Development
- ◆ <http://www.visitvictoria.com/displayobject.cfm/objectid.000CA496-AE8B-1E59-8F0C80C476A90000/>
- ◆ <http://www.strathbogie.vic.gov.au/Files/Euroa.pdf>

1.4 Demographics

This analysis has been undertaken using the data available from the Department of Planning and Community Development via the 'Towns in Time' website. The data is based upon census results and is currently available for the period 1981-2006.

Population

Euroa's population at the 2006 census was 2,698. This has been incredibly stable since 1981, with the population fluctuating by less than 100 people at each census period over that time.

Age

The bulk of Euroa's population is over 35 years of age (65%) with the largest age group being in the 75+ group (16%). There is however a relatively large amount of 5-17 year olds (15%) with the 0-4, 18-24 and 25-34 age groups each comprising only a total of 20% of the town's population.

In general since 1981, the percentage of the population over 45 years of age has been growing strongly, whilst those under 45 years of age has been decreasing.

Couple families without children comprise just under half of the population, and combined with the older population, this indicates a large number of 'older couples' living in Euroa.

Employment

1,066 residents of Euroa were employed on census night in 2006. The major sources of employment were Manufacturing (156), Retail Trade (131) and Health Care and Social Assistance (107).

In Euroa, 989 persons indicated they were not in the labour force, indicating that only around 39.5% of the population is employed. This displays that there is a large amount of persons who either don't work, or are retired.

Travel to work

The vast majority of employed persons (57%) travelled to work in a car as a driver, with 10% walking. Interestingly 7% indicated that they did not go to work, perhaps indicating that they worked from home. No persons took the train to work.

Dwellings

On census night in 2006 there were a total of 1,379 dwellings in Euroa, of which 88% were occupied. Of these dwellings 88% are indicated as a 'separate house', with only 11% being classified as 'medium density'.

The number of dwellings in Euroa has increased slowly since 1981 when there were 1,100 dwellings. This increase of 279 dwellings over the period 1981-2006, compared to a population increase over the same period of only 58 persons.

This is indicated by the increase of single person households during that period (27% to 36%) and the reduction in 5 or more person households during that same period (13% to 6%). 2, 3 and 4 person households have remained relatively steady over this time frame.

Summary

This information provides some conflicting information; however the main points that can be drawn are that the population is ageing and that there are a high number of persons 'unemployed, which is likely to indicate a large retiree population. The number of residents and dwellings in Euroa has not changed significantly in recent years, indicating a relatively stable population.

The Victoria in Future (2008) population projections indicate that the wider Shire of Strathbogie is likely to increase by fewer than 1000 people to the year 2026. The combination of the recent population history of the township, the Victoria in future (2008) figures and anecdotal evidence about housing demand for the township indicate that there is no indications of a dramatic increase or decrease in the population of the township or surrounding district in the near term.

For a full copy of the 'Towns In Time' data for Euroa, refer to Appendix A.

1.5 Policies, Strategies and Studies

There are a number of current Policies, Strategies and Studies that have relevance to the development of the Euroa Structure Plan. They are briefly summarised here, with further detail available at *Appendix B*.

Strathbogie Shire Council Plan (2009-2013)

This Plan outlines Council's objectives and strategies across the nominated timeframe. The vision for the Strathbogie community is of *'a vibrant, diverse and caring community, building a sustainable future with enhanced liveability in a secure and stimulating environment'*.

Euroa and District Community Plan (2008)

This Plan is a key document that outlines both physical and social planning goals and actions identified by the Euroa community. It outlines a vision for Euroa, along with three key action areas to be addressed in 2009.

One of the main actions, a plan for walking and cycling paths, is currently being finalised and will be completed in late December.

Strathbogie Heritage Study (ongoing)

Stage 1 of the Strathbogie Heritage Study has recently been completed. This stage has resulted in the identification of 3 precincts in Euroa that potentially have heritage values. There are currently three sites in the town which currently have the Heritage Overlay (HO) applied.

Stage 2 will involve further detailed investigation in the near future.

The Hume Strategy – Directions and Options Paper for the Goulburn Valley Sub-Region (2009)

This Paper analyses all the available information and research for the development of the Hume Strategy for the Sustainable Communities Project. This Project aims to address the issues surrounding population growth, climate change and water security.

Strathbogie Affordable Housing Needs Requirements (2009)

This study undertook a housing affordability analysis for the suitability of providing a mix of affordable accommodation in the townships of Euroa and Violet Town.

Economic Development Opportunity Analysis and Strategy Plan (2009)

This opportunity analysis was prepared following the closure of Teson Trims, who employed 8% of Euroa's workforce, in 2008. It aims to improve economic prospects in Euroa through identifying new business and employment opportunities in the region.

Wind Farm Feasibility Assessment for the Strathbogie Agribusiness Park – Phase 1 (2009)

A prototype area of land was identified by Council for the development of high-value intensive agriculture within Strathbogie Shire. This is referred to as the Strathbogie Agribusiness Park (SAP). It is intended to provide investors with a secure, sustainable and highly efficient environment for agribusiness production with long-term planning certainty.

Euroa Neighbourhood Character Study (2008)

This study is concerned with the urban areas of Euroa excluding the commercial and industrial precincts. It is part of a wider study covering the four townships of Euroa, Nagambie, Avenel and Violet Town in Strathbogie Shire.

Euroa & Avenel Draft Rural Residential Development Plan (2008)

This report provides a background analysis of the capacity for rural residential development within ten investigation areas in the townships of Avenel and Euroa.

Review of Grass Sporting Surfaces (2008)

This review is a response to on-going drought and water restrictions that have significantly impacted turf playing surfaces that provide facilities for a variety of sporting events and community events.

Strathbogie Industrial Land Study (2008)

This study examines the existing and future requirements for industrial land within the Strathbogie Shire. The study proposes additional land to be zoned for industrial uses on the north eastern side of the town buffered from the town by the Hume Freeway.

Aquatic Facilities Strategy for Strathbogie Shire Council (2007)

This strategy makes specific recommendations about the future planning and management of the Shire's aquatic facilities. A number of actions specifically targeted for the Euroa Pool are detailed.

Strathbogie Shire Economic Development Strategy (2005)

This municipal-wide strategy aimed to set in place key recommendations, strategies and actions for the future direction of economic development in the Shire over the period 2005-2010.

Proposal to establish a co-located Emergency Services Complex at Euroa (2005)

This submission to the State Government relates to the proposal to develop a co-located Emergency Services Complex in Euroa, encompassing the Urban Fire Brigade, Police, Ambulance, SES, other fire brigades and the Red Cross. It is understood that ultimately, for a number of reasons, the proposal was not acted upon.

Strathbogie Shire Rural Residential Strategy (2004)

This municipal-wide Strategy identifies a number of areas around the Shire for future rural living development.

Euroa Central Business Area Parking Study (Draft 2004)

This study examines parking in the central activity area of Euroa. It concerns Binney and Kirkland Streets from Bury Street to Railway Street and the sections of Railway and Brock Streets between Kirkland Street and McGuinness Street.

Strathbogie Shire Council Urban Tree Management Plan (2004)

This municipal-wide plan recognises the cultural, aesthetic and heritage significance of trees within the urban streets, parks and reserves of the shire. It identifies trees as assets which require management, including identification of appropriate locations and risk and life-cycle costing analysis.

Strathbogie Urban Design Framework (2003)

This report contains Urban Design Frameworks for the towns of Euroa, Nagambie, Avenel and Violet Town to provide a vision of how they should look in the future. For each town there is an analysis of physical characteristics that contribute to its form and shape, a framework investigating themes, ideas, opportunities and constraints and conceptual designs and actions for town centre development.

Equine Industry Study (2002)

This Study examines Strathbogie Shire's equine industry and identifies opportunities for further development.

Euroa North East Store Sale Centre Concept Plans (2001)

This initial study of the issues surrounding the Euroa Saleyards examined future scenarios that were presented to form the basis of further planning. A number of issues are identified that will influence the future viability of the Saleyards.

Seven Creeks Concept Plan (1995)

The Plan provides a vision and framework for the development of Seven Creeks within Euroa. The creek is an important element of the town particularly for recreation and tourism.

Economic and Social Effects of Hume Freeway Bypass (1994)

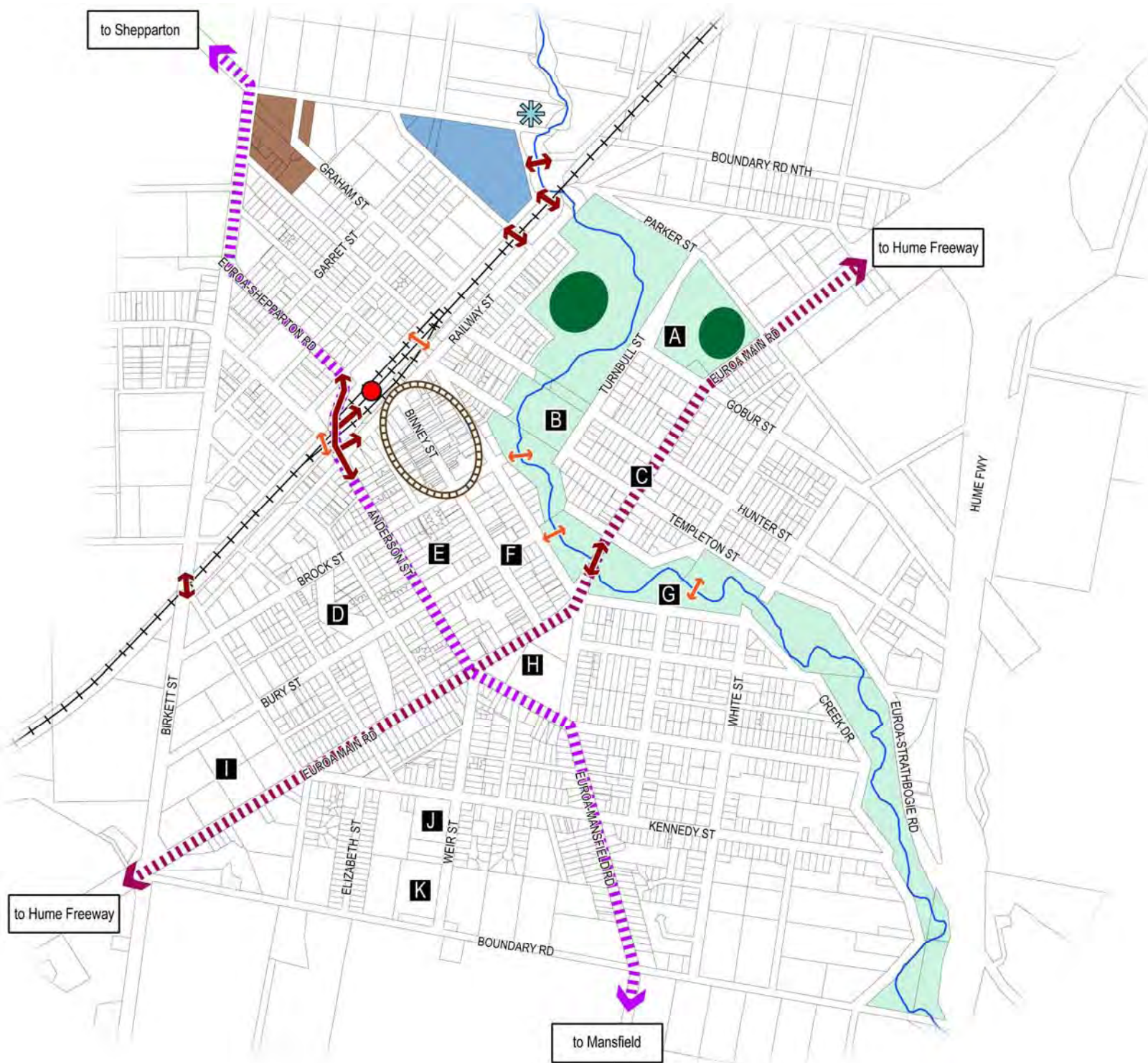
This Study was prepared for the then Shire of Euroa. It provides an assessment of the impacts of the Hume Freeway Bypass and potential impact of a Freeway Service Centre on local business in Euroa.

Promoting Euroa – A Plan of Action (1994)

This Project provides direction on how to promote Euroa as a Rest and Service Town. It establishes a detailed marketing strategy aimed at making the town a viable location for business opportunities and an attractive and desirable location in which to live.

Townscape and Conservation Study of Euroa Township (1985)

The Study responds to concerns that the Hume Freeway Bypass proposal would result in economic losses by focusing on establishing the Euroa's tourist role and image. The Study has two parts. Part 1 focuses on streetscapes while Part 2 identifies individual buildings of historic significance.



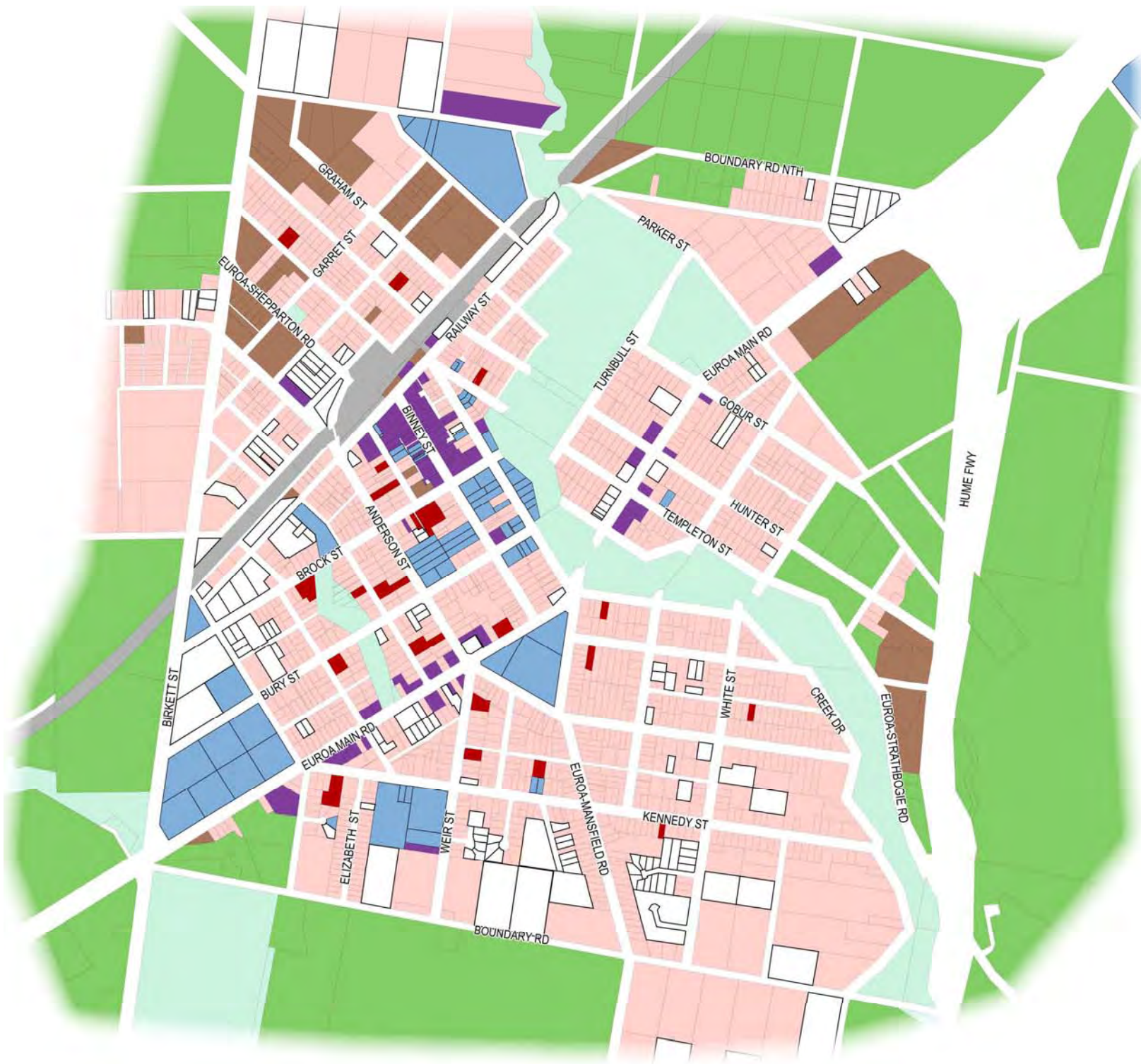
Legend

- Town Centre (Binney Street)
- Seven Creeks Reserve
- Ovals
- Euroa Main Road (east-west)
- Anderson St (north-south)
- Road bridges/crossings
- Pedestrian bridges/crossings
- Showgrounds
- Saleyards
- Butter Factory
- Rail and Station
- A** Tennis Club
- B** Bowls Club
- C** Vacant Petrol Stations
- D** Public Pool
- E** St. Johns Primary School
- F** Council Offices
- G** Caravan Park
- H** Euroa Primary School
- I** Euroa Secondary College
- J** Euroa Hospital
- K** Currie Park Assisted Living

Key Locations

Euroa Structure Plan

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Land Use

- Residential
- Medium Density Residential
- Retail / Commercial
- Community / Civic / Educational
- Industrial
- Open Space & Recreation
- Rural
- Railway
- Vacant / Underutilised Site

Existing Land Uses

Euroa Structure Plan

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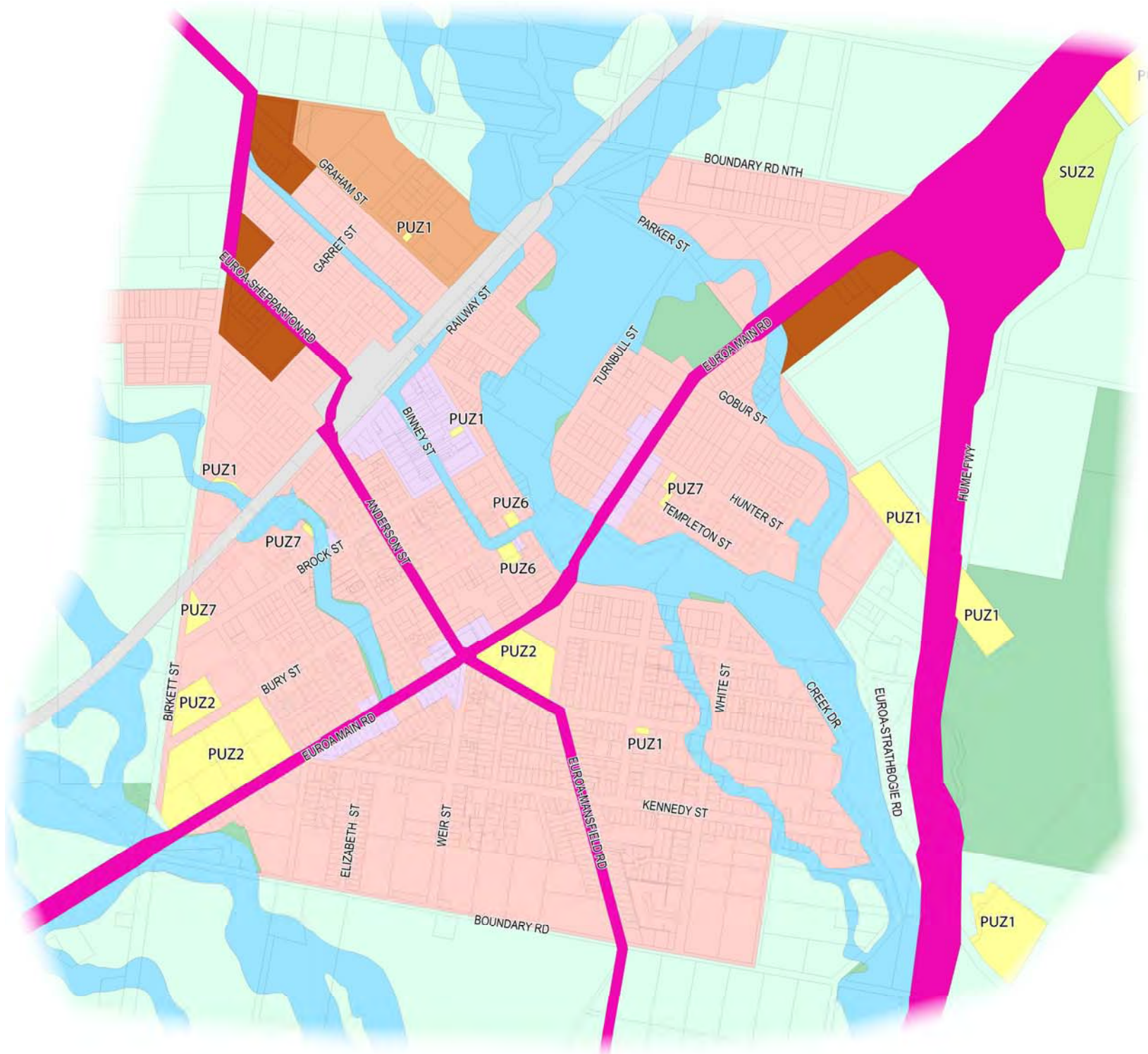
Aerial
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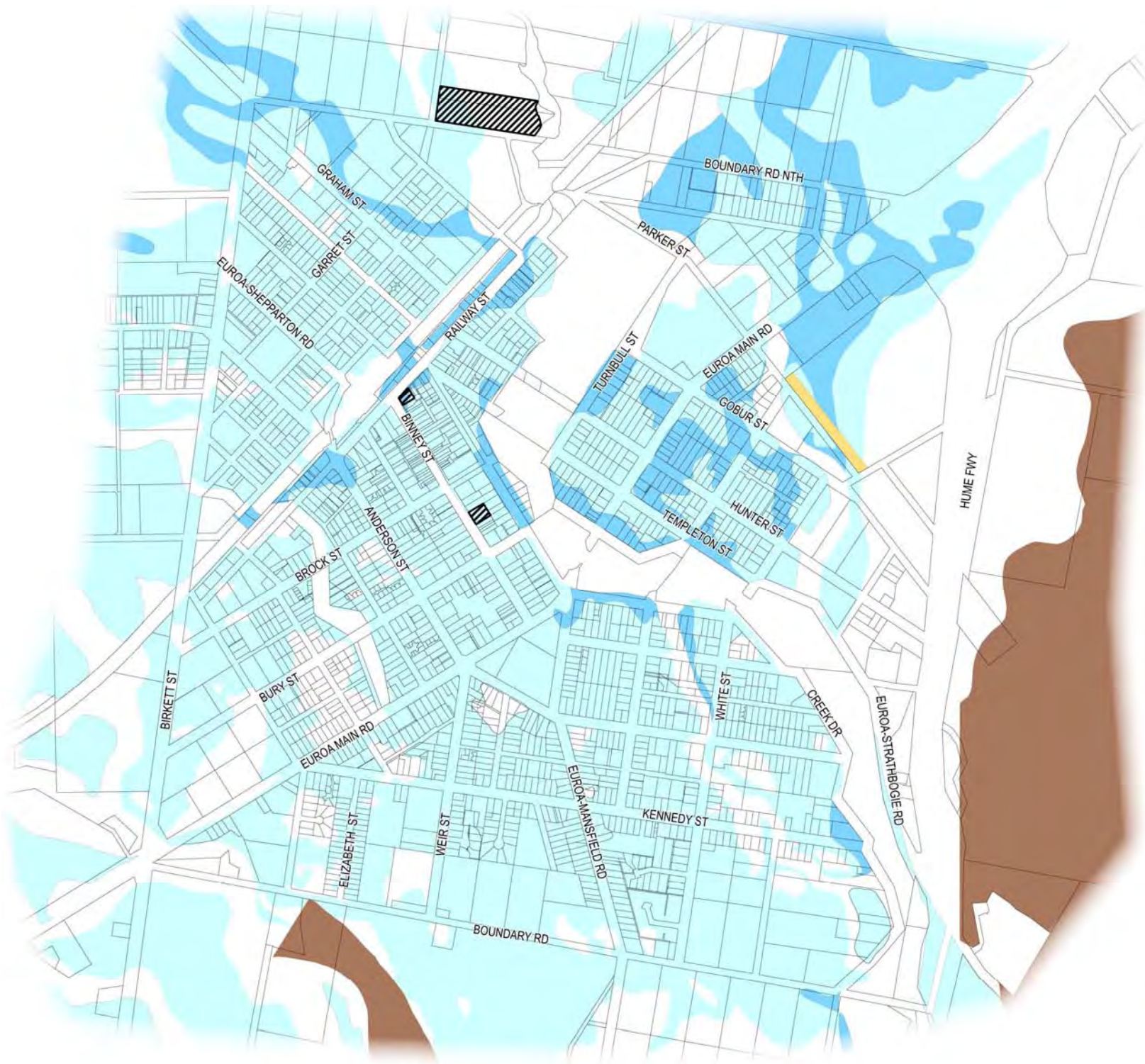
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Legend

- Business 1 Zone (B1Z)
- Residential 1 Zone (R1Z)
- Industrial 1 Zone (IN1Z)
- Industrial 3 Zone (IN3Z)
- Public Park & Recreation Zone (PPRZ)
- Special Use Zone 2 - Schedule 2
(Freeway Service Centre)
- Public Use Zone 4 - (Transport)
- Farming Zone
- Urban Floodway Zone
- Road Zone - Category 1
- Public Use Zone
 - PUZ1 - Service & Utility
 - PUZ2 - Education
 - PUZ5 - Cemetary/Crematorium
 - PUZ6 - Local Government
 - PUZ7 - Other Public Uses



Legend

- Land Subject to Inundation Overlay (LSIO)
- Flood Overlay (FO)
- Erosion Mangement Overlay (EMO)
- Heritage Overlay (HO)
- Public Aquisition Overlay 1 (PAO1) Roads

Overlays
Euroa Structure Plan

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APPENDIX A: Towns In Time Demographic Data

EUROA

Strathbogie (S) LGA

Summary data	1981	1986	1991	1996	2001	2006
Total population*	2,840	2,730	2,772	2,697	2,710	2,698
Male: Female ratio*	95.4	94.3	92.6	89.4	87.4	89.7
Visitors on Census night*	82	91	86	136	113	107
Population in non-private dwellings*	92	93	86	109	95	105
Population at same address 5 years ago	1,423	1,485	1,520	1,550	1,541	1,524

*Includes local, interstate and overseas visitors.

Population growth	1981-91	1991-2001	2001-06
Net change	132	-62	-12
Average annual change	0.5%	-0.2%	-0.1%

Area and location
Area (km ²): 6.06
Location: 42km south of Shepparton.



Profile

Euroa is an agricultural and service town located off the Hume Freeway north east of Melbourne. The area was settled from the 1850s as a farming community and the opening of the railway in the 1870s provided the impetus for growth. The district has long been noted for its fine-wool production, although its name is probably more familiar in relation to Australia's most famous bushranger Ned Kelly. The area is thought to have been occupied by the Njagaitan Aborigines prior to European settlement, and the name is attributed to 'Yera-o' meaning 'joyful'. Euroa's population has remained relatively steady in the period 1981-2006, but it does have a high proportion of aged persons (27% aged 65 and over).

Age structure	1981		1986		1991		1996		2001		2006	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
0-4	151	7%	189	7%	202	7%	173	6%	147	5%	149	6%
5-17	525	20%	498	18%	490	18%	501	19%	491	18%	402	15%
18-24	228	9%	223	8%	208	7%	143	5%	129	5%	163	6%
25-34	352	13%	343	13%	328	12%	273	10%	258	10%	215	8%
35-44	224	9%	307	11%	369	13%	365	14%	323	12%	321	12%
45-54	255	10%	224	8%	236	8%	320	12%	362	13%	350	13%
55-64	304	12%	356	13%	304	11%	250	9%	262	10%	357	13%
65-74	325	12%	304	11%	324	12%	316	12%	317	12%	297	11%
75+	228	9%	285	10%	311	11%	351	13%	414	15%	439	16%
TOTAL	2,834	100%	2,730	100%	2,772	100%	2,691	100%	2,703	100%	2,694	100%

Indigenous status	1986	1996	2001	2006
Indigenous	5	16	17	18
Non-Indigenous	2,698	2,554	2,601	2,537
Not stated	29	118	85	139
TOTAL	2,730	2,691	2,703	2,694

Language spoken at home	1986	1996	2001	2006
English only	2,665	2,548	2,562	2,564
Top 3 LOTEs, 2006:				
- Chinese languages	0	3	4	10
- German	0	13	9	9
- Dutch	9	9	3	6
All languages other than English	56	51	54	39
Not stated	8	91	87	91
TOTAL	2,730	2,691	2,703	2,694

English proficiency among overseas born	1996**	1996**	2001	2006
Speaks English well or very well (%)	100%	77%	85%	79%
Speaks English not well or not at all (%)	0%	23%	15%	21%
English proficiency not stated (%)	0%	0%	0%	0%

*Applies to those born in non-English speaking countries only

**Applies to persons aged 5 and over only

Education	1986	1996	2001	2006
Bachelor degree or higher	42	108	119	137
Diploma or certificate	370	319	388	477
No post school qualification	1,409	1,426	1,364	1,301
Not stated	308	272	330	333
TOTAL	2,129	2,123	2,182	2,248

Birthplace	1986	1996	2001	2006
Australia	2,546	2,430	2,445	2,384
Top 3 overseas birthplaces, 2006:				
- United Kingdom	80	73	87	79
- Netherlands	18	18	6	15
- Germany	11	9	6	15
All overseas birthplaces	171	147	155	154
Birthplace not-stated	13	114	103	156
TOTAL	2,730	2,691	2,703	2,694

Family composition	1996	2001	2006
Couple family* with children	299	267	249
Couple family* without children	328	323	349
One parent family	85	118	117
Other family type	6	6	11
TOTAL	728	714	728

*Excludes same sex couple families in 1996 only

Labour force	1986	1996	2001	2006
Employed	933	863	966	1,066
Unemployed	76	101	70	50
TOTAL LABOUR FORCE	1,011	964	1,036	1,116
Not in labour force	1,086	1,120	1,014	989
Labour force status not-stated	32	40	131	142
Unemployment rate	7.7%	10.5%	6.8%	4.5%
Participation rate	48.2%	48.3%	50.5%	53.0%

Industry of employment	1986	1996	2001	2006
Agriculture, Forestry and Fishing	76	47	102	86
Mining	3	3	3	3
Manufacturing	159	101	134	156
Electricity, Gas, Water and Waste Services	5	7	5	0
Construction	98	57	71	81
Wholesale Trade	48	47	51	48
Retail Trade	118	140	122	131
Accommodation and Food Services	33	45	36	73
Transport, Postal and Warehousing	68	55	43	66
Information Media and Telecommunications	18	13	22	18
Financial and Insurance Services	20	28	26	27
Rental, Hiring and Real Estate Services	12	15	18	3
Professional, Scientific and Tech. Services	16	21	27	36
Administrative and Support Services	14	15	18	10
Public Administration and Safety	65	61	29	68
Education and Training	48	58	67	74
Health Care and Social Assistance	47	63	82	107
Arts and Recreation Services	7	6	18	6
Other Services	55	56	59	43
Inadequately described/Not stated	26	23	29	32
TOTAL	933	863	966	1,066

Dwellings - Number	1981*		1986		1991		1996		2001		2006	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Occupied private dwellings	987	89%	1,092	90%	1,134	89%	1,138	87%	1,187	88%	1,219	86%
Unoccupied private dwellings	123	11%	122	10%	139	11%	166	13%	157	12%	180	12%
TOTAL (private dwellings)	1,110	100%	1,214	100%	1,273	100%	1,304	100%	1,344	100%	1,379	100%

Dwellings - Type	1981*		1986		1991		1996		2001		2006	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Separate house	886	89%	1,042	86%	1,158	91%	1,125	86%	1,160	86%	1,217	88%
Medium density**	94	8%	114	9%	95	7%	135	10%	155	12%	154	11%
Other dwelling	21	2%	42	3%	20	2%	22	2%	29	2%	8	1%
Structure not-stated	9	1%	16	1%	0	0%	22	2%	0	0%	0	0%
TOTAL (private dwellings)	1,110	100%	1,214	100%	1,273	100%	1,304	100%	1,344	100%	1,379	100%

Dwellings - Tenure	1981*		1986		1991		1996		2001		2006	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Fully owned	473	48%	579	53%	593	52%	635	56%	610	51%	558	46%
Being purchased	214	22%	232	21%	230	20%	205	18%	260	22%	312	26%
Rented - government	30	3%	66	6%	58	5%	43	4%	51	4%	43	4%
Rented - other	172	17%	156	14%	186	16%	196	17%	195	16%	216	18%
Other and not stated	98	10%	60	5%	68	6%	60	5%	72	6%	90	7%
TOTAL (occ. private dwellings)	987	100%	1,092	100%	1,134	100%	1,138	100%	1,187	100%	1,219	100%

*1981 data for dwellings excludes caravans in caravan parks (but includes other caravans). In all other years, all caravans are included

**Medium density = semi-detached, row or terrace house, flat unit or apartment and other medium density dwellings

Household size	1981	1986	1991	1996	2001	2006
	1 person	27%	30%	30%	35%	37%
2 persons	34%	35%	34%	35%	34%	37%
3 persons	14%	12%	12%	10%	11%	11%
4 persons	13%	14%	14%	12%	11%	10%
5 or more persons	13%	9%	9%	8%	7%	6%
TOTAL	100%	100%	100%	100%	100%	100%
Av. household size (persons)	2.58	2.41	2.38	2.27	2.20	2.13

Household income	1981	1986	1991	1996	2001	2006
	1st quartile	44%	46%	43%	43%	45%
2nd quartile	26%	29%	32%	31%	30%	30%
3rd quartile	19%	17%	17%	17%	18%	20%
4th quartile	11%	8%	8%	8%	7%	7%
Not stated (persons)	86	126	194	126	141	137
TOTAL (persons)	985	1090	1128	1161	1176	1187

Travel to work	1986	2001	2006
	Bicycle	37	43
Bus	0	3	3
Car as driver	500	547	612
Car as passenger	42	58	46
Motor Bikes/moped	6	3	7
Taxi	3	0	0
Train	3	3	0
Tram or ferry	0	0	0
Walked only	82	81	100
Other modes	13	31	23
Multiple modes	12	3	18
Work from home	56	45	45
Did not go to work	95	104	139
Method of travel not stated	15	26	19
TOTAL	863	966	1,066

Vehicle ownership*	1986	1996	2001	2006
	None	155	131	137
1 motor vehicle	505	534	512	488
2 motor vehicles	307	337	357	387
3 or more motor vehicles	96	79	124	119
Not stated	28	56	58	84
TOTAL	1,092	1,138	1,187	1,219

*Excludes motorbikes/scooters; includes households living in caravan parks



APPENDIX B: Policies, Strategies and Studies

Strathbogie Shire Council Plan 2009-2013

This Plan outlines Council's objectives and strategies across the nominated timeframe. The vision for the Strathbogie community is of *'a vibrant, diverse and caring community, building a sustainable future with enhanced liveability in a secure and stimulating environment'*.

The key goals of the Plan are:

1. A sustainable community that responds effectively to the challenges of climate change (Climate Change).
2. A safe, connected infrastructure network that responds effectively to community needs (Infrastructure).
3. An environment which provides opportunity and support for sustainable investment (Private Enterprise).
4. A community that has access to a comprehensive range of services which respond to its diverse needs (Public Institutions).
5. A progressive and diverse destination offering a committed, participative community that has access to a broad range of recreational and cultural activities in a liveable, safe and nurturing environment (Housing & Recreational).
6. A desirable destination which attracts visitors to enhance the economic and recreational opportunities for our community (Tourism).
7. An organisation which meets the community's needs and expectations with responsive, innovative customer service and management (Organisation).

One of the actions of the Council Plan was to undertake this Structure Plan for Euroa. Whilst all actions will have an impact upon the Euroa community, other key actions that will have an impact upon the development of the Euroa Structure Plan include:

- ◆ Ensure Planning and Building Departments promote both Level 6 Building Design Standards and environmentally friendly developments with developers / builders.
- ◆ Develop pathway / mobility plan for Euroa and Avenel.
- ◆ Investigate and review Community Transport Options Shire Wide.
- ◆ Review Council's Municipal Strategic Statement.
- ◆ Develop concepts for the Euroa Structure / Seven Creeks Master Plan.
- ◆ Commence and complete Stage 2 of Shire wide Heritage Strategy.

- ◆ Complete Council's Rural Living Strategy including rezoning requirements.
- ◆ Complete Rural Farming Review.
- ◆ Design and complete the Euroa Library.
- ◆ Develop an Outdoor Dining Policy to facilitate, licence and control outdoor dining areas on footpaths.
- ◆ Develop a Shire Wide tourism model including a review of Visitor Information Centres.

Euroa and District Community Plan (2008)

This Plan is a key document that outlines both physical and social planning goals and actions identified by the Euroa community. The vision for Euroa is:

"To enhance Euroa as a most livable town that engenders community pride and to encourage population and business growth while maintaining the town's character"

In addition to this the following goals are outlined:

- ◆ To provide a healthy community.
- ◆ To engage the community to ensure the future growth and development meets with community expectations.
- ◆ To engage the young people in all aspects of community life.
- ◆ To ensure a vibrant business climate.
- ◆ To build on the natural and manmade attributes of Euroa.
- ◆ To recognize the heritage of the district.
- ◆ To encourage environmentally sustainable practices throughout the community and incorporate them, as far as possible, in all projects.

A number of actions have been brought forward from the 2008 Plan which are currently being undertaken. They include:

- ◆ Planning for improvements to cycling, scooter and walking paths throughout the township.
- ◆ Drought proofing Euroa's sports grounds and public recreation areas.
- ◆ Continued improvements to medical services in Euroa.

A number of actions have also been identified as new priorities for the 2009 Plan and include:

Action Area 1 – Recreation Sport and Leisure has the goal to provide a range of sporting facilities in Euroa that are well maintained, of a high standard and quality that provide an opportunity for all residents and visitors to become involved in sport, physical activity or leisure activities. Specific areas of action include:

- ◆ Improving the pool complex
- ◆ Investigating the formation of a combined 'Sports Euroa' group
- ◆ Development of an outdoor entertainment facility in the Park (assume Seven Creeks Reserve)
- ◆ Establish the George Hunter Room at the Memorial Oval as a premium social area for the town for up to 300 people. This would include the upgrading of the change rooms.
- ◆ Support the establishment of a synthetic hockey field at the Euroa Secondary College.
- ◆ Resurface for mod-grass courts and two plexipave courts, resulting in six mod-grass courts at the Euroa Tennis Club.
- ◆ Investigate the coordination of all State and Federal Grant applications for the continued improvement of sporting facilities in Euroa (this would be included under the formation of "Euroa Recreation" should this proceed).
- ◆ Replace the roof on the clubhouse and the veranda at the Euroa Bowls Club.
- ◆ Light up the red gums at the end of Brocks Road in Seven Creeks Park.

Action Area 2 – Business and Commerce Development has the goal to grow Euroa's economy in terms of employment numbers, gross product, and net return on capital investment and the diversity of business. Specific areas of action include:

- ◆ To promote Euroa
- ◆ To promote economic growth in Euroa
- ◆ To further develop required infrastructure
- ◆ Support actions for the growth of Euroa retail business.
- ◆ Develop initiatives that will enable the promotion of Euroa business to areas outside the immediate vicinity of Euroa.

Action Area 3 – Planning, Development, Community Infrastructure, History and Heritage has the goal to maintain and improve facilities and amenities in Euroa to meet the expectations of a modern, developing community. Specific areas of action include:

- ◆ Improving the public toilet facilities at Seven Creeks
- ◆ Retaining Wesley Hall for community use
- ◆ Improving the town streetscapes
- ◆ Plan for facilities, services and activities that incorporate young people into the wider community
- ◆ Provide a facility through ECAG to sponsor and support local events and their development when the group organising has no incorporation, etc.
- ◆ Investigate and develop a program of "high lighting" trees in Euroa.
- ◆ Renovate and improve the APEX Walking Track along Seven Creeks, including the footbridge at the Rockies and better access to the Rotary walking track (this may be included in the cycling/scooter/ walking paths strategy).
- ◆ Improve lighting and safety at the railway pedestrian underpass (this may be included in the cycling/scooter/ walking paths strategy).
- ◆ Improve the overpass appearance in conjunction with VicRoads.
- ◆ Ensure that the former service station sites have environmental assessments completed.
- ◆ To make use of the website that promotes Euroa and to ensure that there is a bulletin board that provides information about Euroa to visitors, business and the local community.
- ◆ To review the community directory used in 2007, in 2008.
- ◆ To undertake an "annual appearance audit" of Euroa. This should include roadsides, signage, safety railings, bridge railings, trees, etc.
- ◆ Improvements to main streets in the town which includes upgrading street trees, parking areas at the primary school, pole barriers bordering parks, traffic lights, grass mowing along Principal Street.

Strathbogie Heritage Study, ongoing

Stage 1 of the Strathbogie Heritage Study has recently been completed. This stage has resulted in the identification of 3 precincts in Euroa that have potential heritage value. This includes:

- ◆ Euroa Commercial Precinct around Binney and Railway Streets
- ◆ Euroa Public and Residential Precinct generally bounded by the Seven Creeks Reserve, Euroa Main Road, Anderson Street and the Euroa Commercial Precinct
- ◆ The Elizabeth Street Precinct in the southern part of town.

In addition to this, the study team has recorded 276 places in Euroa of potential heritage interest which have been entered into a database. Some of these sites are outside the proposed precincts and therefore may be recommended for individual heritage overlays.

Strathbogie Shire Council Economic Development Opportunity Analysis & Strategy Plan, 2009

This opportunity analysis was prepared following the closure of Teson Trims, who employed 8% of Euroa's workforce, in 2008. It aims to improve economic prospects in Euroa through identifying new business and employment opportunities in the region. The key opportunities include labour hire, manufacturing, poultry, equine training and breeding and the wine industry. A summary of Growth Plans is provided which outline how Council and Government can provide support for each of these opportunities over a twelve month time frame.

This report contains directions for employment and economic growth for Euroa and may be used in conjunction with the development of the Structure Plan to identify opportunities for the locations of new businesses and growth of existing businesses. The wine and equine industries have been identified as significant long-term growth opportunities and the implementation of industry-wide strategies will be necessary to achieve this goal.

Wind Farm Feasibility Assessment for the Strathbogie Agribusiness Park – Phase 1, 2009

A prototype area of land was identified by Council for the development of high-value intensive agriculture within Strathbogie Shire. This is referred to as the Strathbogie Agribusiness Park (SAP). It is intended to provide investors with a

secure, sustainable and highly efficient environment for agribusiness production with long-term planning certainty. Phase 1 of the project aims to:

- ◆ Establish the feasibility of using innovative technology from sustainable energy sources to partially power the SAP.
- ◆ Develop regional partnerships between local council, technology providers and agribusiness operators / investors.
- ◆ Build commitment of agribusiness operators / investors to adopt environmentally-friendly energy technologies.
- ◆ Prepare an implementation plan for action and provide a basis for further activity.

The Assessment found that the likely increase in electricity requirements are forecast to exceed the existing capacity servicing the Stage 1 area as growth in agribusiness operators occur in the SAP. To meet these requirements a full-scale electricity backbone upgrade is necessary at a cost of approximately \$2 million.

As part of the Feasibility Assessment, a viability assessment was undertaken with the Council, a wind turbine manufacturer and an existing agribusiness in the Shire to establish whether a 1 MW wind plant could be developed to bridge the gap between existing and forecast requirements of agribusinesses in the SAP. The results from the preliminary analysis show that the installation of turbines could meet the anticipated electricity shortfall that is expected. Further analysis of wind speeds is necessary to confirm that pilot wind operations in the SAP are viable.

The Assessment recommends:

- ◆ The installation of 15 x 1 kW turbines and 5 x 5 kW turbines at strategically selected sites in the SAP.
- ◆ A detailed wind readings and power generation assessment at these 20 targeted locations with the SAP over a 6 month period.

The net cost of these turbines would be approximately \$237,500 with the total pilot cost at \$350,000.

Strathbogie Affordable Housing Needs Requirements (Draft), 2009

This study undertook a housing affordability analysis for the suitability of providing a mix of affordable accommodation in the townships of Euroa and Violet Town. It addressed the following questions:

- ◆ What are the market segments that could demand affordable housing in Strathbogie, particularly in the townships of Euroa and Violet Town?
- ◆ Are there currently adequate levels of affordable housing to cater for each of these identified market segments in the region?
- ◆ How can Euroa and Violet Town contribute to the delivery of more diverse housing stock to accommodate the housing needs of key market segments that may require affordable housing in the region, particularly the ageing population?

In relation to Euroa, the study was based upon the study area site adjacent to the hospital on Weir Street. It identifies the need to deliver approximately 622 affordable dwellings in Euroa, and goes on to recommend the delivery of between 60 and 80 rental dwellings.

The Report then recommends that around 10 to 20 rental dwellings be provided in Violet Town under the National Rental Affordability Scheme, with the potential for 10-20 non-rental dwellings in Violet Town under the Housing Affordability Fund.

The Hume Strategy – Directions and Options Paper for the Goulburn Valley Sub-Region, 2009

This paper analyses all the available information and research for the development the Hume Strategy for the Sustainable Communities Project. This Project aims to address the issues surrounding population growth, climate change and water security.

The objectives are to:

1. Understand the social, economic and environmental drivers, trends and changes impacting the region now and in the future.
2. Understand the impact of climate change and the resulting impact on the environment, in particular the impacts on water availability and security.
3. Explicitly respond to the fundamentals of land development, including land supply, infrastructure, service delivery, and statutory frameworks to sustainably guide growth.
4. Establish a framework for managing the future growth and development of the region to sustain strong, vibrant, diverse communities.
5. Identify a range of projects that will support / facilitate growth, particularly those that will have a regional influence.
6. Develop leadership capability within the region to progress development and implementation of the Regional Plan.

7. Establish information and monitoring processes to assess the progress of the region over time.

At this stage of the development of the Project, a draft vision has been created for the Goulburn-Valley sub-region, which contains the Strathbogie Shire, and subsequently Violet Town. The draft vision is:

The Goulburn Valley sub-region will have industries that are consolidated and globalised and will focus on creativity and innovation. Buildings will incorporate sustainable designs and energy-efficient technologies, recycling will supply most of the raw materials and governments at all levels will provide support to facilitate these changes. People will migrate from capital cities to regional cities, particularly the older population. Population growth will largely be driven by the availability of water and transport. There will be a greater sense of community and an emphasis on inclusion which will also encompass a broader definition of family and acceptance of migration and refugees. There will be a greater level of community engagement and participation in decision-making and more community support, particularly for older people. Communities will be peaceful and conflict-free.

Specific references to Euroa include:

- ◆ Young adults are leaving the sub-region for education and employment opportunities. This increases the gap in the number of young adults and causes negative or static population growth in some of the sub-region's small towns, including Euroa.
- ◆ There are examples of limited hours of police service in some of the subregion's towns (e.g. the Euroa police station and police stations in other towns in Strathbogie Shire operate 16 hours a day, even during events in Nagambie).
- ◆ There are various mini-projects undertaken by LGAs in partnership with community groups, Greenhouse Alliance and similar agencies. For example, Strathbogie Shire is in the process of developing a Greenhouse Alliance with eight other councils in the region. Also, a community action group has coordinated and facilitated installation of discounted solar electricity for houses in Violet Town and surrounding areas and in Euroa.
- ◆ Strathbogie Shire notes that Euroa has no public transport except for the Melbourne-Albury train service (two times a day and hopefully this will be increased to four when the new lines are in 18 months' time).
- ◆ Opportunities exist to improve public transport facilities from the small towns that are not large enough to attract higher-educational institutions, e.g. Euroa and Violet Town in Strathbogie Shire.

Euroa Neighbourhood Character Study, 2008

This study is concerned with the urban areas of Euroa excluding the commercial and industrial precincts. It is part of a wider study covering the four townships of Euroa, Nagambie, Avenel and Violet Town in Strathbogie Shire. It identified that the township is particularly influenced by its historic element and its natural and rural landscapes. Vegetation and landscaping are key character elements throughout the township. Local landmarks and views also have an important impact. Seven Creeks helps define the structure and character of the town. Other landmarks and views include closer to the town centre, historic civic buildings and churches, while further away are views to landscapes such as Balmattum Hill and farming land. Euroa accommodates a very diverse range of housing stock which range from grand historic homes dating back to the original settlement to modest post-war era houses to contemporary styles.

The study divides the town into three separate areas:

1. Old Township Precinct
2. Interwar / Post-war Mix Precinct
3. Rural Interface / Future Residential Precinct

Precinct brochures are provided for each area which provides a description of the current and preferred character and design guidelines. The study also includes the following recommendations:

- ◆ Update the Municipal Strategic Statement to reflect the broad findings of the Neighbourhood Character studies for the four townships.
- ◆ Update the Local Planning Policy Framework to include the integration of Preferred Character Statement and the Objectives and Design Responses from the Design Guidelines for Euroa and the other towns in Strathbogie undergoing a Neighbourhood Character study.
- ◆ Undertake further study by Council to determine whether to introduce heritage or landscape overlays.
- ◆ Establish a coordinating mechanism for design.
- ◆ Encourage and educate the community about neighbourhood character.
- ◆ Equip the Council's statutory planners to help implement the strategy and provide advice.

Euroa & Avenel Draft Rural Residential Development Plan: Part 1, 2008

This report provides a background analysis of the capacity for rural residential development within ten investigation areas in the townships of Avenel and Euroa. Demographic profiles, a housing supply and demand study, an infrastructure availability study and an opportunity and constraints analysis all form part of the report which concludes with recommended planning directions to increase and control the supply of residential land.

Six of the ten investigation areas are located in land surrounding the main township of Euroa. The report recommends the re-zoning of some farming land to Rural Activity Zones, and the retention and expansion of Low Density Residential Zones in conjunction with a Development Plan Overlay in areas with environmental constraints.

Euroa & Avenel Draft Rural Residential Development Plan: Part 2, 2008

This report contains Development Plans in four nominated areas based on the background studies conducted in Part 1. For each development area information is given on the site and its context, land use, land form, vegetation, open space, physical infrastructure and access. A vision and design rationale is provided in conjunction with a land budget and recommended staging of development.

Two of the four Development Plans are situated in Euroa, this report contains information on how residential development is going to occur on the periphery of the town to satisfy projected demand for the next ten years.

Review of Grass Sporting Surfaces, 2008

This review is a response to on-going drought and water restrictions that have significantly impacted turf playing surfaces that provide facilities for a variety of sporting events and community events. It suggests a number of drought proofing strategies including water storage and improved irrigation management.

Euroa was one of three townships in the Strathbogie Shire to be reviewed. It shares its town water supply with Violet Town. The supply is severely limited due to the needs of these communities. The surfaces in Euroa that were considered in the review were the Friendlies Oval, Memorial Oval, Bowls Club, Croquet Club and Tennis Club.

Some of the recommendations that are specific to Euroa's surface are as follows:

- ◆ The review identifies that the specialised and experience turf manager at the bowling and tennis clubs has a major influence of the quality and condition of the surface.
- ◆ A control program should be implemented at the Memorial oval to control the three-corner Jack weed.
- ◆ The irrigation system at croquet courts has serious deficiencies and requires a complete overhaul.

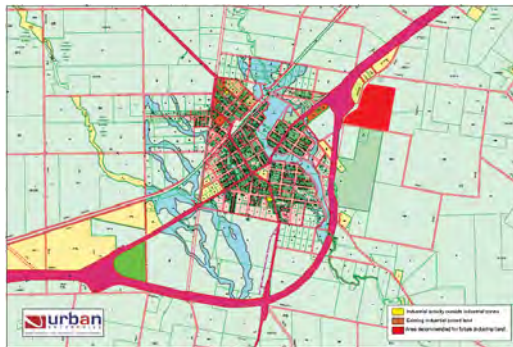
Strathbogie Industrial Land Study, 2008

This study examines the existing and future requirements for industrial land within the Strathbogie Shire. It identifies a deficiency in available industrial land in Euroa. In order to satisfy a 15 year supply of industrial land a minimum of 10 ha of land suitable for light and heavy industrial activity needs to be rezoned.

Constraints to industrial rezoning in Euroa are:

- ◆ Existing industrial precincts are close to residential land with unsuitable buffers.
- ◆ A number of flood overlays throughout the area may affect certain types of industrial activity.
- ◆ Proposed rural residential land has reduced the option of extending the industrial precinct.

The study proposes additional land to be zoned for industrial uses on the north eastern side of the town buffered from the town by the Hume Freeway (as shown in the following figure).



This is a favourable location because the land:

- ◆ Is generally flat with little undulation.
- ◆ Will be located in close proximity to sewer, water and electricity with the development of the proposed freeway service centre.
- ◆ Would easily accommodate the projected requirement for industrial land.
- ◆ Has direct access to the Hume Freeway.
- ◆ Is not effected by flood overlays or inundation overlays.
- ◆ Will not conflict with existing residential or planned future rural residential areas.
- ◆ Will provide opportunity for larger industry and future supply beyond a 20 year timeframe.

The only issues identified are that:

- ◆ Services would need to be extended to the site.
- ◆ Suitable vehicle access would need to be arranged.
- ◆ The site would need to be developed as a high quality industrial subdivision with a range of lot sizes to attract a range of businesses.

Aquatic Facilities Strategy for Strathbogie Shire Council (2007)

The objectives of this strategy are to:

- ◆ Provide a clear indication of current and future requirements for affordable and sustainable aquatic facilities within Council;
- ◆ Inform Council's decision making by developing options for affordable and sustainable aquatic facilities for the community; and
- ◆ Recommend preferred option for aquatic facility development into the future.

Detailed research of existing facilities, demographic data and other information was gathered to provide an action plan form the Shire to implement to improve and make best use of their aquatic facilities. With specific reference to the Euroa pool, the following actions, and their priority, were identified:

- ◆ Pursue options for the heating of Euroa Pool with a view of extending season length and opening hours (Medium)
- ◆ Pursue opportunities for funding Pool Blankets (including solar blankets) to increase pool water temperatures. (High)

- ◆ Consider options for filling in the diving area of the 50m pool including possible splash park (see section 6.3 of this report for further details) or total fill for the area - Up to \$300,000 (Low)
- ◆ Explore options for upgrading the change rooms and heating the pool in partnership with the local schools - Up to \$180,000 (Medium)
- ◆ Undertake remedial works to plant room Layouts and OH&S Issues - \$160,000 for filter cell replacement and other works identified in the Facility Condition Audits (Urgent)
- ◆ Replace Pool Plant Control Boards - \$20,000 (Urgent)
- ◆ Improve Chemical Storage - \$5,000 (Medium)
- ◆ Improve Turnover Periods and Rates \$220,000 for new small pools plant and balance tank and alterations to reticulation pipe work and structure (Medium)

In addition to these specific actions for the Euroa Pool, general recommendations were also made in relation to the future planning and on-going management for the aquatic facilities.

Strathbogie Shire Economic Development Strategy, 2005

This municipal-wide strategy aimed to set in place key recommendations, strategies and actions for the future direction of economic development in the Shire over the period 2005-2010. Key themes addressed include employment, businesses, and key industry sectors such as agriculture, equine, manufacturing, wholesale trade, storage and transport, tourism and health, community services and education.

Specific to Euroa, it recommends the investigation of a recreation trail along the Seven creeks open space area, rezoning of land to accommodate industrial growth in the town in appropriate areas and exploring the feasibility for the establishment of a community portal to be developed by the Euroa Secondary College. It also recommends increasing the supply of 'rural living' land in appropriate areas. Areas suggested include land to the north east and south of Euroa.

Proposal to establish a co-located Emergency Services Complex at Euroa (2005)

This submission to the State Government relates to the proposal to develop a co-located Emergency Services Complex in Euroa, encompassing the Urban Fire Brigade, Police, Ambulance, SES, other fire brigades and the Red Cross.

This proposal outlines preliminary work undertaken by the Shire, along with the emergency services mentioned and requests additional funding to undertake a feasibility study for the establishment of the co-located complex.

It is understood that ultimately, for a number of reasons, the proposal was not acted upon.

Strathbogie Shire Rural Residential Strategy, 2004

This municipal-wide Strategy identifies a number of areas around the Shire for future rural living development. It provides an appropriate approach to managing land use change and the issues associated with it such as potential conflict between rural-residential and productive areas, loss of landscape and rural amenity and the foreclosure of future options for urban growth.

Euroa has been identified as an area where future rural residential development might be appropriate. The Strategy recommends that a more detailed evaluation of the specific planning and technical issues be undertaken to identify areas for Rural Residential and Low Density residential zoning. It is advised that number of areas within Euroa be examined as part of this evaluation, which instigated the study process for the Euroa & Avenel Rural Residential Development Plan, 2008.

Euroa Central Business Area Parking Study (Draft), 2004

This study examines parking in the central activity area of Euroa. It concerns Binney and Kirkland Streets from Bury Street to Railway Street and the sections of Railway and Brock Streets between Kirkland Street and McGuinness Street. The study aims to inform decisions on proposals to acquire land for additional off-street parking at the rear of the shopping strip.

The study recommends that the purchase of additional land for car parking cannot be justified because parking in the shopping precinct is generally adequate. It does, however, recommend several improvements.

The study identified Burtons Store, the largest retail outlet in the town, as attracting the highest car parking demand in the area. It recommends that any modifications to the store layout improve customer access to the rear so parking in this direction is maximised. An area of all-day designated parking should also be provided for its staff. This should be located outside the high-use customer parking zone. Street lighting in the area could also be reviewed.

Access to some disabled car parking bays in Brock Street and Binney Street are currently hazardous and should be improved. The amount of disabled parking should also be increased in line with the desirable level specified in the Australian Standards.

Strathbogie Shire Council Urban Tree Management Plan, 2004

This municipal-wide plan recognises the cultural, aesthetic and heritage significance of trees within the urban streets, parks and reserves of the shire. It identifies trees as assets which require management, including identification of appropriate locations and risk and life-cycle costing analysis.

Euroa contains significant stands of street trees which require proper management. Examples include the elms in Kirkland Avenue West and Binney Street and the plane trees in Anderson Street. This document contains key principles which refer to maintenance of existing trees and guidelines for future tree planting.

Strathbogie Urban Design Framework, 2003

This report contains Urban Design Frameworks for the towns of Euroa, Nagambie, Avenel and Violet Town to provide a vision of how they should look in the future. For each town there is an analysis of physical characteristics that contribute to its form and shape, a framework investigating themes, ideas, opportunities and constraints and conceptual designs and actions for town centre development.

This document outlines the boundaries of the township of Euroa and provides detail on physical and visual barriers (such as the railway line and Seven Creek), topography, the commercial centre and significant buildings, community infrastructure and open spaces. The framework provides a vision for the town through land use, urban design and landscape and transport infrastructure.

Concept Plans for the Future Direction of the Euroa North East Store Sale Centre, 2001

This report shows the results of a preliminary assessment of the Euroa saleyards. It reviews the current saleyard situation and operations and presents a number of possible scenarios for their future planning.

The possible scenarios and their predicted outcome are as follows:

1. Leave as is: ultimately close the yards.
2. Basic maintenance: short-term survival.

3. Expand: short-term survival.
4. Major redevelopment: possible medium-term survival.
5. New 'state of the art' purpose-built cattle selling complex: major sale centre.
6. Multi-function Agricultural Precinct: model project.

It presented the following recommendations:

- ◆ Adopt a more competitive policy and more ruthless performance culture shedding under-performing activities while adopting a greater propensity for risk taking.
- ◆ Redefine its scope.
- ◆ Consider pursuing the development of a cooperative multi-function, state of the agricultural precinct.
- ◆ Establish partnerships with surrounding sale centres with a view of rationalising livestock sales.
- ◆ In the short-term, install an electronic reading device, ensure all basic OH & S requirements, make minimal alterations to sheep yard to increase flexibility and re-examine separating out Council and Saleyard interests.
- ◆ In the long-term, establish a broadly based, appropriately represented working committee to propose a detailed working plan to meet the long-term needs of the rural farming and business community.

Equine Industry Study, 2002

This study examines Strathbogie Shire's equine industry and identifies opportunities for further development. Horse activity is significant in the Strathbogie region. Thoroughbred breeding, in particular, is a strong contributor to the regional economy. It is an important generator of investment, employment and ongoing business.

The Study identifies a number of opportunities which can be grouped under the following themes:

1. Thoroughbred breeding and training.
2. Non-thoroughbred sports, recreation, breeding and racing.
3. Upstream product / service industries.

Thoroughbred breeding and training

There are opportunities to develop the existing base of breeding activities through attraction of new businesses and facilitating the development of existing businesses. This requires retaining and building upon the area's stallion base in number and quality though it is unclear how this may be achieved. It could involve cooperative industry-development initiatives. The Shire has committed to developing itself as the 'Horse Capital of Victoria' which can help attract and develop the industry.

Non-thoroughbred sports, recreation, breeding and racing

There are opportunities to develop inward visitation, hospitality and tourism through support of non-thoroughbred sporting, recreational and educational / interest horse activities. Increasing visitor numbers will generate a greater range and quality of accommodation and hospitality in the area. The Shire has the opportunity to profit from its location and transport advantages. More suitable facilities need to be provided so that more and longer events can be accommodated.

Upstream product / service industries

There are opportunities to focus on the existence of upstream product and service businesses with a particular focus on a proposal for a Centre of Excellence in Equine Reproduction including hospital, research, educational and multi-breed stud aspects.

Horse owners could shift to purchasing products and services within the Shire. The development of breeder supplier business sectors, which is expected to occur as growth occurs, would assist in that.

The Centre of Excellence in Equine Reproduction provides the Shire with an opportunity to establish a strong veterinary service and base of high-level expertise and training. A key challenge is identifying institutions and individuals interested in supporting the Centre.

Seven Creeks Concept Plan, 1995

The Plan provides a vision and framework for the development of Seven Creeks within Euroa. The creek is an important element of the town particularly for recreation and tourism. The Plan recommends actions to be undertaken in the next five years.

The Plan's recommendations include:

- ◆ Native trees and shrubs and exotic trees to be retained and protected.
- ◆ Trails to be constructed.
- ◆ Views to be retained.

- ◆ Areas to be identified as conservation zones.
- ◆ More specific directions for each of the nine management units.

Each of the management units has a theme that provides a vision for the area and specific actions that are required to achieve this. For example unit 1, Railway Unit, is to be a picnic and passive recreation area with a mown grass area and a natural riparian strip along the creek. Views away from the creek are to be improved in order to enhance the experience to visitors. To achieve this, the recommended actions include:

- ◆ Remove invasive Ash trees.
- ◆ Plant native riparian vegetation to a width of 5m from the creek bank and selected specimen trees throughout the unit.
- ◆ Gradually replace picnic furniture and seating with the adopted standard for Seven Creeks.
- ◆ Develop good quality grass cover and remove weeds.

Economic & Social Effects of the Hume Freeway Bypass on Euroa & the Potential Effects of a Highway Service Centre, 1994

This study was prepared for the then Shire of Euroa. It provides an assessment of the impacts of the Hume Freeway Bypass and potential impact of a Freeway Service Centre on local business in Euroa. This includes how they influence employment and the viability of services and facilities. The Study identifies how the Council's Rest and Services Town policy can address the effects of the Bypass and Service Centre.

The key findings are:

- ◆ Euroa's economic base is currently limited.
- ◆ Job creation is a focus for Euroa.
- ◆ Provision of services is important to Euroa's economic well-being.
- ◆ The creation of the bypass in 1992 adversely affected local revenues.
- ◆ The bypass has had minimal effect on the town's centre.
- ◆ The establishment of a Freeway Service Centre could have negative effects, with petrol stations and roadhouses experiencing most of the impact. The negative impacts could be minimised and possible avoided. Even though 50 jobs may be lost 70-80 jobs are likely to be gained.

- ◆ Social effects are positive when the net expansion in jobs, road safety improvements and enhancement of the local environment due to less noise dust and fumes is considered. Individuals, however, will bear some social cost, mainly those who lose jobs and have difficulties finding new employment and their households.
- ◆ There is increased competition for freeway facilities.
- ◆ The town's Rest and Service Town Policy remains relevant and need to be promoted.
- ◆ Local and wider markets for businesses require further development.

The key recommendations are:

- ◆ Prepare and implement a program of business readjustment for those adversely affected by the Bypass and / or Freeway Service Centre.
- ◆ Develop a Freeway Service Centre close to the town so as to identify it from the freeway and prevent any alternate locations along the freeway for the Centre.
- ◆ Promote the town's Rest and Service Town Policy and modify it to focus more specifically on Euroa.
- ◆ Promote the town's potential for tourism in terms of attractions and services.
- ◆ Encourage all businesses and relevant organisations to participate in promoting the town's business community.
- ◆ Initiate a Townscape and Signage Improvement Program.
- ◆ Take account of the OLMA's report's (1994) recommendations for the town's promotion.
- ◆ Consider and support the enhancement and development of Seven Creeks Run tourist attraction.
- ◆ Consider the social costs and action that may be taken to assist those affected by loss of employment.
- ◆ Achieve a wider appreciation among the community of the challenges and opportunities it faces and engender an appreciation of Freeway Service Centre's potential.

Promoting Euroa – A Plan of Action (1994)

This project provides direction on how to promote Euroa as a Rest and Service Town. It establishes a detailed marketing strategy aimed at making the town a viable location for business opportunities and an attractive and desirable location in which to live. The Plan provides recommendations in relation to signage, streetscapes, tourist information and radio, pokies, community playground, business specials, opening hours, major fast food outlet, bed and breakfasts, heritage trail, sporting events, story telling festival, promotion through automobile magazines, housing assistance and general marketing.

Townscape & Conservation Study of Euroa Township, 1985

The study responds to concerns that the Hume Freeway Bypass proposal would result in economic losses by focusing on establishing the Euroa's tourist role and image. The Study has two parts. Part 1 focuses on streetscapes while Part 2 identifies individual buildings of historic significance.

Part 1 identifies 6 key areas for examination: town core, tourist core, town entries and gateways, highway area, freeway area and town image / residential areas. The Study recognises Euroa's uniqueness. It identifies that it contains a significant number of buildings of historic and architectural significance.

It identifies issues and recommendations for each area. For example, in the Town Core area, it identifies the need to enhance existing contributory streetscape image with appropriate facade alterations and streetscape works. It recommends that all alterations to existing buildings and any new development comply with the guidelines provided e.g. All buildings should be single storey. Funding and implementation is also considered.

Part 2 of the Study identifies buildings that merit individual identification in Euroa. Advice regarding the conservation of buildings was carried out during inspections. The Study recommends that the Shire explore the establishment of a loan fund for these buildings. Each of the buildings considered worthy of planning protection have an evaluation sheet detailing their significance as well as recommendations and objectives for their conservation.

Planisphere Urban Strategy Planners

L1/160 Johnston Street : Fitzroy : Victoria : 3065

Ph: (03) 9419 7226 : www.planisphere.com.au

Euroa Structure Plan



Euroa Summit and Community Workshop Summary Report December 2009

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Introduction

1.1 Introduction

Planisphere has been appointed by the Strathbogie Shire Council to prepare a Structure Plan for Euroa.

The study area is the town of Euroa and surrounding areas. There is no specified study area boundary.

The objective of the Structure Plan is to develop a vision for the future of Euroa, along with providing a guide for land use, built form and public places that together can enhance the economic, social and environmental future of the town.

The purpose of this report is to provide a summary of the 'Euroa Summit', which was held on Wednesday 9 December 2009. The summit was a workshop style day and included representatives from Council, the community and all specialist consultants involved in the Structure Plan to identify and discuss a number of issues and opportunities within Euroa. A community consultation workshop was also held, which saw a greater representation of the community come together to discuss the issues and opportunities in Euroa.

The notes from the Summit and Community Workshop are provided in Chapter 4 to this report. This gathered information will provide the basis for beginning the Draft Structure Plan.

1.2 Summit Agenda

Welcome & Briefing

- ◆ Mike Scott (Planisphere)
- ◆ Kevin Hannagan (Strathbogie Shire CEO)
- ◆ Matt Ainsaar – Economics and Property Development (Urban Enterprise)
- ◆ Bonnie Rosen – Community Services (Symplan Consulting)
- ◆ Kirsten Bauer – Landscape Architecture (ASPECT Studios)
- ◆ Todd Blasch – Traffic and Parking (AECOM)

Walking Tour

- ◆ Civic Area around Council Offices
- ◆ Seven Creeks Reserve near Council Offices
- ◆ Binney Street Town Centre / Train Station / Railway Street

Bus Tour

- ◆ Showgrounds
- ◆ Saleyards
- ◆ Butter Factory
- ◆ Main Road Corridor (including Schools / Gateways / old service Stations / Pool)
- ◆ Seven Creeks Reserve (including sporting ovals and facilities / caravan park)
- ◆ Hospital / Aged Care

Debriefing

- ◆ Consultants' presentations of initial ideas and discussion

1.3 Community Workshop Agenda

Welcome / Opening Remarks

- ◆ Introductions
- ◆ Tonight's agenda

Introduction to the Structure Plan

- ◆ Why a new plan for Euroa?
- ◆ Euroa & District Community Plan 2008
- ◆ Euroa Summit

Table Discussion

Q1: What are the issues and opportunities that a Plan for Euroa should address?

Q2: What do you like/dislike about Euroa?

Q3: What are your needs, aspirations and priorities for the provision of community services in Euroa?

Reporting Back

Summary

Conclusions and process from here

- ◆ Questionnaire (closing date Friday 18 December)
- ◆ Next consultation

1.4

Objectives of the Structure Plan

Along with the development of the Structure Plan to guide land use, built form and public space outcomes for the town, there are a number of specific issues that the Council wants to address in the plan. These include:

- ◆ Long term future role options for the town
- ◆ Scope for making more efficient use of public land
- ◆ Scope for a community services hub / co-location
- ◆ How to make the shopping centre more 'visible' as a destination
- ◆ Longer term opportunities for the creek park, corridor and gateway treatments
- ◆ Realistic possibilities for key development sites (e.g. former service stations)

In addition to these specific issues, a number of other broader ideas have been identified for investigation, including:

- ◆ Opportunities for an additional tourist accommodation throughout Euroa, including those presented by existing accommodations facilities such as the 'Butter Factory' at 79 Boundary Road, Euroa.

- ◆ Opportunities for the development of regular markets in Euroa, such as a farmers market, or craft market.
- ◆ Determining the future of the weir in the Seven Creeks, near the Euroa Main Road.
- ◆ Opportunities for development of tourism such as 'cycling weekends' in and around Euroa, and campaigns focusing on weekenders getting to and from Euroa via the train.
- ◆ The potential to develop a school camp in or around Euroa with a distinct theme i.e. adventure, environment etc.
- ◆ Remembrance and marketing/tourism opportunities around Euroa having three Victoria Cross medal recipients.
- ◆ Opportunities for the use of the Euroa Arboretum (76 Old Hume Highway, Euroa) as a base for developing a landscape theme for Euroa.
- ◆ Opportunities to improve links with larger regional centres, such as improved public transport services to places like Shepparton, and upgraded train services, including increased stops at towns like Euroa, along the Melbourne-Sydney line.
- ◆ Opportunities for the development of a 'Centre of Excellence Education' precinct to provide an integrated service approach, particularly for those in the 0-22 age bracket.

1.5

Consultants' Brief

Planisphere is the lead consultants for the Euroa Structure Plan. The primary role and task of Planisphere include:

- ◆ Undertake background research and a survey of the town.
- ◆ Prepare a Positions and Issues Paper describing the existing conditions and policy overview of Euroa.
- ◆ Conduct the Euroa Summit and Community Issues Workshop, to gather values and thoughts from the Council and Community about the town.
- ◆ Prepare a Structure Plan that demonstrates clearly what the short term and long term actions are for Euroa.

The first three primary tasks, as listed above, have been completed. This report provides the initial stages to the Structure Plan.

Planisphere has engaged sub consultants to provide specialist input into the Euroa Summit and the Structure Plan. Including; Aspect Studios – Landscaping and Open Space; Aecom – Traffic and Parking Opportunities; Symplan – Community Infrastructure and Services; and Urban Enterprise – Tourism and Economics.

A summary of each of the sub consultants main tasks include:

Aspect Studios

- ◆ Attendance at the one-day 'Euroa Summit' and preparation of a paper outlining the key findings and opportunities from the Summit.
- ◆ Development of a concept plan for the Seven Creeks Reserve.
- ◆ Development of a concept plan for the Euroa Main Road
- ◆ Development of a concept plan for the design and location of Information and Directional Signage.

Aecom

- ◆ Attendance at the one-day 'Euroa Summit' and preparation of a paper outlining the key findings and opportunities from the Summit.
- ◆ Undertake a traffic and parking study of the town centre area on Binney Street, identify issues and suggest improvements.
- ◆ Undertake a general traffic and parking study of greater Euroa to identify any areas that may need improvement in areas such as safety, access or additional parking.
- ◆ Investigate and detail options to improve walking, cycling throughout Euroa, including ways to encourage children to walk or cycle to school and to facilitate the safe use of electric scooters.
- ◆ Develop a concept plan for the large vehicle parking area which details the layout, facilities required and access to and from areas such as the town centre and Seven Creeks Reserve. Including measures to achieve an RV friendly town.

Symplan

- ◆ Attendance at the one-day 'Euroa Summit' and preparation of a paper outlining the key findings and opportunities from the Summit.
- ◆ Review of relevant population and demographic data that will impact upon the levels of community services and identify future community service needs.

- ◆ Examination of options for expansion or rationalisation of services and when and how this should occur.
- ◆ Potential for services to be co-located, or the creation of community hub/s or education precincts etc.
- ◆ Detailing of potential funding sources from Federal, State and Local Government, as well as residential and commercial investors and rate payers.

Urban Enterprise

- ◆ Attendance at one-day 'Summit' in Euroa to provide economics and property development advice.



Whole of Town Issues and Opportunities

2.1 Euroa considerations

The town was considered as a whole in relation to:

- Landscaping/ public open space
- Movement and accessibility (pedestrian, cycle and vehicular)
- Community infrastructure and services
- Land use
- Tourism and economics

The Euroa Summit provided the forum to also discuss the following considerations with the Council and community.

- Marketing (town identity, 3 VC recipients, RV friendly town, gateway signage)
- Tourism (cycling weekends, access to town via train service)
- Surroundings (schools camps, farm stays)
- Arboretum (landscape theme for town)
- Development of 'Centre of Education Excellence'
- Community services 'hub' or co-location
- Better use of public lands (schools, pool, ovals, community halls and buildings)

2.2 Whole of Town Issues and Opportunities

Landscaping/ public open space

Issues

- ◆ Drought resistance is vital – job to make sure these issues are consistent.
- ◆ The problem is with perception. There is a perception that it's all Council's fault – how do we use this process to work as a team with the community?
- ◆ Connectivity and signage between different precincts is in need of improvement.

Opportunities

- ◆ Opportunity to look at sustainability and green lifestyles.
- ◆ Implementation is important and Council is a leader in needing to group together the community to implement the strategic works.
- ◆ There is a charm and authenticity with Euroa.
- ◆ Walkable, liveable, green and shady.
- ◆ Euroa really embraces and value its creeks. It has become a town around the hill (Strathbogies), the creek and the main street,
- ◆ Businesses and land uses are on a long term cycle, but planting trees will tidy up the town on a short term cycle – the town is becoming tired and needs refreshing.
- ◆ Don't need to take out anything and start again, the town isn't ready for that. It's important to do what is possible in terms of planting and refreshing.
- ◆ Undergrounding powerlines is expensive, perhaps an alternative is doing a street tree strategy, which includes an arborist to examine the quality of the trees. Any streets that are struggling could have the tree avenue brought forward.
- ◆ Swale drains should be kept in some spots as they have greater benefits for trees and the environment rather than kerb and channel.
- ◆ Need to underground powerlines? Too expensive. Very wide streets give siting options, or keep replanting the trees.

- ◆ Amenity is why people come here.

Movement and accessibility (pedestrian, cycle and vehicular)

Issues

- ◆ Parking is perceived as an issue because people can't always park at the "front door"; however this is considered as a perceptual issue due to the existing reliance on cars.
- ◆ Euroa is very spread out which makes accessibility more difficult.
- ◆ Particular parking issues (eg. Ambulance, council staff parking, IGA)
- ◆ RV – 1 or 2 sites. Seven Creeks (low hanging trees near main street) or town side of rail station.

Opportunities

- ◆ There is a cycling and walking study due to be complete before Christmas.
- ◆ Need to capture who we want visiting, probably not large trucks but caravans and picnickers.
- ◆ Make sure people know where they're going and have a place to park.
- ◆ Educate the community to walk around.
- ◆ The 5 C's need to be addressed – conspicuous, comfortable (levels), convenient, connectivity, convivial.
- ◆ Mobility of everyone is important, not just aged or scooters. Connectivity for all is vital.
- ◆ There are opportunities to increase the prominence of some parking areas.
- ◆ Improvements to train station car park – locate visitor information?
- ◆ Pedestrian links need to be improved by making gateways and entrances more obvious and welcoming.
- ◆ Better signage with distances for vehicles and pedestrians.
- ◆ Seating and lighting opportunities.
- ◆ Unsafe U-turns could mean the opportunity for a round-a-bout.
- ◆ People who are here want to be here, not just for passing through – good for amenity.

- ◆ Signs for pedestrians.

Community infrastructure and services

Issues

- ◆ There is a disagreement between whether there is or is not enough infrastructure and services.
- ◆ It's about the community's needs and aspirations – what's missing? Connectivity, consolidation, rehabilitation.
- ◆ There are no precincts to connect education or other community services into hubs.
- ◆ Medical services are lacking, need to make appointments to see a doctor approximately 3-6 weeks in advance.
- ◆ Health services are a shortfall and the biggest issue. After hours and weekend doctors are an issue.
- ◆ Arts and cultural hub is lacking.
- ◆ Broadband connectivity is not provided.
- ◆ Wellbeing focus is required – there used to be a gymnasium, but now there is nothing.

Opportunities

- ◆ What could we provide or visualise for Euroa that residents don't know they need.
- ◆ Need to look at health and well-being services, including gyms and alternative therapies.
- ◆ Williams Creek Hall and Secondary College is used for bands and entertainment.
- ◆ Welcome and open day (?) annually for new residents is an opportunity.
- ◆ Skills and networking database (?)
- ◆ Centre of Education Excellence – add tertiary and linkages to TAFE & uni.
- ◆ Improvements to public transport – i.e. not just for school children.
- ◆ There is a band of 30 performers. Opportunity to establish an arts/cultural hub.

Land use

Issues

- ◆ Dispersed uses between different precincts.
- ◆ Vacant sites along the Main Road and in the Town Centre.
- ◆ Need for more industrial land to accommodate for future growth.
- ◆ Industrial uses form a physical barrier between the Town Centre and other residential areas.
- ◆ Underutilised land uses, such as the showgrounds and pool land.

Opportunities

- ◆ Co-located educational uses into a hub/precinct.
- ◆ Greater links between the Town Centre and other dispersed uses/precincts to promote connectivity.
- ◆ A civic presence in the Town Centre. Shire customer service?
- ◆ Rezone land to industrial, especially surplus showgrounds land.
- ◆ To continue protecting the compact nature of the Town Centre.

Tourism and economics

Issues

- ◆ Euroa does need growth and more industrial land.
- ◆ Growth is required for the town to flourish as services would diminish without growth.
- ◆ Weekends don't contribute much money towards the local economy.
- ◆ Industrial land: how much land is needed? It is too expensive to set up the services required for 1 block of land. There should be about 15 years supply.

Opportunities

- ◆ Small town with great potential. Leveraging off the character and people to provide opportunities and tourism for Euroa. Look at people coming to Euroa as a destination more, rather than a stopover now that the Hume bypass is built.
- ◆ Boutique economic development.
- ◆ Increase events through agricultural opportunities: wine equine, olives, agriculture.
- ◆ Real potential for realising tourism opportunities – small steps to realise a bigger picture version.
- ◆ Need to create employment opportunities as tourism will not result in rates growth. Need to understand definition of growth.
- ◆ Opening more shops, cafes and boutiques would attract more tourists and business.
- ◆ Compact retail core is an important strength to keep – need to ensure growth stays compact.
- ◆ Opportunity for food and wine makers to showcase their product, possibly at a vacant service station site (lots of parking).
- ◆ Opportunity to market the lifestyle living to attract more Melburnians, as the population of northern Melbourne is expected to increase by 50-60,000. Therefore Euroa is becoming closer to the metropolis, where new people and ideas will come.
- ◆ Build small steps towards a larger vision.
- ◆ Need to identify the flow on benefit from tourism into the local economy and rates.
- ◆ Boutique accommodation in historic buildings will attract a higher class of patrons.



Key Sites Issues and Opportunities

3.1 Key Sites

The following specific sites have been determined to be ‘key sites’ within Euroa, integral to the growth of Euroa and identified as the main areas to realise a future vision for the town.

This section lists the key sites and the existing conditions and/or considerations that were discussed and looked at in closer detail during the Euroa Summit.

Saleyards/Showgrounds

- Future of Saleyards (business case, access, facilities upgrades)
- Future of Showgrounds (access, facilities, site layout, markets, links to town centre)
- Industrial Area (uses), zoning, buffers, economic links with Saleyards/Showgrounds)
- Butter Factory (exemplar tourist/accommodation development)

Town Centre

- Land use (mix expansion, built form, heritage)
- Links to (train station, Seven Creeks Reserve, hospital and aged care)
- Parking (on-street, off-street, large vehicles)
- Access (physical and visual from Euroa Main Road and Seven Creeks Reserve)

Civic Area

- Land use (identification, services coordination)
- Links to (train station, town centre, hospital and aged care)
- Parking (on-street, off-street, large vehicles)

Seven Creeks Reserve

- Facilities (toilets, seating, access to water, performance area, walking tracks/paths)
- Parking (tourist ‘stop-off’, caravans/campers, information, links to town centre)

- Future of caravan park (location, facilities, parking, links to town centre)
- Sporting areas (links, facilities consolidation and upgrade)
- Landscape theme

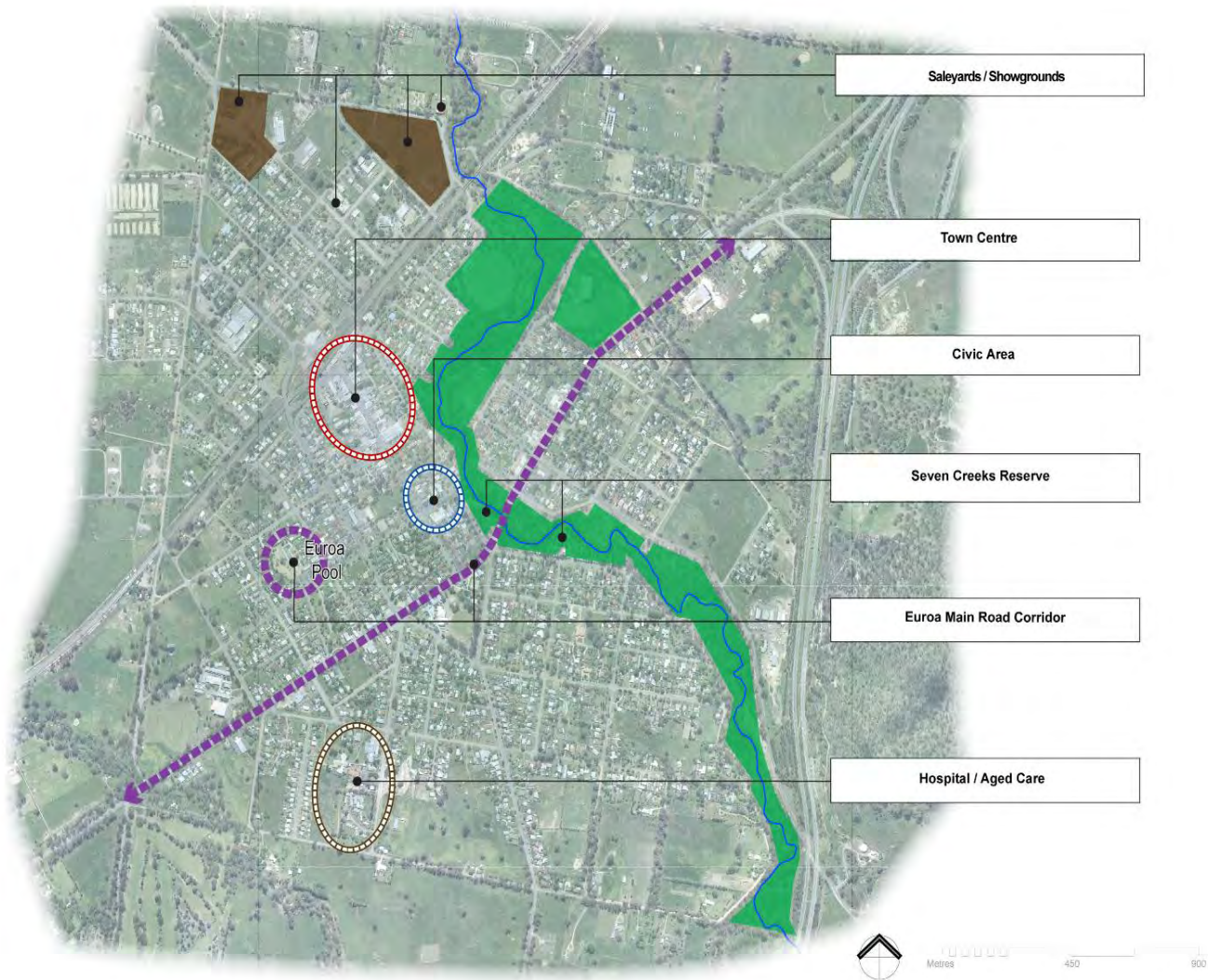
Euroa Main Road Corridor

- Landscape (gateways, landscaping, road treatments)
- Old petrol stations (development options, reuse, temporary screening)
- Links (to town centre, pedestrian access)
- Land use (mix, zones, future uses)
- Landscape improvements to pool (off Main Road corridor)
- Focal points (High School, 5-ways intersection, Creek crossing, old services stations)

Hospital/Aged Care

- Land use (needs, expansion)
- Links to town centre (pedestrian access, scooter access, public transport)

3.2 Key Sites Location Map



3.3

Key Sites Issues and Opportunities

Saleyards/Showgrounds

Issues

- ◆ Industrial uses physically separate some houses from the town.
- ◆ Showgrounds are very underutilised.
- ◆ Is the entire site needed for the showgrounds use? Perhaps some could be industrial?
- ◆ Industrial land: how much land is needed?
- ◆ Campbell Street – kids walk to school over the railway line but there is no footpath or gates, which is a safety issue.

Opportunities

- ◆ Council are about to commission a study to look further into the saleyards: location, walkability, environmental issues, people with cattle
- ◆ Showgrounds - Men's shed community group, chook shows, pony club, circus (temporarily), Show, dog club.
- ◆ Showgrounds could be used for markets, cricket games and is good for open air events.

Town Centre

Issues

- ◆ Is there really a parking problem?
- ◆ Very poor pedestrian access over the railway.
- ◆ The passenger train service isn't operating while the track is relaid, so V-Line buses are using the car park, which places pressure in this location. The train station is being redeveloped for improved platforms – extending and building a new one.
- ◆ Shopping centre back lands: more links are needed.

Opportunities

- ◆ Arcade / lanes to link Binney Street with the rear uses and car parks.
- ◆ Heritage walking trail – links Heritage Buildings. Buildings are signposted but some are private. This trail could be promoted further.
- ◆ Opportunity to locate a civic hub with library and community education centre.
- ◆ Shop facades are all designed, some intricate facades and wording.
- ◆ Eclectic mixture of stores.
- ◆ Library being redeveloped.
- ◆ Railway Street: Opportunity to increase street trees and eventually open up shops onto the street. People from neighbouring towns come to Euroa for good food.
- ◆ Establish signs so visitors go through the town first to get to the reserve.
- ◆ Shopping centre has already changed towards tourism market, and adding diversity to the town.
- ◆ Keep the shopping centre compact and well sheltered, but identify where it can expand – keep it from leapfrogging.
- ◆ There is a potential for more cafés and restaurants.
- ◆ RV parking: needs to be right on the edge of shopping centre. Stop and stay solution. Start on the edge as a development opportunity, and then push it out.

Civic Area

Issues

- ◆ Parking problems for Council staff, needed to buy a block for parking, this will become an issue again when the SES moves onto the empty block. Residents don't like staff parking all day in front of houses.
- ◆ Lack of support from the State to establish a coordinated centre or hub for services (ambulance, CFA, SES, police) but everyone pulled out. Only the CFA agreed to it, however it was too expensive for only one operator. The local level was keen.

Opportunities

- ◆ Signage for Wesley Hall.
- ◆ Relocate the cinema to Wesley Hall so that the Council Chamber building can become more of a community service centre.
- ◆ Kinder / MCH looking to relocate to primary school for greater parking. This frees up space to create a civic hub with youth services.

Seven Creeks Reserve

Issues

- ◆ Funding is needed to improve the caravan parking.
- ◆ No sign posts indicating that there is a path to the shopping centre, which was built to bring visitors and people into the centre.
- ◆ Disabled toilets are an issue.
- ◆ Sometimes busloads of visitors come with packed lunches to use the toilets and leave. How do we change this to bring business into Euroa?
- ◆ Need off street parking.
- ◆ Erosion on the sides of creek, around the caravan park area. CMA? Maybe beaching is an opportunity. Is European carp the issue?
- ◆ Park use to be very shady, a lot of large trees was removed.
- ◆ There is no pedestrian link under the civic side of the road bridge.
- ◆ Heritage (?) brick wall blocks access between the road and middle of creek reserve – add a pedestrian link. There is a beautiful setting in this section of the park, but it is underutilised.
- ◆ Twomey's Pedestrian Bridge – improvements to path to Butter factory and around conservation area?
- ◆ Poor connectivity between tennis courts and footy oval – no link across the creek.
- ◆ Connectivity – pedestrian path across the park is required in the sports precinct.
- ◆ Disabled access down to the creek is not available to the south of the caravan park.

Opportunities

- ◆ Push bus parking further down the creek closer to the shops.
- ◆ Signage strategy – parking RVs.
- ◆ Opportunity for upgrade works along the creek.
- ◆ Show and Shine is a vintage car show, up to 6,000 cars.
- ◆ There is a masterplan project for the caravan park area currently underway.
- ◆ RSL – redevelop to create an iconic building that is a feature to Euroa and a greater war memorial. A formal car park next to the RSL is planned; however this area needs to be landscaped. Don't really want a car park here.
- ◆ Signs to identify walking tracks. Signs to identify where dogs are allowed, thinking about not allowing them in main streets.
- ◆ Something needs to be done with the IGA interface wall on the street – great opportunity for art or mural about Euroa's history.
- ◆ Grass tennis courts are an important tourism attractor.

Euroa Main Road Corridor

Issues

- ◆ Parking can be an issue
- ◆ Invisibility of the main town centre
- ◆ Entrances need funding for improvement
- ◆ What is the future for land use along the main road?
- ◆ The pool has too much land and it is underutilised.
- ◆ People go to Shepparton / Benalla for the heated pool.
- ◆ Holden has purchased one vacant service station site (south of Templeton Street on left).
- ◆ 3 other station sites have potential for redevelopment.

- ◆ Petrol station – heavy uses? We may be able to showcase export such as olives and grapes to locals. Does this risk major corporations taking over, such as Coles?

Opportunities

- ◆ Plant lots of trees along and around the Old Highway – make it look great and don't worry about the vacant business, the market will fix it up eventually.
- ◆ Market the old Highway Street as the gateway to the foodies fair.
- ◆ Need to identify a CFA running track location. Euroa has a great team but cannot host the finals without facilities.

Hospital/Aged Care

Issues

- ◆ 21 bed hospital – community owned / Not for Profit, is in need of funding.
- ◆ Upgrades to hostels are needed.
- ◆ Community hospital is considered private; therefore there are no public hospitals in the whole of Strathbogie Shire.
- ◆ 1 medical practice with 3 part-time doctors. Appointments are needed far in advance. Desperate need for more doctors.

Opportunities

- ◆ Medical service rooms (podiatry, physio etc) are available, as well as a private hospital and 30 bed nursing home.
- ◆ Connectivity improvements between the health precinct and town centre.



The 'Euroa Summit'

4.1

'Euroa Summit' Meeting Notes

The 'Euroa Summit' was held on the Wednesday 9th December 2009. The summit was a workshop style day involving representatives from Council, the community and all specialist consultants involved in the Structure Plan. A walking tour, bus tour and workshop gave the opportunity for all involved to identify and discuss a number of issues, opportunities and initial ideas. A community consultation workshop was also held, which saw a greater representation of the community come together to discuss issues, opportunities and aspirations for the future of Euroa. Information gathered during the summit helped to provide a basis for the development of the Draft Structure Plan.

Present:

Community:	Council:	Consultants:
Michael Tehan (Lawyer and Chair of TAFE)	Bruce Andrews (assets)	Todd Blasch (AECOM)
Neville Harris (Euroa Action Group)	Stacey Hesketh (planning)	Bonnie Rosen (Symplan Consulting)
	Lisa Norman (eco dev)	Kirsten Bauer (Aspect)
	Kevin Hannagan (CEO)	Matt Ainsaar (Urban Enterprise)
	Colleen Furlanetto (Councillor)	Mike Scott, Ashley Mitchell & Kristen Wilkes (Planisphere)

Notes:

THEME	DISCUSSION
Morning Session	
Introduction	<p>Euroa has not grown or lost, however the Hume bypass has been a big issue. The service station has closed, amongst other services such as dental, hairdressing and auto electrical.</p> <p>Streetscapes are good but connectivity isn't great. Some visitors don't know about the main street.</p> <p>Where do RVs and caravans park?</p>

Need to create an environment for 'lifestyle' living, provide for retirees but also the youth. A lifestyle and a pleasant place to live is what people want, not necessarily huge growth.

Some new and recent projects have begun to give Euroa some zest.

Challenge to pull everything together into a structure plan.

Need to look at the 'bigger picture'.

Results need to be discernible in order to retain community support. The results should be visible and 'on the ground' with larger visions for the future.

There are heritage opportunities as Euroa is still a similar size as it were 100 years ago.

Need to foster tourism opportunities for Euroa as a nice place to visit.

Composition of Euroa's economy has changed and therefore so has the population & demographics.

CELL – Communication, engagement, leadership. Need to identify who the community leaders are to make change and see through a vision for Euroa.

People visit Euroa for functions (family/friends) and events, such as Show and Shine.

Well known for park, more icon buildings than in Wangaratta, and better sports facilities than many other towns – how do we use these things as opportunities for Euroa?

There are perceptions and expectations which prevent Euroa from moving forward. Euroa has a charm and authenticity to build on for a vision.

Implementable projects need to come out of this.

It is a small town with a lot of positive attributes, a lot of hidden ones that are hard for outsiders to discover. Important for signage and maps.

Soft infrastructure is just as important as physical in Euroa.

EE study of bypass effects have not translated into action.

Multi use facilities have a better chance of getting funding.

Make more of what we have.

	<p>There is excitement with the summit, but need to see results along the way.</p> <p><u>Issues:</u></p> <p>Parking – servos, invisibility of main street</p> <p>Education (Rudd \$) – streetscape, Progressing Euroa project</p> <p>Seven Creeks Park (some \$) – caravan parking</p> <p>Entrances (some \$) – retirement living</p> <p>Youth – affordable housing</p> <p>Mismatch of uses and disperse nature.</p> <p>Resource constraints for the Council.</p> <p>Leadership is difficult. There have been 3-4 locals who have obstructed discussion of Δ - regarded to be a soft issue.</p> <p>Need the younger generation to be involved.</p> <p>Most visitations to Euroa have been for events and family.</p>
Economics & Property Development	<p>Small town with great potential. Leveraging off the character and people to provide opportunities and tourism for Euroa. Look at people coming to Euroa as a destination more, rather than a stopover now that the Hume bypass is built.</p> <p>Boutique economic development.</p> <p>Increase events through agricultural opportunities: wine equine, olives, agriculture.</p> <p>Real potential for realising tourism opportunities – small steps to realise a bigger picture version.</p> <p>Need to create employment opportunities as tourism will not result in rates growth (Kevin). Need to understand definition of growth (Michael).</p> <p>Euroa does need growth and more industrial land.</p> <p>Confident for the town to grow modestly.</p> <p>Growth is required for the town to flourish as services would diminish without growth.</p> <p>Opening more shops, cafes and boutiques would attract more tourists and business.</p>

	<p>Compact retail core is an important strength to keep – need to ensure growth stays compact.</p> <p>Opportunity for food and wine makers to showcase their product, possibly at a vacant service station site (lots of parking).</p> <p>Opportunities for arcade / lanes to link main street with rear use and car parks.</p> <p>Population has changed following the change of economic industries, from agricultural to service. There has been a 50% turnover in 10 years.</p> <p>Opportunity to market the lifestyle living to attract more Melburnians, as the population of northern Melbourne is expected to increase by 50-60,000. Therefore Euroa is becoming closer to the metropolis, where new people and ideas will come.</p> <p>Build small steps towards a larger vision.</p> <p>Need to identify the flow on benefit from tourism into the local economy and rates.</p> <p>Growth should be broadly defined.</p> <p>Weekends don't contribute much money towards the local economy.</p>
Community Services	<p>Education is important for Euroa to move into the future.</p> <p>There is a disagreement between whether there is or is not enough infrastructure and services.</p> <p>It's about the community's needs and aspirations – what's missing? Connectivity, consolidation, rehabilitation.</p> <p>There are no precincts to connect education or other community services into hubs.</p> <p>What could we provide or visualise for Euroa that residents don't know they need.</p> <p>Medical services are lacking, need to make appointments to see a doctor approximately 3-6 weeks in advance.</p> <p>Health services are a shortfall and the biggest issue. After hours and weekend doctors are an issue.</p> <p>Need to look at health and well-being services, including gyms and alternative therapies.</p> <p>Arts and cultural hub is lacking.</p>

	<p>Williams Creek Hall and secondary college is used for bands and entertainment.</p> <p>Welcome and open day (?) annually for new residents is an opportunity.</p> <p>Skills and networking database (?)</p> <p>Broadband connectivity is needed.</p> <p>Focus on attractions for people who will spend money in town.</p> <p>What is the future for land use along the main road?</p> <p>Is there really a parking problem?</p>		<p>refreshing.</p> <p>Undergrounding powerlines is expensive, perhaps an alternative is doing a street tree strategy, which includes an arborist to examine the quality of the trees. Any streets that are struggling could have the tree avenue brought forward.</p> <p>Swale drains should be kept in some spots as they have greater benefits for trees and the environment rather than kerb and channel.</p> <p><u>Priorities for Euroa Action Group:</u></p> <p>Seven Creeks Reserve:</p> <p>Update toilets</p> <p>Improve park along creek next to toilets.</p> <p>A sound shell for performances.</p>
<p>Landscape Architecture</p>	<p>Kirsten – observation role about designing space for good lighting, layouts, infrastructure etc.</p> <p><i>“It is about being strategic with where we use the funding.”</i></p> <p>Drought resistance is vital – job to make sure these issues are consistent.</p> <p>Opportunity for Aspect to look at sustainability and green lifestyles.</p> <p>The problem (as with Dandenong) is with perception. There is a perception that it’s all Council’s fault – how do we use this process to work as a team with the community?</p> <p>Implementation is important and Council is a leader in needing to group together the community to implement the strategic works.</p> <p>There is a charm and authenticity with Euroa.</p> <p>Walkable, liveable, green and shady.</p> <p>Euroa really embrace and value its creeks. It has become a town around the hill (Strathbogies), the creek and the main street,</p> <p>Plant lots of trees along and around the Old Highway – make it look great and don’t worry about the vacant business, the market will fix it up eventually.</p> <p>Market the old Highway Street as the gateway to the foodies fair.</p> <p>Businesses and land uses are on a long term cycle, but planting trees will tidy up the town on a short term cycle – the town is becoming tired and needs refreshing.</p> <p>Don’t need to take out anything and start again, the town isn’t ready for that. It’s important to do what is possible in terms of planting and</p>	<p>Traffic & Parking</p>	<p>Parking is perceived as an issue because people can’t always park at the “front door”, however this is considered as a perceptual issue due to the existing reliance on cars.</p> <p>Need to capture who we want visiting, probably not large trucks but caravans and picnickers.</p> <p>Make sure people know where they’re going and have a place to park.</p> <p>Educate the community to walk around.</p> <p>The 5 C’s need to be addressed – conspicuous, comfortable (levels), convenient, connectivity, convivial.</p> <p>Where should RV parking be? What do we want to do with main street?</p> <p>Mobility of everyone is important, not just aged or scooters.</p> <p>Connectivity for all is vital.</p> <p>Euroa is very spread out.</p> <p>There are opportunities to increase the prominence of some parking areas.</p> <p>Improvements to train station car park – locate visitor information?</p> <p>Pedestrian links need to be improved by making gateways and entrances more obvious and welcoming.</p> <p>Better signage with distances for vehicles and pedestrians.</p>

	<p>Seating and lighting opportunities.</p> <p>Unsafe U-turns could mean the opportunity for a round-a-bout.</p>		
Walking Tour	<p><u>Civic area:</u> Council, MCH, kinder, community services. Signage for Wesley Hall. Parking problems for Council staff, needed to buy a block for parking, this will become an issue again when the SES moves onto the empty block. Residents don't like staff parking all day in front of houses. Relocate the cinema to Wesley Hall so that the Council Chamber building can become more of a community service centre. Kevin tried to get a coordinated centre or hub for state services (ambulance, CFA, SES, police) but everyone pulled out. Only the CFA agreed to it, however it was too expensive for only one operator. The local level was keen, but there was no support from State. Kinder / MCH looking to relocate to primary school for greater parking. This frees up space to create a civic hub with youth services.</p> <p><u>Seven Creeks Reserve:</u> No sign posts indicating that there is a path to the shopping centre, which was built to bring visitors and people into the centre. Disabled toilets is an issue, sometimes busloads come with lunch to use the toilets and leave. How do we change this to bring business into Euroa? Need off street parking. Push bus parking further down the creek closer to the shops – opportunity. Signage strategy – parking RVs. Erosion on the sides of creek, just on the other side of the road. CMA? Maybe beaching is an opportunity. Is European carp the issue? Park use to be very shady, a lot of large trees was removed. Opportunity for upgrade works along the creek.</p>		<p>Show and Shine is a vintage car show, up to 6,000 cars.</p> <p>There is a masterplan project for the caravan park area currently underway.</p> <p>There is no pedestrian link under the civic side of the road bridge.</p> <p>There is a cycling and walking study due to be complete before Christmas.</p> <p>Heritage (?) brick wall blocks access between the road and middle of creek reserve – add a pedestrian link. There is a beautiful setting in this section of the park, but it is underutilised.</p> <p>Twomey's Pedestrian Bridge – path to Butler factory around conservation area?</p> <p>RSL – redevelop to create an iconic building that is a feature to Euroa and a greater war memorial. A formal car park next to the RSL is planned; however this area needs to be landscaped. Don't really want a car park here.</p> <p>Signs to identify walking tracks. Signs to identify where dogs are allowed, thinking about not allowing them in main streets.</p> <p>Something needs to be done with the IGA interface wall on the street – great opportunity for art or mural about Euroa's history.</p> <p><u>Town Centre:</u> Heritage walking trail – links Heritage Buildings. Buildings are signposted but some are private. Opportunity to locate a civic hub with library and community education centre. Shop facades are all designed, some intricate facades and wording. Eclectic mixture of stores. Library being redeveloped. Need increased pedestrian access over the railway. The train line isn't working, so V-Line buses are using the car park, which places pressure in this location. The train station is being redeveloped for improved platforms – extending and building a new one. Railway Street: Opportunity to increase street trees and eventually open up shops onto the street. People from neighbouring towns</p>

	<p>come to Euroa for good food.</p> <p>Establish signs so visitors go through the town first to get to the reserve.</p>
Bus Tour	<p><u>Pool</u></p> <p>Too much land.</p> <p>People go to Shepparton / Benalla for the heated pool.</p> <p>Need to identify a CFA running track location. Euroa has a great team but cannot host the finals without facilities.</p> <p>Campbell Street – kids walk to school bit no footpath or gates, which is a safety issue.</p> <p>Industrial uses physically separate some houses from the town.</p> <p><u>Saleyards</u></p> <p>First Friday of every month and other sales.</p> <p>Council are about to commission a study to look further into the saleyards: location, walkability, environmental issues, people with cattle.</p> <p><u>Showgrounds</u></p> <p>Men's shed community group, chook shows, pony club, circus (temporarily), Show, dog club.</p> <p>Very underutilised, could use for markets or cricket.</p> <p><u>The Butter Factory</u></p> <p>6 rooms accommodation, 2 function rooms, seats about 100 (tight). Restored very well.</p> <p>Kennedy Street – avenue of honour RSL. No bike tracks and walking paths on main road.</p> <p><u>Arboretum</u></p> <p>Art display (steel/stone/sculpture).</p> <p><u>Service Station Sites</u></p> <p>Holden has purchased one vacant site (south of Templeton Street on left).</p> <p>3 other station sites have potential for redevelopment.</p>

	<p><u>Sports Precinct</u></p> <p>Poor connectivity between tennis courts and footy oval – no link across the creek.</p> <p>Grass tennis courts are an important tourism attractor.</p> <p>Connectivity – <i>pedestrian path across the park is required.</i></p> <p>Disabled access down to the creek?</p> <p><u>Hospital Precinct</u></p> <p>21 bed hospital – community owned / NFP. In need of money.</p> <p>Other medical service rooms (podiatry, physio etc).</p> <p><u>Hostel.</u></p> <p>30 bed nursing home.</p> <p>Upgrades to hostels.</p> <p>Community hospital is considered private, therefore there are public hospitals.</p> <p>1 medical practice with 3 part-time doctors.</p>
<u>Afternoon Session</u>	
Economics and property development (Matt Ainsaar)	<p>Optimistic about growth.</p> <p>Rural-residential land will offer a new product.</p> <p>Shopping centre has already changed towards tourism market, and adding diversity to the town.</p> <p>Boutique accommodation in historic buildings will attract a higher class of patrons.</p> <p>Keep the shopping centre compact and well sheltered, but identify where it can expand – keep it from leapfrogging.</p> <p>There is a potential for more cafés and restaurants.</p> <p>Petrol station – heavy uses? We may be able to showcase export such an olives and grapes to locals. Does this risk major corporations taking over, such as Coles?</p> <p>Shopping centre back lands: more links are needed, fine on northern side.</p> <p>RV park: needs to be right on edge of shopping centre. Stop and</p>

	<p>stay solution. Start on edge, than development opportunity, and then push it out.</p> <p>Showgrounds: good for open air events. Is the entire site needed? Industrial?</p> <p>Industrial land: how much land is needed? It is too expensive to set up the services required for 1 block of land. There should be about 15 years supply. 3-4 parcels for SMEs. It's business servicing the local and sub-regional community.</p>
<p>Landscape architecture (Kristen Bauer)</p>	<p>A magnificent town with wonderful trees. Walkable, liveable, green and shady.</p> <p>Seven Creeks is wonderful – a town around a creek, not vice versa.</p> <p>The hill / Strathbogie – constant orientation aid (?)</p> <p>Plant lots of trees, especially in front of petrol station.</p> <p>Keep unemployed on payroll to keep tree planting.</p> <p>Do selective tree replacement.</p> <p>Incredibly consolidated shopping centre.</p> <p>Need to underground powerlines? Too expensive. Very wide streets give siting options, or keep replanting the trees.</p> <p>Keep your swales.</p> <p>Amenity is why people come here.</p>
<p>Community services (Bonnie Rosen)</p>	<p>Health services are a shortfall.</p> <p>No public hospital in the Shire – but never going to get it (Kevin).</p> <p>Council services in main street.</p> <p>Wellbeing focus is required – there use to be a gymnasium.</p> <p>Arts/cultural – no focus in Euroa.</p> <p>VT are good – community minded, get funding.</p> <p>Need to attract doctors and professionals.</p> <p>There is a band of 30 performers.</p> <p>Good north-west access, poor east-west access.</p> <p>Public transport – bus to Shepparton, but school kids only.</p> <p>Centre of Education Excellence – add tertiary and linkages to TAFE & uni.</p>

	<p>Read the Hume Regional Strategy.</p> <p>Need a forum to welcome and induct new people in town (tap their energy).</p> <p>Need a volunteer bank, skills, and networking database.</p>
<p>Traffic and parking (Todd)</p>	<p>People who are here want to be here, not just for passing through – good for amenity.</p> <p>Opportunity to relieve pressure on high occupancy SC street.</p> <p>Particular parking issues (eg. Ambulance, council staff parking, IGA)</p> <p>RV – 1 or 2 sites. Seven Creeks (low hanging trees, but main street).</p> <p>Town side of rail station.</p> <p>Signs for pedestrians.</p>
<p>Mike Scott's Summary of the Community Workshop</p>	
<p>Issues and Opportunities</p>	<p>Clean green lifestyle.</p> <p>A more demographically balanced community.</p> <p>Rebrand Shire for tourism.</p> <p>Sustainable / environmental.</p> <p>Reinvent growth.</p> <p>Closer to Melbourne.</p> <p>How to concentrate population without detrimental effects – effect on aged.</p> <p>Build on strengths, don't keep it as it is, but also don't ruin it.</p> <p>Move industrial land.</p> <p>Historic buildings ✓✓✓ Upgrade and protect.</p> <p>Access – open up the caravan park.</p> <p>Equine</p> <p>Use for servos.</p> <p>Better signage / update Shire website.</p>
<p>Likes and dislikes</p>	<p>Natural</p> <p>Centre of universe</p> <p>Improved train ✓</p>

	<p>Euroa commute to Shepparton bus – don't like empty stops.</p> <p>Compact retail – some like and others don't, but more shops open on weekend.</p> <p>Affordable housing</p> <p>Make friends & welcome forums for new comers.</p> <p>Safe environment.</p> <p>Caravan parking</p> <p>Absence of parking meters.</p> <p>Better parking.</p> <p>Inspired by the town and people</p> <p>Negativity in the community and between groups</p> <p>Healthy volunteer community, but need more. Local activity for 20 - 65 age. "Put up or shut up".</p> <p>Absence of footpath for walking and cyclists.</p> <p>Trees ✓ - powerlines?</p> <p>Condition of public toilets</p> <p>Red tape for developers.</p> <p>Pokies</p>
City services	<p>Act, not plan. Implement the plans. Need concrete outcomes.</p> <p>Tap into ex talent, resources.</p> <p>Need for aged care facilities – hospitals and doctors.</p> <p>Opportunity for community hub:</p> <p>Tafe access.</p> <p>Aging in place.</p> <p>Heated swimming pool.</p> <p>Key secondary college at great land.</p> <p>Facility at Seven Creeks Park – ENT upgrade, needs water all year.</p> <p>Arts Centre.</p> <p>Hospital</p> <p>Doctors</p> <p>Public transport</p>

	<p>More recreation</p> <p>Tradespeople</p> <p>Upgrade programs for primary school and secondary college.</p> <p>More for elderly.</p> <p>Helipad for emergencies.</p> <p>Lack of cohesive facilities.</p> <p>Get young people back.</p>
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4.2 Community Workshop 1 Group Notes

Question 1: What are the issues and opportunities that a Plan for Euroa should address?

Table 1

- ◆ Re-jig cinema e.g. move it to Wesley Hall, have civic hall for performances / dances
- ◆ Tourism – day trips (close to Melbourne): bigger not necessarily better
- ◆ Re: branding ourselves (uniformly throughout Shire) e.g. tourism
- ◆ Promote / grow – our clean / green rural lifestyle: keeping the charm / soul of place!!!
- ◆ Better transport: public transport in all directions
- ◆ Better pedestrian paths (access under Burtons Bridge) and bike trails e.g. bike link to V/Town, Longwood, Bogie / Ruffy
- ◆ More linking across the creek
- ◆ Increasing cultural activity e.g. Hunters old building green / artists
- ◆ Entries to town: trees / shade, landscape
- ◆ Traffic lights or roundabout at the end of Binney Street
- ◆ Town entrances
- ◆ Old servo's
- ◆ Better use of Caravan Park
- ◆ Sustainable shire into the future

Table 2

Issues

- ◆ Lack of population – stagnant

- Retention / increasing
- How to do it
- ◆ If population increases, how best to develop it without losing feel of the town?
- ◆ Support services: over 60 high population need appropriate infrastructure
- ◆ These will be more single accommodation: have issues
- ◆ ?How to attract investment tourism / manufacturing / community
- ◆ Health service / nursing home (private and public)
- ◆ Does everyone want it to expand? Growth has issues too.
- ◆ Transport – hope train services will improve
- ◆ New bus – Shepparton (9:10-3:30): won't get people to TAFE for the full day
- ◆ Shepparton bus – shop local? Impact?
- ◆ Shepparton improved services
- ◆ 2 fold effect of improving services to Shepparton – if these were buses going at 8-5:30 (for e.g.) you could attract commuters and have benefit of more people living in Euroa
- ◆ Attracting volunteers especially 30-50y.o.

We feel the questions are too narrow. Not enough scope to cover all issues and areas. Consultants fees? We could have "Things" from the money spent!

Opportunities

- ◆ Business – private nursing home
- ◆ Health / retirement / aged care
- ◆ Heater indoor pool – keep people shopping in town – health issues
- ◆ Better parking
- ◆ ECEC / library community hug
- ◆ ?Bury St Hub

- ◆ Historic town (precinct alone = attractive) – privately owned buildings – insurance etc.
- ◆ E.g. equine / viticulture
- ◆ Rural supplies
- ◆ For better publicity (website / TV)

Table 3

Issues

- ◆ Open c/park and offer
- ◆ Extra porta loo's stay longer
- ◆ Motorbike groups seal Charles Street signage – for tennis courts, football, shopping, cricket games, weighbridge
- ◆ Residential development cost prohibitive!

Opportunities

- ◆ Historical building
- ◆ Bring people here
- ◆ Trees – more
- ◆ Parking – McSuinnes – seal behind P.O.
- ◆ Access from Kirkland Ave, caravan parking, Binney Street
- ◆ Cookies house ?? & adv. Church "private"
- ◆ Accommodation
- ◆ Motels – cabins
- ◆ Caravan park – extend
- ◆ Geographic – to Melbourne
- ◆ Bike paths
- ◆ Tourism Strathbogie Ranges

Table 4

- ◆ Tourism: horse riding, cyclist visiting facilities on edge of town
- ◆ School camp

Table 5

- ◆ Update Shire (town) website to include the ideas produced here
- ◆ Historical society could have more Shire support, volunteers, advertisement
- ◆ We could try a Quarterly market of diverse goods – in conjunction with the Miniature Railway
- ◆ Need for footpaths
- ◆ Upgrading of educational programs – primary and secondary
- ◆ Need for a heated pool – roofed – suitable for older people
- ◆ We need more shops open at weekends
- ◆ We need more "tourist money" in the town
- ◆ Make Euroa a "caravan friendly parking " town with signs indicating this on the freeway entrances

Table 6

1. Opportunities:

- ◆ Seven creeks park redevelopment
- ◆ Sound shell
- ◆ Upgrade amenities
- ◆ Retail facility
- ◆ Landscaping

2. To improve overall cohesion of town

- ◆ Heritage list to be expanded
- ◆ Grants to be sought re: upgrading

- ◆ Railway St – heritage precinct
- ◆ Improve appearance of main entrances to town, particularly at lights
- ◆ Railway Street – train precinct to be made into garden reserve
- ◆ Maintain water in Seven creeks at all times
- ◆ Shops to list history – heritage plaques
- ◆ Bitumen on lane access
- ◆ Upgrade shop facades
- ◆ Extend trading on weekends to cater to tourists
- ◆ More walking / cycling tracks to be extended to other areas outside of town – Longwood, V.T., Strathbogie, Ruffy
- ◆ Arboretum – more visibility and access
- ◆ Farmers market
- ◆ More creative use of unused buildings and service stations
- ◆ Affordable housing – diversity all ages
- ◆ Extension of town boundary
- ◆ Generate enthusiasm and pride in shops / trading area
- ◆ Improved water pressure
- ◆ Solar and wind power
- ◆ Opportunity – Hume highway
- ◆ Seven creek run to be opened up

Question 2: What do you like / dislike about Euroa?

Table 1

Like

- ◆ Rural (natural)
- ◆ Green / clean

- ◆ Small / intimate
- ◆ Wool week
- ◆ Potential
- ◆ No parking metres
- ◆ Accessibility (centre of the universe – Melbourne, Mansfield, Benalla, Shepparton)
- ◆ Space
- ◆ Sun / wind / hills
- ◆ Euroa pool managements: develop

Dislike

- ◆ Negativity within different community groups (lack of interaction and cooperation): “them and “ – one community
- ◆ Wool week
- ◆ Negativity needs to be positivity
- ◆ Customer service
- ◆ Stale
 - limited activities for 20's-retirement
 - knockers
 - lack of support for local events

Table 2

Likes

- ◆ Trees / friendly people / size of town
- ◆ Good pace of town
- ◆ Unique: library ECEC, library
- ◆ Compact

- ◆ Great retail – lifting
- ◆ Place nice to live is KEY
- ◆ Healthy volunteer community!!!
- ◆ Show'n'shine / festival / special events
- ◆ Golf / harness / bikes / shows / tennis / sporting / historical

Dislikes

- ◆ Above-ground powerlines: pruning wrecks trees
- ◆ Toilets / facilities (something Binney St)
- ◆ No gutters / unmade streets / footpaths: seniors, parents with prams
- ◆ No hard rubbish collection
- ◆ Bus needs to go into Binney
- ◆ Green waste collection especially for people without trailers or transport
- ◆ Unkempt private property / rubbish / long grass – fire risk
- ◆ Problem with aging population need more volunteers 30-50 y.o.: the volunteers are aging
- ◆ Lack of lifestyle opportunities e.g. 3-5 acre blocks to attract wider spread of population

Table 3

Dislikes

- ◆ Binney Street
- ◆ Lack of parking
- ◆ No footpaths: children walking on roads to schools
- ◆ Lack of public toilets
- ◆ Bus pickups and drop offs depots
- ◆ Lack of employment

- ◆ Land for industrial area
- ◆ Hospital
- ◆ Cut red tape for development

Likes

- ◆ Binney Street
- ◆ Proximity to Melbourne, Shepparton, Seymour and Benalla
- ◆ Landscape – trees – theme? native?
- ◆ Climate
- ◆ Friendly – service
- ◆ Affordable housing

Table 4

Dislikes

- ◆ Lack of maintenance of some older buildings
- ◆ Possible loss of services due to low population esp. Medical
- ◆ Lack of govt. funding for services
- ◆ Why has Toorowa gone?
- ◆ Traffic lights
- ◆ Lack of parking for vehicles towing something in commercial area

Likes

- ◆ Older buildings
- ◆ Small size
- ◆ Age spread
- ◆ People's sense of community
- ◆ Positive community

- ◆ Low crime rate / safe environment
- ◆ No poker machines

Table 5**Dislikes**

- ◆ Clean up the creek area on the 'bogie road
- ◆ Lack of doctors – wait for appointments
- ◆ Lack of footpaths in 90% of the town
- ◆ No wheelchair access to some shops
- ◆ Empty stops in Binney Street

Likes

- ◆ Good rail and road access to Melbourne and the north
 - Natural gas
 - Good sunny climate
 - Nice small and compact area – ideal for walking
 - We can park close to shops
 - 3 hotels – 4-5 banks – good eateries – 3 motels
 - Beautiful caravan park
- ◆ We love the “men’s shed” project – it need financing as it will benefit the women as well – extend the project to young people and women

Table 6**Dislikes**

- ◆ Negativity
- ◆ Better public transport poor paver
- ◆ Poor water pressure

- ◆ Lack of cohesion of human resources
- ◆ Lack of medical services and choice facilities
- ◆ Lack of multi-purpose facilities – buildings etc., community art space
- ◆ Deterioration of streetscape
- ◆ Lack of industrial land and opportunity
- ◆ Current W.C. facilities
- ◆ Lack of opportunities for young people
- ◆ Lack of visibility and access (horse industry)

Likes

- ◆ Natural environment
- ◆ Friendliness
- ◆ Ease of living
- ◆ Location
- ◆ Historic buildings
- ◆ Hume highway access
- ◆ Community spirit
- ◆ Arborium
- ◆ Seven creeks
- ◆ Sporting facilities
- ◆ Humorous place / quirky
- ◆ Upgrade of new library
- ◆ Great schools
- ◆ Great service clubs
- ◆ Great day trips
- ◆ Horse industry

Question 3: What are your needs, aspirations and priorities for the provision of community services in Euroa?

Table 1

Priorities

- ◆ Community inclusion
- ◆ After hours doctors service
- ◆ Dental services
- ◆ Keep our identity
- ◆ Reinvent grow our quirky possibilities
- ◆ Commercial services

Needs

- ◆ Positive aging policy: serves for older population but not just medical
- ◆ Music amphitheatre
- ◆ Get some action on the ground NOW!
- ◆ To tap into existing talents / resources and plans already done
- ◆ (More inclusive) for teenagers: not just those in high needs groups

Aspirations

- ◆ To keep our identity and beauty
- ◆ More interservice communication
- ◆ Community hub
- ◆ New resident kits
- ◆ Access – disability, younger / older
- ◆ Tree register
- ◆ Volunteer register – skills, other

Table 2

- ◆ Keeping secondary school functioning at its current level
- ◆ Regular bus to Shepparton for education (tertiary: that the ECEC can't provide recognising educational opportunities that are here) and work
- ◆ Cycling and walking paths
- ◆ Aged care / education / community health: more doctors and general health services
- ◆ Hospital
- ◆ Potential impact on current services if population increases
- ◆ Facilities in 7s creek park
- ◆ Performance area "sound shell"
- ◆ Arts centres overlooking water
- ◆ More industrial land? We could increase activity through that – how would you attract?
- ◆ Need to increase volunteer bank
- ◆ Receptiveness of Shire Council / CEO / workers to outsiders wanting to establish niche industries – what incentives are **there**?
- ◆ ?How to improve situation for rural community (drought)
- ◆ Community centre would be ideal – where do they go if not the pub?
- ◆ A place people can gather
- ◆ Community being affected
- ◆ DSE – take responsibility for creeks and rivers
- ◆ KEY not just to fund consultants and professionals but who is paying for these studies? What concrete outcomes are we getting from these consultancies
- ◆ Large council staff yet still get in consultants

Table 3

- ◆ Health – services
- ◆ Shopping
- ◆ Public transport – trains
- ◆ More recreational
- ◆ Growth
- ◆ Better aged facilities
- ◆ Better use of facilities incl. showground, recreational precinct
- ◆ Better spread of different age groups – work
- ◆ Trades people
- ◆ Better kindergarten facilities

Table 4

- ◆ Community services
 - Up to date medical services: sufficient, adequate

Table 5

- ◆ More entertainment for older citizens – educational things
- ◆ More doctors – a dentist – doctor 7 days a week, on call

- ◆ We need public beds at the Euroa hospital
- ◆ Rebuilding and updating of aged care facilities – Amaroo lodge
- ◆ Forum for welcoming new residents and supply of community directory for potential new residents
- ◆ A helipad – with lights for emergency services
- ◆ We need toilets at the Lions Park

Table 6

- ◆ Hospital / medical
- ◆ New aged car facilities
- ◆ Plus services to cater to new industries e.g. horse etc. for medical services
- ◆ More diverse housing
- ◆ More arts presence
- ◆ Protect and upgrade heritage buildings
- ◆ Accessible internal and external meeting / community spaces
- ◆ Community hall
- ◆ Seven creeks run needs to be utilised
- ◆ Role of council to offer greater support for both private ventures and community groups
- ◆ Welcome from Shire kit also!

4.3 Initial 'Vision' for Euroa

The vision for Euroa will provide a summary of the preferred future direction for the town. Based on discussions during the Summit and Community Workshop, the following key points could be used to inform Euroa's vision:

- ◆ A sustainable and Green City
- ◆ Tourism centre, especially for Melbourne day-trippers
- ◆ Compact Town Centre
- ◆ Diverse and affordable housing opportunities
- ◆ Top community facilities and programs
- ◆ Ideal walking and cycling opportunities
- ◆ Beautiful green spaces, offering many cultural activities and festivities
- ◆ A relaxing and inviting place to live, work and visit

Planisphere Urban Strategy Planners

L1/160 Johnston Street : Fitzroy : Victoria : 3065

Ph: (03) 9419 7226 : www.planisphere.com.au

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Planisphere
11 February 2010

Euroa Structure Plan

Traffic and Parking Issues and Opportunities Report



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Euroa Structure Plan

Traffic and Parking Issues and Opportunities Report

Prepared for
Planisphere

Prepared by

AECOM Australia Pty Ltd
Level 9, 8 Exhibition Street, Melbourne VIC 3000, Australia
T +61 3 9653 1234 F +61 3 9654 7117 www.aecom.com
ABN 20 093 846 925

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1.0 Introduction

AECOM has been commissioned by Planisphere to prepare a traffic and parking issues and opportunities report for the rural town of Euroa in Victoria to inform the Euroa Structure Plan which is being produced for the Shire of Strathbogie.

Euroa is located approximately 160 kilometres north-east of Melbourne and is primarily accessed via the M31 Hume Freeway in 1½ to 2 hours. Its location, midway between Melbourne and Albury, ensures Euroa is ideally positioned to attract travellers from the highway seeking a rest stop with modern amenities and historic attractions.

In 1992 the Hume Freeway bypass of Euroa was completed and this removed all through traffic from the Euroa Main Road (former Hume Highway). Travellers that stop in Euroa choose to do so and it is these people that Euroa should accommodate and capitalise on with its planning into the future.

This report investigates the traffic and parking issues in Euroa and identifies the opportunities available to promote Euroa as an ideal place for travellers to stop, whilst ensuring local transport needs and connections are accommodated.

2.0 Study Area

Six key areas within Euroa have been identified as integral to the future development of the town and these include:

- Town Centre
- Civic Area
- Seven Creeks Reserve
- Euroa Main Road Corridor
- Hospital/Aged Care
- Saleyards/Showgrounds

The traffic and parking issues and opportunities for these key areas, together with the transport links between them, have been investigated as part of this report.

3.0 Euroa Summit

A one-day Summit was held at the Civic Centre in Euroa on 9 December 2009 with representatives including Councillors, Council officers and Community group leaders. The aim of the summit was to brainstorm all the issues and opportunities across various disciplines, including traffic and parking.

The morning involved a walk around town discussing the various traffic and parking issues and opportunities whilst a bus tour was undertaken in the afternoon to travel to some of the more outlying locations.

The summit format ensured that issues could be identified, discussed and assessed on-site with those people affected. It also provided a chance for the local representatives to put forward their ideas for opportunities into the future.

The outcomes of the Summit are discussed in the Section 4.0.

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4.0 Town Centre

4.1 Issues

On-street parking in the town centre is difficult – on-site observations revealed that during the lunchtime period the occupancy rates for on-street parking along Binney Street were high and as a result vehicles were unable to locate a car park.

Off-street parking is underutilised – there are off-street car parks adjacent to Binney Street with ample car parking however these are poorly signed, have uneven surfacing and average pedestrian access points and are therefore underutilised. The lack of awareness of these parking areas puts additional pressure on the on-street parking spaces. Figure 1 shows the unsealed Council car park behind (west of) Binney Street.

Figure 1: Off-street car park west of Binney Street



Pedestrian links to off-street car parks inconspicuous – access points to rear off-street car parks are not signed and difficult to locate masking their presence.

Illegal u-turns at Binney Street/Railway Street – the high occupancy rates for on-street car parking together with the lack of direction to the off-street car parks increases the volume of traffic circulating along Binney Street. At Railway Street those seeking a car park perform an illegal u-turn at the T-intersection which can pose a safety risk to other road users.

No formal parking area for RVs, caravans etc. – many vehicles stopping in Euroa from the Hume Freeway are towing caravans or boats or are larger RVs that cannot park within the existing parking space dimensions. This makes accessing town amenities more difficult for these visitors as they must park further away and walk. Those visitors that know that town centre parking is not available may not stop at Euroa on future trips.

Lack of directional signage for pedestrians – pedestrian links between the town centre and adjacent areas are good, however, no wayfinding signs are provided to direct visitors to key destinations. Tourists therefore do not know what local attractions are in Euroa and that these can be accessed by foot.

Poor pedestrian access at Euroa Railway Station – there is a subway providing access to the station, which floods during heavy rain and is generally of a poor quality. The station is currently undergoing platform and gauge works as part of the North East Rail Revitalisation Project but these works do not appear to include local station improvements.

Parking opportunities at the Medical Centre limited – vehicles sometimes illegally park and obstruct Medical Centre access for emergency vehicles due to the limited parking opportunities in the vicinity of the Binney Street/Brock Street intersection.

4.2 Opportunities

Encourage walking within the town centre – the town centre is compact and easily walkable from end to end (less than 300 metres). The footpaths are of a high standard and most are covered by shop awnings. These aspects need to be promoted and people encouraged to park once and walk between shops whilst in the town

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centre. Links to off-street car parks can also be improved to encourage walking. Walking initiatives should be developed in line with the Walking and Cycling Strategy prepared by Strathbogie Shire Council.

Improve off-street parking areas – there is scope to greatly improve car park west of Binney Street. This Council owned land has scope for significant improvements such as the provision of hard standing, line marking and signage to encourage its use. Its proximity to the town centre all but guarantees it will be used if improved, particularly if pedestrian links and signage are upgraded/provided.

Incorporate off-street parking into the Library redevelopment – there is an opportunity to ensure that the Library redevelopment incorporates off-street parking and high quality pedestrian links to Binney Street.

Improve pedestrian links to off-street car parks – pedestrian links to off-street car parks can be improved through the provision of lighting, good surfacing and signage (particularly to/from Binney Street). Improving the links will increase the prominence and attractiveness of off-street car parking, therefore increasing its utilisation and reducing the pressure on the Binney Street on-street parking.

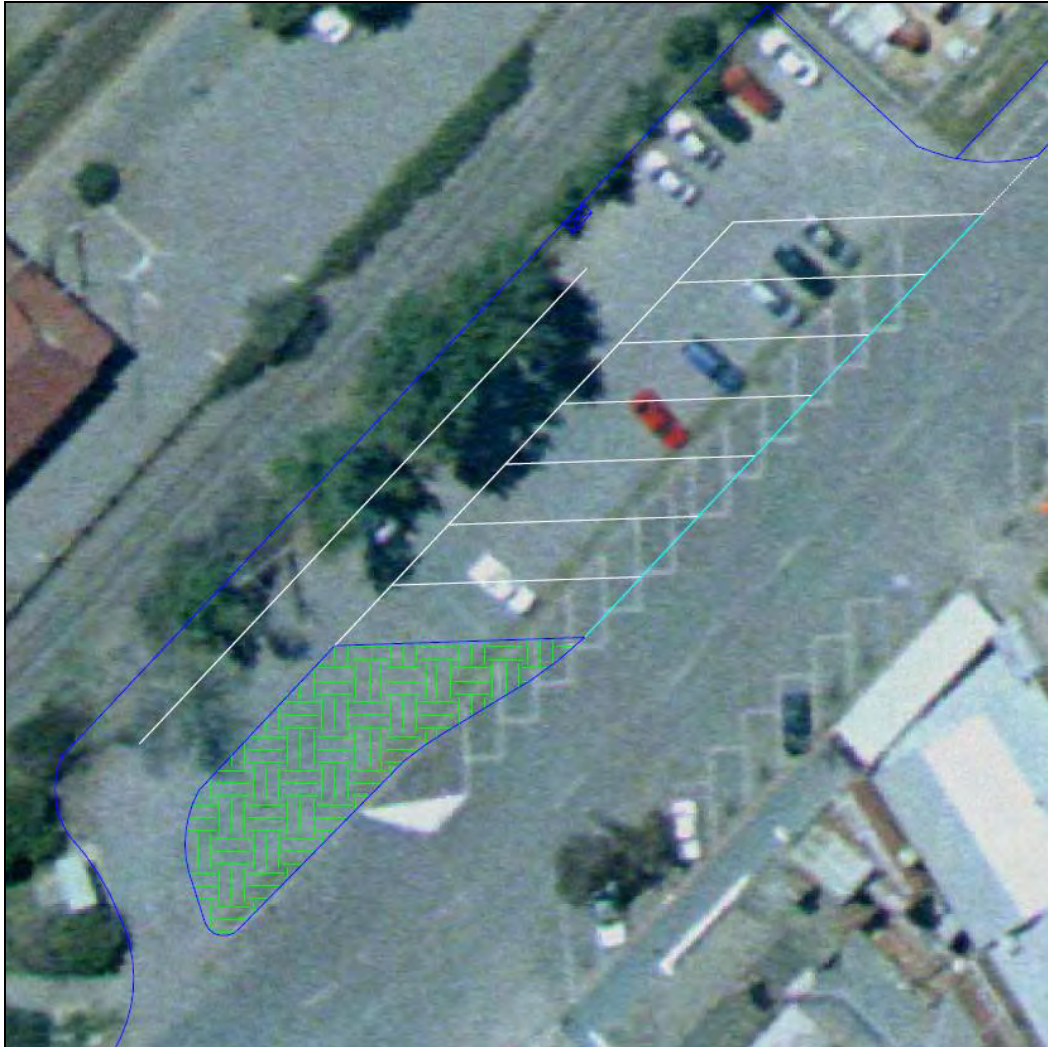
Provide roundabout at the intersection of Binney Street and Railway Street – providing a roundabout at this intersection will allow vehicles to safely u-turn at Railway Street when circulating on Binney Street.

Provide RV parking in the Town Centre – Euroa is seeking to capitalise on the opportunities that the Hume Freeway offers the town by providing RV friendly facilities to encourage travellers to visit when passing by. The aspiration is to become a member of the official RV Friendly Town Scheme, which is an initiative of the Campervan and Motorhome Club of Australia (CMCA) to “...encourage expansion of tourism related infrastructure and services and promote the economic advantage to small towns by providing RV tourist specific amenities.” These suggested amenities include:

- access to 24 hour medical and pharmacy services;
- parking within close proximity to the general shopping area with groceries and fresh produce;
- service centre for basic vehicle repairs;
- a Visitor Information Centre (VIC) and town map with essential services;
- access to potable water;
- access to a Dump Point;
- provision of short term (24/48/72+ hour) parking;
- provision of longer term parking within 5-20km of town centre, at a reasonable rate; and
- 'RV Friendly Town' signs to be erected within the town environs.

Sites with suitable amenities for RVs or vehicles with trailers (caravans, boats etc.) were identified during the Summit as follows:

- Bowls club on Templeton Street – this site provide is approximately 500 metres from the town centre by foot and is accessed via the Twomeys footbridge. This location is in Seven Creeks Reserve and may mean removal of some trees and grassland. To access this location vehicles do not pass through the town centre. Wayfinding signage to the town centre and key attractions as well as footpaths and crossing points would need to be greatly improved for this site to be viable.
- Seven Creeks Reserve (Kirkland Avenue) – this location, approximately 600 metres from the town centre, is currently used informally by RVs and vehicles with trailers. There is limited kerb space and manoeuvring can be difficult during busy periods. Provision of an off-street car park would mean encroaching on the Reserve which is not desirable.
- Euroa Railway Station (north car park) – there is scope to provide facilities at this location however the railway line forms a significant barrier to the town centre. The current poor quality subway would not be suitable link between this site and the town and alternative links would need to be explored. The future use of this land is also unclear.
- Euroa Railway Station (south car park) – the existing car park on Railway Street south of the station would provide a suitable location for RV parking in the town centre. If the Visitor Information Centre was relocated to Railway Street, this site would be even better as many visitors follow the “i” signs when entering an unfamiliar town. A service centre currently operates adjacent to the car park. A concept design has been developed for the large vehicle parking area to determine the feasibility of the site and this is provided in Figure 2. There is provision for up to seven RV or vehicle trailer combinations and space for a dump point and fresh water.

DRAFT**Figure 2: RV park concept design at Euroa Railway Station**

The concept design caters for the swept path of all vehicle combinations expected to use the large vehicle parking area. There is scope to incorporate general parking or provide parkland or other recreational areas within the design footprint. The lost car parking spaces can be accommodated on the north side of the railway line in an improved car parking area.

The preferred route for vehicles using this parking area would be via Euroa-Main Road, Binney Street and Railway Street. The relatively low volume of vehicles would not adversely impact Binney Street but would provide visitors with a sample of what amenities are available in the town centre. The alternative route of Anderson Street is not recommended as visitors will not pass through the town centre.

Develop wayfinding strategy and implement pedestrian directional signs – a wayfinding strategy to encourage walking in the town centre and between key areas should be developed. The strategy should seek to actively encourage walking as an alternative to driving and key destinations should include historic points of interest, amenities such as toilets, recreational centres and parks and shopping areas as a minimum. The strategy should lead to the implementation of pedestrian wayfinding signage throughout the key areas of Euroa. The strategy should take into consideration the outcomes and recommendations of the Walking and Cycling Strategy prepared by Strathbogie Shire Council.

Improve pedestrian links at Euroa Station – the railway line provides a barrier between north Euroa and the town centre with a poor quality subway that floods in heavy rain providing the only immediate crossing point. Opportunities should be explored to develop significant pedestrian and cyclist links at the station to integrate wider transport links with local movements.

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Acquire (Telstra) land on Brock Street and redevelop as off-street car park – there is the opportunity to purchase this land and develop a high quality car park to service the Medical Centre and the town centre (Figure 3). The toilet block may need to be relocated as part of any redevelopment.

Figure 3: Telstra owned land a possible site for a future off-street car park



5.0 Civic Area

5.1 Issues

Lack of off-street parking for Council staff – local residents were not pleased with Council staff parking outside their properties so staff vehicle parking was relocated to a vacant block adjacent to the Civic Centre. This is soon to be redeveloped and there is a lack of off-street parking opportunities in this area.

No wayfinding signs to the town centre – the footpath links between the Civic area and the town centre are good however no wayfinding signs are provided for pedestrians.

5.2 Opportunities

Identify off-street parking site for Council – the shortage of available land to accommodate off-street parking in the Civic area for Council staff makes it challenging to identify a suitable site. There may be opportunities to review existing on-street parking restrictions to improve the operation of these and accommodate Council staff vehicles.

Develop wayfinding strategy – the wayfinding strategy discussed in Section 4.2 will incorporate links between key areas of Euroa including the town centre and civic area.

6.0 Seven Creeks Reserve

6.1 Issues

Informal RV parking along Kirkland Street – RVs and vehicles with trailers park on Kirkland Street as it is a suitable location for large vehicles. As such the travellers generally visit Seven Creeks Reserve but do not go into the town centre. An off-street car park in a more central location would provide a better alternative as there is limited spaces for these vehicles.

Inconspicuous walking track along Seven Creek underutilised – recently a walking track along Seven Creek linking the Reserve to Brock Street was formalised with improved surfacing. The entrance to this track from the

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Reserve is hidden with the red line in Figure 4 showing the only access point from the Kirkland Avenue path. No signs to the track at its entrance have been installed.

Figure 4: Hidden entrance to Seven Creek walking track



Limited links to Seven Creek walking track from Kirkland Avenue – a stone wall at the Age Club prevents access to the Seven Creek track from Kirkland Street.

Poor access at Twomeys footbridge – the access point at Twomeys footbridge is poor and used as an unofficial staff car park for the IGA supermarket. There are no wayfinding signs to the Bowls Club or Seven Creeks Reserve. The formal crossing point at Kirkland Street is not on the pedestrian desire line and does not direct pedestrians to the track.

No footbridge over Seven Creek between the tennis courts and the football oval – the original footbridge fell into disrepair and was removed years ago and not replaced. As a result Seven Creek forms a barrier for pedestrians between the tennis club and the football oval.

Lack of continuity for Seven Creek track (at and east of Euroa-Main Road) – the Seven Creek walking track does not continue underneath the Euroa-Main Road and the caravan park provides a barrier to its continuity east of this road.

6.2 Opportunities

Provide RV parking in town centre – as discussed in Section 4.2 RV parking opportunities have been identified in the town centre at the station and the provision of this car park will relieve the pressure that Kirkland Street during busy periods. It will also encourage visitors into the town centre and make it much more accessible to these types of travellers. RVs and vehicle trailer combinations should still be permitted to use Kirkland Street if parking is available. Signs should be provided at Kirkland Street directing RVs to the town centre car park in the event that no on-street parking is available.

Improve entrance and signage to Seven Creek walking track – a formal track leading from the Kirkland Street path to the Seven Creek walking track should be provided and this should be supplemented with clear signage directing walkers to key destinations such as the town centre.

Create additional access points to the Seven Creek walking track – provide a gap in the stone wall to link to the Seven Creek walking track and investigate other opportunities to improve the accessibility of this track from other attractions.

Improve access and prominence of track at Twomeys footbridge – identify an alternative car park for IGA staff and provide a prominent entrance to the Twomeys footbridge and the Seven Creek track. There is opportunity to provide benches and other walking amenities at this location. Provide wayfinding signage highlighting key attractions and routes. Provide a formal crossing point on the pedestrian desire line north of Brock Street to forming a continuous route to the town centre.

DRAFT**Figure 5: Preferred location for a formal crossing point linking Seven Creek to town centre**

Provide a footbridge link between tennis courts and the football oval – constructing a footbridge will provide a vital link across Seven Creek where it is needed, greatly improving accessibility within Seven Creeks Reserve.

Improve pedestrian links through the sports and recreational area – the limited pedestrian links need to be formalised and expanded to encourage greater movement to/from and through the recreational areas in the northern section of Seven Creeks Reserve. This network needs to be supplemented with wayfinding signage highlighting key attractions.

Investigate opportunities to provide a continuous path along Seven Creek – the Masterplan for the caravan park may have scope to enable a continuous path to be developed along the creek. If this is not possible then the feasibility of providing a path along Kirkland Avenue east of Euroa-Main Road linking Seven Creeks Reserve to the path at White Street should be investigated.

7.0 Euroa Main Road Corridor

7.1 Issues

Town Centre poorly signed from the Euroa-Main Road – there is conflicting signage for vehicle access to the Town Centre with one finger post sign at Euroa-Shepparton Road and one directional sign at Binney Street. The Binney Street sign is difficult to see due to its small size and the prominent flags on the central reservation.

Heavy vehicles parking on the verge of Euroa-Main Road for extended periods – heavy vehicle drivers park their trailers on the verge of Euroa-Main Road for days creating an unsightly entrance to Euroa and posing a safety risk.

Function of Euroa-Main Road not defined – future traffic improvements and the scale of these will depend on the agreed function of the Euroa-Main Road.

No pedestrian/cycle link to the Euroa Arboretum – there is no off-road pedestrian/cycle link between the Arboretum and the Town Centre.

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7.2 Opportunities

Improve town centre directional signage from Euroa-Main Road – there is the opportunity to clearly define a single link to the Euroa town centre from the Euroa-Main Road to encourage travellers to utilise all the amenities available. The finger post sign should be removed and the prominence of the directional sign at Binney Street increased so it can be seen from further away. There is the opportunity to provide advanced signage stating the distance to the Binney Street turnoff. Relocating the Visitor Information Centre to the town centre will benefit Euroa as travellers often follow the “i” sign when entering an unfamiliar town.

Consider alternative sites heavy vehicle parking – the possibility may exist to utilise the disused service station sites along the Euroa-Main Road to park truck trailers for extended periods. This will require landowner permission but will remove these trailers from the verge allowing improvements to the Euroa-Main Road to take place.

Euroa-Main Road as a Gateway and key link – the function of the Euroa-Main Road from a traffic perspective is to provide an attractive link to the town centre and key attractions whilst maintaining its Avenue of Honour status. To achieve this clear signage to the town centre and key attractions such as Seven Creeks Reserve must be provided.

Provide a shared path linking Euroa Arboretum to the cycling walking network – a shared path along the Euroa-Main Road would provide an ideal recreational link for cyclists and pedestrians between the town centre and the Arboretum. Initial observations indicate that a path may be possible along the southern side of the Euroa-Main Road.

8.0 Hospital/Aged Care

8.1 Issues

Perceived concern that links between the hospital/aged care precinct and the town centre do not adequately cater for mobility scooters – on-site observations revealed that level kerbs at road crossings, suitable surfacing and appropriate widths provide a satisfactory route for mobility scooters.

8.2 Opportunities

Review of key links – pending the identification of a key walking network for Euroa from the Walking and Cycling Strategy, a detailed audit of the route between the Hospital/Aged Care area and the town centre may reveal local constraints that can be prioritised for resolution into the future.

9.0 Saleyards/Showgrounds

9.1 Issues

Use of saleyards for the storage of truck trailers is not favoured due to security concerns – truck trailers can be stored here however this site is not heavily used due to its distance from the town centre and limited security at the site.

9.2 Opportunities

Increase security presence – there may be an opportunity to provide security at the site however its distance from the town centre may still discourage truck drivers to park trailers at this location.

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10.0 General

10.1 Issues

No formal crossing facility at the Campbell Street railway crossing – there is no footpath or formal crossing facility at this location which is used by school children and locals (Figure 6).

Figure 6: Campbell Street railway crossing looking south



10.2 Opportunities

Provide a footpath and formal crossing facility at the Campbell Street railway crossing – this will greatly improve safety for pedestrians at this location.

Community Services Audit, Euroa Structure Plan

February 2010

Draft

Symplan Consulting

Planning for People, Place, Purpose



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Community Services Audit

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1 Background

1.1 Purpose of study

Symplan Consulting was engaged by Planisphere to prepare a community services audit (CSA) as part of the development of the Euroa Structure Plan. This study is one of a number of specialist studies that together will inform the structure planning process.

The community services audit (CSA) guides the strategic delivery of the social infrastructure component of the Euro Structure Plan. It also identifies the way in which the social infrastructure component supports the broader vision and strategic framework of the Structure Plan.

The findings of this CSA may also be used to identify baseline information that can support the monitoring and review of the Euroa Structure Plan.

1.2 Scope of research

The scope of the research relates specifically to the social infrastructure component of the Euroa Structure Plan. It therefore incorporates the following:

- understanding the role that Euroa plays as a rural centre within the Hume Region and Shire of Strathbogie;
- preparing a community profile describing the socio-demographic and socio-economic characteristics of the Euroa community;
- identifying, mapping and detailing the existing services and facilities within the town of Euroa.;
- identifying drivers of change that will influence the provision of community services in the future; and
- projecting the level of services provision that will be required to satisfy the town's future needs over the Structure Plan period.

1.3 Study area

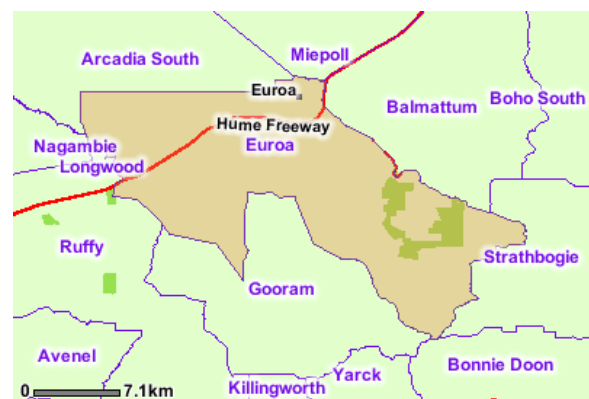
The study area has been defined on the basis of the role that the town of Euroa plays in providing services to the broader regional catchment. It therefore incorporates both the Euroa Urban Centre and the Euroa State Suburb, as defined by the ABS Census of Population and Housing. These two areas are illustrated in Figures 1 and 2 below.

Figure 1 - Euroa Urban Centre



Source: ABS Census of Population and Housing, 2006

Figure 2 - Euroa State Suburb



Source: ABS Census of Population and Housing, 2006

1.4 Process

1.4.1 Methodology

The methodology guiding the preparation of the CSA is illustrated in Figure 3 below.

Figure 3 - Methodology



1.4.2 Sources of data

The CSA has relied on the following sources of data and information:

- **Literature review** covering the strategic planning framework, and the theory and practice of community service audits.
- **Quantitative data** covering the community profile.
- **Qualitative information** derived from the Euroa Summit and community workshop held on the 2nd of December 2009.
- **Site orientation visit** of the key sites and town attributes undertaken on the 2nd of December 2009.

Appendix 1 provides a list of sources used to inform this CSA.

1.5 Limitations and assumptions

The research process has been subject to the following limitations which should be considered when applying the findings presented in this report.

Limitation		Associated assumptions
Data		
Quantitative databases	<p>The various databases used have not been independently verified and it is therefore assumed that they are accurate.</p> <p>The ABS will conduct another Census of Population and Housing early in the Structure Plan period. The data used to prepare this CSA will therefore be out of date and will need to be reviewed following the release of the latest census figures.</p>	
Population projections	<p>The only population projections available for Euroa were not broken down into age cohorts. It has therefore been necessary to assume that the projected demographic profile for Euroa will reflect that of the Goulburn Sub-Region.</p>	
Qualitative information	<p>As the CSA did not undertake an independent stakeholder engagement process, it has been assumed that the qualitative data collected during the Euroa Summit and community workshop held on the 2nd of December 2009 reflects the needs, aspirations and expectations of the broader community, particularly in relation to the delivery of social infrastructure.</p>	
Assessment of community need		
Benchmarks and standards	<p>Standards and benchmarks play an important role in assessing community needs and demands by providing a clear evidence base. However, it is acknowledged that each community has unique characteristics and aspirations and that universal standards and benchmarks do not take account of expressed or latent needs. It is therefore essential that the standards and benchmarks used in this CSA are carefully applied and are verified together with service providers, stakeholders and community representatives. They are therefore used mainly as a guide to detailed planning</p>	
Utilisation and capacity rates	<p>The scope of the CSA did not include a survey of service providers to determine existing and projected utilisation and capacity rates. It has therefore been necessary to rely on the qualitative information obtained through discussions with the stakeholders.</p>	

1.6 Conceptual framework

The terms and concepts used throughout this CSA are described and defined below.

Activity	An activity is the use or uses to which a service or facility is put.
Catchment	<p>A catchment is the geographical unit defined for the purposes of a particular study. It may be demarcated by physical features such as roads or rivers, jurisdictional boundaries such as local government areas or statistical collection districts such as 'urban areas', 'suburbs', 'postal areas', or 'postcodes'. The catchment community/population is that group of existing or potential users of the community services and facilities. The catchment community/population includes residents (permanent and temporary), visitors and workers.</p> <p>Catchments typically refer to both size of population and travelling or physical distance from social infrastructure. However, due to the small size of the community under consideration, the catchments used for the purposes of this study refer to travelling and physical distances from social infrastructure only.</p> <p>The catchments used for the purposes of this study are the Euroa Urban Centre and Euroa State Suburb, as illustrated in Figures 1 and 2 above.</p>

The catchment used for this CSA therefore include the following:

Neighbourhood - Collection of homes defined by boundaries such as roads, paths, water courses, form of development and relationship to neighbourhood facilities which are usually within walking distances. The physical catchment of a neighbourhood is therefore up to 3km. Facilities typically provided at the neighbourhood level include community meeting spaces, neighbourhood houses, religious institutions, corner stores, local parks and playgrounds.

Urban Centre¹/local areas – Urban Centres or local areas consist of contiguous neighbourhoods. They that provide services and facilities such as primary schools, medical centres, retail strips or shopping centres, aged care services, child care centres and kindergartens that are used by more than one neighbourhood. Through collaboration and referral networks, facilities in local areas provide connections to neighbourhoods, districts and local government areas. The physical catchment of a local area is between 3-5km. In the context of this CSA, the Euroa Urban Centre is considered a local area.

District/State suburbs² – Districts are defined regional geographies within a local government area, often defined by statistical boundaries, the broader road and transport networks, and natural features such as rivers and ridges. Social infrastructure provided at the district level is expected to cater for a range of universal and diverse needs. It therefore includes secondary and tertiary education, allied health, hospitals, support and welfare services, The physical catchment of a district is between 5 and 20km. In the context of this CSA, the Euroa State Suburb is considered a district.

Local government³ – Local government areas are the third tier of government in Australia. They are the jurisdiction responsible for the allocation of funds for the provision of a number of services to the local community. In many instances these services are delivered through collaboration between health agencies, local businesses, community and voluntary organisations. In the context of this CSA, the Shire of Strathbogie is the local government area.

Community services audit

A community services audit is an inventory of existing services and facilities available to a community. Community service audits identify, map and categorise the services and facilities, and compare rates of provision with universal standards and benchmarks.

Community needs assessment

Community needs assessment is a process that identifies key issues and assets within a defined community. This process involves gathering information on people's needs, aspirations and opinions and making recommendations on future service provision. It also involves prioritising and phasing the delivery of social infrastructure according to available sources, allocating responsibilities and making recommendations on funding and governance structures.

Hard and soft social infrastructure⁴

Social infrastructure includes community facilities, services and networks that help individuals, families, groups and communities meet their social needs and enhance community wellbeing. It includes *universal facilities* such as education, health, open space and recreation that meet the broader needs of the communities; *lifecycle targeted* facilities and services such as aged care and kindergartens, and *targeted facilities and services* that cater for groups with special needs such as people with a disability.

Hard infrastructure generally refers to the physical structure that provides transportation, education, health and recreation. It therefore includes buildings, roads, basic utilities and sports fields.

Soft infrastructure refers to the processes and networks that combine to delivery

¹ As defined by the ABS Census of Population and Housing, 2006

² As defined by the ABS Census of Population and Housing, 2006

³ As defined by the ABS Census of Population and Housing, 2006

⁴ Adapted from Casey, Sharyn (2005) *Establishing Standards for Social Infrastructure* UQ Boilerhouse Community Engagement Centre, The University of Queensland p7

social infrastructure. It therefore generally involves through collaboration, partnerships, stakeholder engagement, capacity building, skills development, governance structures and funding mechanisms. It also incorporates non-physical features that connect the hard infrastructure to the broader community such as movement patterns, connections and people's behaviours.

Inventory

An inventory is a detailed list that categorises and describes existing services and facilities according to type, location, size and contact details.

Models of service delivery⁵

Social infrastructure is traditionally delivered through one or a combination of the following models:

Stand-alone facilities are dedicated facilities serving a specific purpose satisfying individual or community needs.

Co-located facilities include jointly located service providers within a single facility. They usually do not involve integration but may share premises or other facilities such as parking, administration, rooms and amenities.

Integrated service centres or nodes are jointly located, integrated service providers. They provide a co-ordinated, one-stop-shop approach to case management and service delivery e.g. medical centre, allied health services and maternal and child health centre. Integrated service centres or nodes may include co-located services and facilities or may involve partnerships between services that are provided in different but proximate locations.

Hubs are a collection of services and facilities. These facilities may be clustered on the same or adjoining sites, or may be delivered through partnership arrangements between a range of different service providers. These facilities may or not be integrated but provide a focal point for community activity. Hubs may be a base for services that are provided for both the local and broader community. The range of services included by hubs may either be directed at a particular target group such as older people, or may consist predominantly of one type of service such as health or education.

Needs⁶

There are a number of different quantitative and qualitative needs that are taken into account during a CSA.

Felt need is what people say they need.

Expressed need is actual demand measured through waiting lists.

Comparative need is determined by comparing rates of existing provision with rates within similar or different communities.

Latent need is need that will result from changes in the existing community profile as a result of growth, ageing or migration.

Needs do not take account of factors affecting the commercial viability of existing or proposed community facilities such financial resources, spending patterns and disposal income.

Precinct

A precinct is the geographic/physical area within which services are located (see models of delivery above).

Services and facilities

A *service* generally relates to an activity or community resource such as education, health and recreation.

A *facility* generally refers to the physical structure or hard infrastructure within which an activity takes place or a service is delivered. For example, a medical centre is the facility within which the health service is delivered, and a primary school is the facility within which the education service is delivered.

Standards and

Standards generally refer to a 'norm' and consist of quantitative rates of provision

⁵ Queensland Government (2007) *South East Queensland Regional Plan 2005-2026 Implementation Guideline No. 5 Social infrastructure planning* Office of Urban Management, Department of Infrastructure p48

⁶ Queensland Government (2007) *South East Queensland Regional Plan 2005-2026 Implementation Guideline No. 5 Social infrastructure planning* Office of Urban Management, Department of Infrastructure p39

benchmarks	that are considered adequate. <i>Benchmarks</i> generally describe relative adequacy and may incorporate both quantitative measures and the qualitative expression of aspirations and expectations.
Target population	That group within the community that is most likely to use the service or facility. It can include the existing community and the community that is likely to reside in the study area.

2 Context

The Euroa Structure Plan and CSA are influenced by the contextual features described below.

2.1 Physical location

Euroa is one of four main townships in the Shire of Strathbogie and is the home of the Shire's administration. It is located within the Goulburn Valley Sub-Region of DHS Hume Region. The town can be accessed by road via the Hume Highway to the east. The Euroa railway station, which is located on the Melbourne to Sydney rail route, is situated west of town centre.

Euroa functions as a rural centre, providing services to its local community and to towns such as Strathbogie and Violet Town within the district. Although Euroa is no longer located along the Hume Freeway, its good accessibility to both Melbourne and Shepparton makes Euroa a convenient tourist 'stop off point'.

2.2 Strategic planning framework

The goals in the **Strathbogie Council Plan** are to provide a network of accessible, diverse, connected, responsive and effective services; an environment that supports sustainable investment; and destination that attracts visitors and enhances economic and recreational opportunities. It identifies a number of drivers of change that will influence and inform the delivery of services including climate change, infrastructure development, the delivery of housing and the growth in tourism.

The **Euroa Community Plan** confirms the significance of community services and infrastructure and their role in creating a healthy, engaged community. Actions included in the Action Areas support the provision of a range of sporting and recreational activities and facilities such as a hockey field and an improved pool; the engagement of young people and families and the consolidation of the town's historic attributes.

The four priorities contained within the **Strathbogie Municipal Public Health Plan 2007-2010** are reduced health inequalities, building collaborative partnership, promoting a healthy lifestyle and creating opportunities for healthy lifestyle through sustainable economic development and increased service development.

Objectives within the **Strathbogie Municipal Strategic Statement** include enhancing lifestyle, strengthening the community and planning and delivering infrastructure services. This is to be achieved through encouraging the provision of amenity lifestyle living within rural areas through a strategic and planned approach.

The **Euroa Rural Residential Development Plans** identify two sites to the south-west of the Euroa Town Centre intended for expansion of the residential component. The *Walters/Wilkins Road* site (Figure 5) is likely to yield approximately 74 lots and the *Eastern Gateway* site (Figure 6) is likely to yield approximately 111 lots. Together these rural residential sites are likely to create approximately 180 households.

Figure 4 - Walters/Wilkins Road Rural Development Site



Figure 5 – Eastern Gateway Rural Development Site



2.3 Initiatives

The Euroa Community Education Centre is a Registered Training Organisation that has operated since 1975. It is located in Binney Street in the retail and business core of Euroa. It provides a range of accredited and non-accredited courses and workshops for individuals, businesses, the farming community and school leavers in the Strathbogie Shire region. It also provides lifestyle and recreation courses and business services such as room hire, internet and computer facilities, typing, faxing, laminating and photocopying.

In 2009 the Euroa Community Education Centre purchased the adjoining building with a view to expand its training opportunities. This initiative, which is part of the overall vision for the ECEC to become a community hub, will be implemented in partnership with the Strathbogie Shire Council and the Euroa Library.

2.4 Community and health and wellbeing profile

2.4.1 Socio-demographic profile, 2006

The key features of Euroa’s socio-demographic profile are outlined in Figure 6 below.

Figure 6 - Key features, socio-demographic profile, Euroa Community, 2006⁷

Indicator	Euroa Urban Centre		Euroa State Suburb		Strathbogie Local Government Area
	Number	% total	Number	% total	% total
Total dwellings (number and % of Strathbogie LGA)	1,184	31.3	1,361	35.9	3,788
Total population (number and % of Strathbogie LGA)	2,776	29.9	3,222	34.7	9,295
Males	1,325	47.7	1,555	48.3	49.7
Females	1,451	52.3	1,667	51.7	50.3
Indigenous population	20	0.7	19	0.6	0.8
Infants 0-4	146	5.3	177	5.5	4.9
Mature adults 65+	781	28.1	843	26.2	22.2

⁷ ABS Census of Population and Housing 2006, Quickstats and Basic Community Profiles

Median age	49		48		37
Speaks English only	2,624	94.4	3,047	94.5	93.4
Married	1,142	49.1	1,380	51.2	53.1
Never married	611	26.2	690	25.6	24.7
Separated or Divorced	282	12.1	322	11.9	12.9
Widowed	294	12.6	308	11.4	9.2
Attending Pre-school	39	1.4	47	1.5	1.5
Attending Primary School	193	7.0	225	7.0	7.4
Attending Secondary School	172	6.2	204	6.3	6.7
Attending TAFE	33	1.2	38	1.2	1.1
Attending University	29	1.0	37	1.1	0.6
Need assistance	194	7.0	205	6.4	5.5
Volunteer persons aged 15 and over	631	27.1	778	28.8	28.1
Provided unpaid care per person aged 15 and over	246	10.6	288	10.7	12.2
Lone person household	431	35.4	455	32.4	29.3
One parent families	119	16.2	124	14.1	12.9
% dwellings with no internet connections		56.0		53.3	48.9
% dwellings with no vehicles	133	11.2	136	10.0	6
Lived at same address 1 year ago	2,247	96.4	2,629	97.4	98.7
Lived at different address 1 year ago	361	15.5	410	15.2	14.5
Lived at same address 5 years ago	1,588	68.1	1,853	68.6	69.6
Lived at different address 5 years ago	907	38.9	1,045	38.7	38.5

This figure illustrates that one third of the Shire's dwellings and almost one third of the Shire's population are located in Euroa. It also illustrates that Euroa has a relatively high median age and a relatively high proportion of:

- women;
- adults aged over 65;
- people who have never married and are widowed;
- people needing assistance;
- people not in the labour force;
- lone person households;
- one parent families;
- dwellings with no internet connections; and
- dwellings with no vehicles.

Figure 7 below illustrates that the average household size in Euroa has decreased steadily between 1981 and 2006.

Figure 7 - Average household size (persons), Euroa, 1981-2006

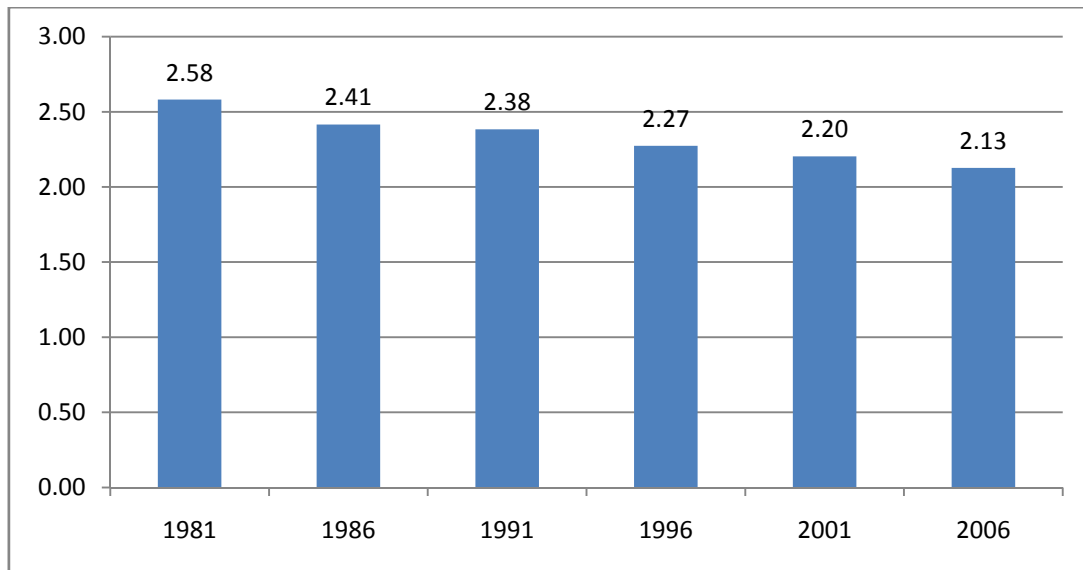
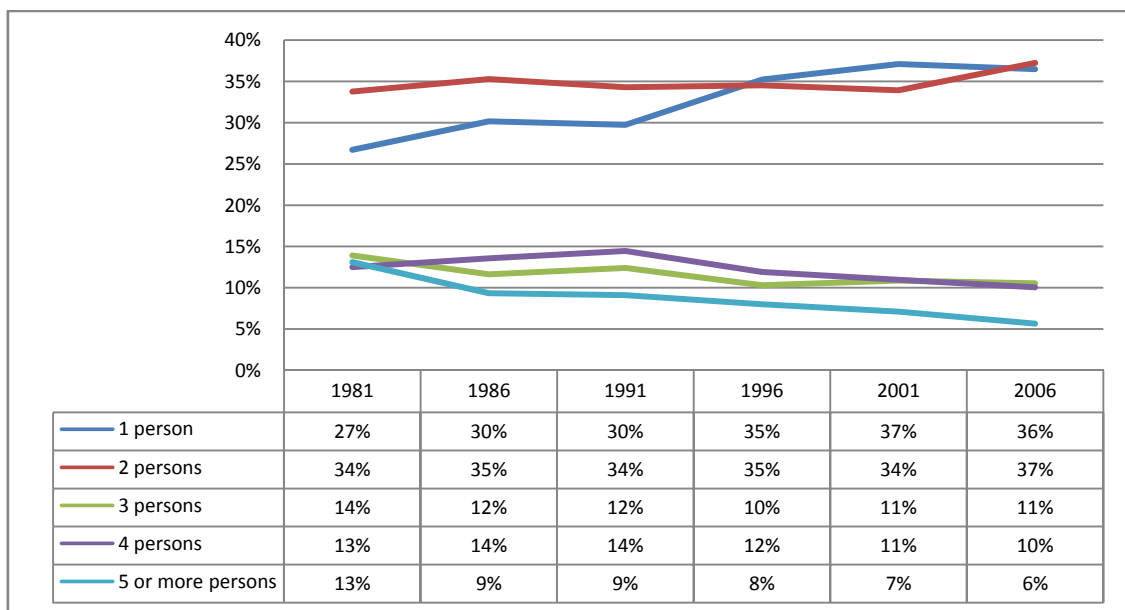


Figure 8 below illustrates that one and two person households have historically been the most common household size in Euroa since 1981. However, should the existing trend continue into the future, two person households will become more common. This is likely to be due to the fact that Euroa is becoming a popular destination for ‘tree changers’ and active retirees.

Figure 8 – Number of people per household, Euroa, by size of household 1981-2006⁸



2.4.2 Socio-demographic profile, changes of time

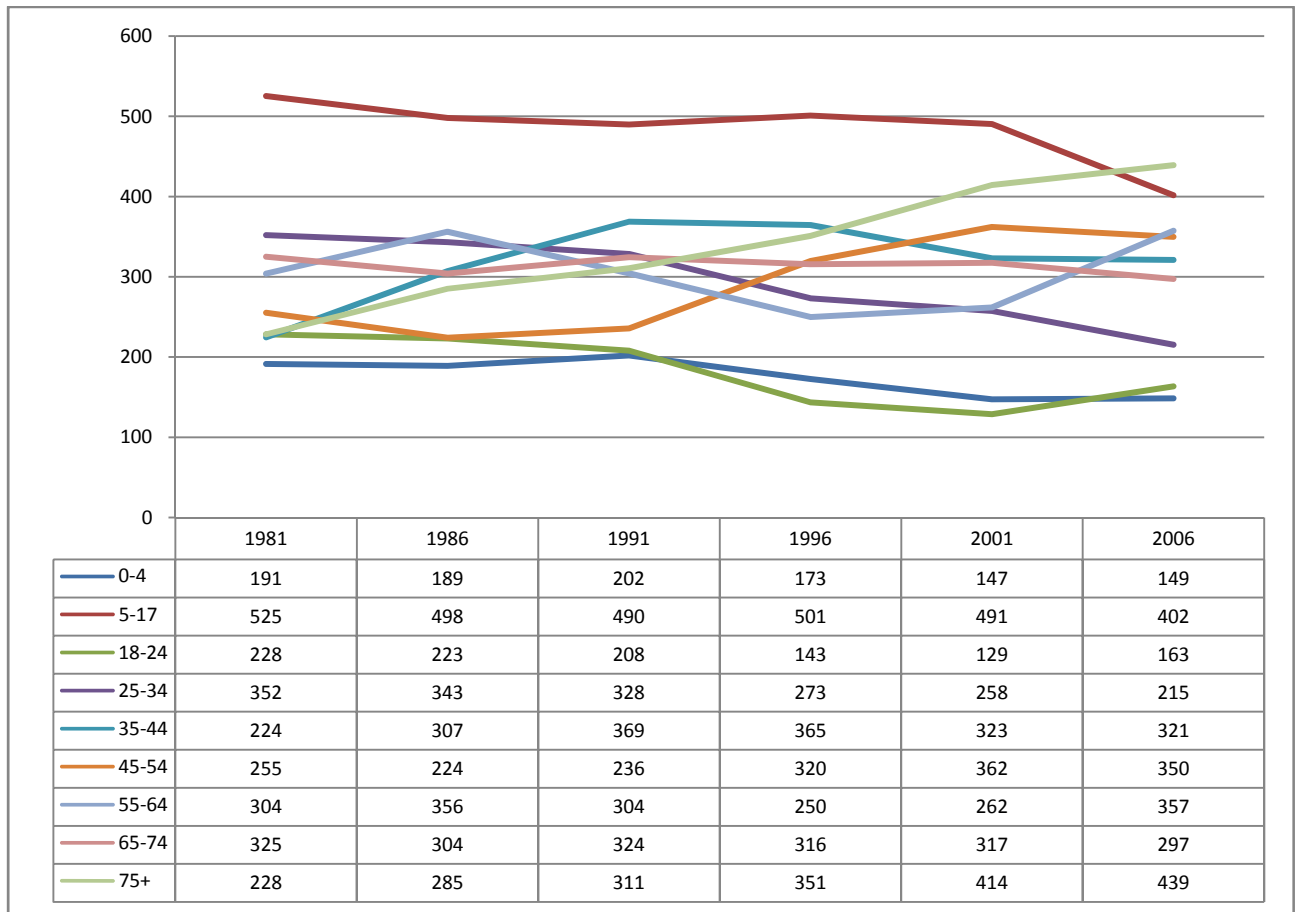
Figure 9 below illustrates the relative changes in age cohorts between 2001 and 2006. This figure illustrates that:

- The 75+ age cohort has grown from being the third smallest age cohort (together with the 18-24 cohort) in 1981 to the largest in 2006.
- The 75+ age cohort is the only cohort that has grown consistently between each Census period.
- There has been an overall decline in all cohorts younger than 44 and an overall increase in all cohorts older than 45 since 1996.

⁸ Towns in Time

- Since 2001 there has been an increase in the 18-24, 55-64 and 75+ age cohorts.

Figure 9 - Changes in age cohorts, Euroa, 1981-2006



2.4.3 Socio-economic profile

Figure 10 below describes the socio-economic profile of the Euroa community.

Figure 10 - Socio-economic profile, Euroa Community, 2006

	Euroa Urban Centre		Euroa State Suburb		Strathbogie Shire Council	
	Persons aged < 15	% Total persons aged > 15	Persons aged < 15	% Total persons aged > 15	Persons aged < 15	% Total persons aged > 15
Persons aged 15 years and over	2,331	100.0	2,700	100.0	7,738	100.0
Labour force status(a):						
Employed, worked full-time	628	26.9	792	29.3	2,510	32.4
Employed, worked part-time	359	15.4	426	15.8	1,236	16.0
Employed, away from work	93	4.0	109	4.0	324	4.2
Unemployed, looking for work	46	2.0	53	2.0	184	2.4
Total labour force	1,126	48.3	1,380	51.1	4,254	55.0
Not in the labour force	1,050	45.0	1,152	42.7	3,014	39.0
% Unemployment	4.1		3.8		4.3	
% Labour force participation	48.4		51.2		55.0	
% Employment to population	46.4		49.2		52.6	
Non-school qualifications:						
Postgraduate Degree	15	0.6	22	0.8	68	0.9

Graduate Diploma and Graduate Certificate	23	1.0	33	1.2	99	1.3
Bachelor Degree	104	4.5	155	5.7	515	6.7
Advanced Diploma and Diploma	116	5.0	153	5.7	493	6.4
Certificate Level	364	15.6	430	15.9	1,346	17.4
Main occupations	Labourers (212 or 19.7%)	Labourers (250 or 18.9%)	Managers (968 or 23.8%)			
	Technicians and Trades Workers (166 or 15.4%)	Managers (216 or 16.3%)	Labourers (691 or 17%)			
	Managers (140 or 13%)	Technicians and Trades Workers (204 or 15.4%)	Technicians and Trades Workers (569 or 14.0%)			
	Professionals (132 or 12.3%)	Professionals (167 or 12.6%)	Professionals (498 or 12.3%)			
Main industries of employment	Textile Product Manufacturing (77 or 7.1%)	Sheep, Beef Cattle and Grain Farming (97 or 7.3%)	Sheep, Beef Cattle and Grain Farming (534 or 13.1%)			
	School education (51 or 4.7%)	Textile Product Manufacturing (80 or 6%)	School Education (169 or 2.3%)			
	Hospitals (50 or 4.6%)	School Education (65 or 4.9%)	Hospitals (158 or 3.9%)			
	Road Freight Transport (42 or 3.9%)	Hospitals (54 or 4.1%)	Beverage Manufacturing (127 or 3.1%)			
	Sheep, Beef Cattle and Grain Farming (42 or 3.9%)	Road Freight Transport (47 or 3.5%)	Road Freight Transport (122 or 3.0%)			

This figure illustrates that Euroa has:

- relatively low percentages of people employed full-time;
- relatively low proportion of its population aged 15 years and over in the labour force (labour force participation rate);
- slightly higher unemployment rate; and
- relatively low proportions of its population with non-school qualifications.

Appendix 2 illustrates the distribution of disadvantage within the Shire of Strathbogrie. This map, and Figure 11 below illustrate that Euroa and District have a relatively low SEIFA score and that disadvantage within the Shire is concentrated in and around the town of Euroa.

Figure 11 - SEIFA index, Euroa and Strathbogrie communities⁹

SEIFA index of disadvantage Strathbogrie Shire's small areas	2006 SEIFA index of disadvantage
Nagambie - Kirwans Bridge	944.5
Euroa & District	952.1
Strathbogrie Shire	967.9
Violet Town & District	981.3
Rural North West	986.5
Avenel & District	1015.2

2.4.4 Distributions of target groups

Appendices 2 to 11 illustrate the distribution of the different target groups within Euroa State Suburb. These figures illustrate that the target groups are concentrated in Euroa as follows:

TARGET GROUP

CONCENTRATION IN TOWN

Most populous communities

south west, south and south east

⁹ <http://profile.id.com.au/Default.aspx?id=331&pg=244&gid=10&type=enum> accessed 24th January 2010

Infants aged 0-4	north west
Children aged 5-14	north west and south west
Young adults aged 15-24	north west and north east
Couples with dependent children	north west
Older people aged 65-74	south east
Older people aged 75 and older	south west, south and south east
People needing assistance with core tasks	south west and south
Lone person households	south west, south and south east

2.4.5 Health and Wellbeing Profile

Data on the health and wellbeing profile of Euroa were not available. The following features of the health and wellbeing profile of Strathbogie, relative to that of the Hume Region,¹⁰ are of interest:

Health and wellbeing status	<ul style="list-style-type: none"> • A slightly lower percentage of people reported that their health was either excellent or very good • A similar personal wellbeing index • A higher rate of child health assessments • Higher rates of adequate work-life balance
Economic resilience	<ul style="list-style-type: none"> • Similar rates of youth disengagement to Hume but higher rates of youth disengagement than Victoria • Lower rates of mortgage stress • Similar rates of food insecurity
Safety	<ul style="list-style-type: none"> • Similar rates of feeling safe during the day but higher rates of feeling safe at night • A far lower rate of crimes against persons and property per 100,000 people
Social connectedness	<ul style="list-style-type: none"> • A similar percentage of people feeling part of the community and feeling able to get help from the community • A higher rate of volunteering • Lower rates of participation in arts and culture • Lower rates of community acceptance of diverse cultures • Higher rates of participation in citizen engagement • Higher rates of transport limitations

2.5 Drivers of change

2.5.1 Population growth and projections¹¹

Population projections for the Goulburn Region anticipate that the population will increase by approximately 26% between 2006 and 2026.

Figure 12 below illustrates the projected population, per cohort, in 2026¹², based on the current age distribution.

Figure 12 - Population projections 2006-2026, high growth

¹⁰ Community Indicators Victoria

¹¹ The data presented in Figure x assume that the population in 2026 distribution will reflect the distribution in 2006. Although they may not be as accurate as those provided by Victoria in the Future, the cohorts used are more practical for the purposes of this study. In the absence of data for Euroa The data used in Figure x have been extrapolated from the projections made by Victoria in the Future for the Goulburn Region. They provide an alternate projection that may be relied on for comparative purposes.

¹² Towns in Time

	% total population 2006	Number 2006	Projected number 2026 ¹³
0-4	6	149	187
5-17	15	402	506
18-24	6	163	206
25-34	8	215	271
35-44	12	321	405
45-54	13	350	441
55-64	13	357	450
65-74	11	297	375
75+	16	439	553
TOTAL	100%	2,694	3,394

Alternate population projections¹⁴ presented in Figure 13 below, based on age distributions and cohorts used for the Goulburn Region, estimate that the Euroa population may be distributed as follows.

Figure 13 - Population projections, 2006-2026, low growth

Euroa 2026 (based on % for Goulburn for 2026)		
	%	Number
0-4	5.6	177
5-14	12.3	389
15-24	11.0	348
25-34	9.8	310
34-49	17.1	541
50-59	12.8	405
60-69	13.5	427
70-84	14.7	465
85+	3.2	101
Total	100	3,165

These projections suggest that the 'low growth' scenario would yield a total population of 3,165 and the 'high growth' scenario would yield a total population of 3,394. The difference in the total population size for each scenario is 229.

These figures illustrate that in both the low growth and the high growth scenarios, the largest age cohort is likely to be older people, aged 70 and above.

2.5.2 Residential development

As discussed in Section 2.1 above, residential development south west of the Euroa Town Centre is likely to create approximately 180 additional households.

2.5.3 Climate change

As discussed in Section 2.3.3 above, farming and agriculture are key industry sectors in Euroa. There is the possibility that the long term impact of sustained drought may necessitate the diversification of this industry, reducing its economic significance. In addition, water shortages have necessitated changes to the way in which the Shire maintains its recreational and sport facilities.

¹³ Projections based on age distribution for 2006 and absolute growth rate for Goulburn Region, 2006-2026

¹⁴ Victoria in the Future

2.5.4 Economic role of town

Recent events have changed the economic role of the town with the result that Euroa's economic base has shifted from horticulture, viticulture and equine industries to tourism. In 2008, approximately 100 jobs were lost as a result of the closure of Teson Trims.

Since the construction of the Hume Bypass, Euroa has repositioned itself as a tourist destination for day trippers rather than a stop off point for travellers between Sydney and Melbourne. There is strong support within the community for the provision of services and facilities associated with people travelling in recreational vehicles and a range of other services located within the town centre rather than along the Hume Highway axis.

The reduction in the proportion of 5-17 year olds and 25-34 year olds indicates that any population growth is likely to be associated with migration rather than natural increase. Anecdotal evidence and the growth in the older age cohorts suggests that migration is due to the 'tree change' trend associated with people around the retirement age moving from the larger centres to settle in Euroa. In some instances this sector of the community may still be economically active and have certain expectations with regard to the range of available community services in a small rural centre such as Euroa.

It is therefore likely that the changing economic role of Euroa will mean that the town will be expected to provide a broader range of health and recreational services associated with the growing dependence on the tourist industry and increase in the older age cohorts.

3 Community aspirations

The following aspirations relating to access to social infrastructure were expressed during the Euroa Summit and Community Workshop held on the 2nd of December 2009 and have been discussed in the strategic documents guiding the future growth and development of Euroa.

- more opportunities for youth and older people who are not engaged in sport and recreation;
- retain identity and character of town;
- develop a wellness component;
- create a centre of educational excellence that facilitates pathways into TAFE and employment;
- enhance connectivity between Euroa and other centres;
- diversify services and facilities;
- increase access to services and facilities through extended trading and operating hours;
- stronger health and wellbeing focus;
- diversify tourist industry and attract tourists into town centre; and
- create a community hub.

4 Community services audit

4.1 Inventory of community services

Figure 14 below provides a detailed inventory of existing community services and facilities.

Euroa Structure Plan
Community Services Audit

Figure 14 - Inventory of community services, Euroa, 2010

SERVICE	FACILITY	ADDRESS	PRECINCT (refer to Figure x below)	COMMENTS
Educational				
<i>Kindergarten/early childhood centre</i>	Kindergarten	46A Kirkland Avenue	# 1 Civic/community/support	Potential to be located to site adjoining Euroa Secondary College
<i>Primary school</i>	Euroa Primary School	59-77 Anderson Street		
	St Johns Primary School	27-39 Anderson Street		
	Euroa Primary School Environmental Site	644 Euroa-Mansfield Road		
<i>Secondary college</i>	Euroa Secondary College	12 Campbell Street	# 2 Potential educational/recreational	
<i>Adult education</i>	Euroa Community Education Centre	46-54 Binney Street	# 3 Retail/business/tourist/community	expanding to vacant premises next door
<i>TAFE/University</i>	N/A	N/A		
Sports and recreational				
<i>Neighbourhood park</i>	Rotary playground/Euroa Memorial Park	Kirkland Avenue West	#4 Historical/cultural/tourist	
	Lyons Park	Kirkland Avenue West	#5 Potential recreational	
	Euroa Friendlies Reserve	12 Gobur Street	#6 Recreational/tourist	
<i>Regional park</i>	Seven Creeks Reserve	Traverses north of town	#10 Tourist/recreational/community	
<i>Aquatic</i>	Euroa Swimming pool	Bury Street	#5 Potential recreational	Co-located with Lyons Park, used for CFA run, ample parking
<i>Tennis court</i>	Euroa Lawn Tennis Club	38 Turnbull Street	#6 Recreational/tourist	
<i>Lawn bowls and croquet</i>	Euroa Bowls Club Inc	Templeton Street	#6 Recreational/tourist	Serves regional community as one of a few lawn tennis clubs remaining
<i>Skate park</i>	Lyons Park	Bury Street	#5 Potential recreational	
<i>Athletics and track</i>	Lyons Park	Bury Street	#5 Potential recreational	
<i>Sports Oval</i>	Euroa Memorial Oval	7 Slee Street	#6 Recreational/tourist	
<i>Golf</i>	Euroa Golf Club	Golf Links Road		
<i>Recreation centre with multi-purpose courts, gymnasium</i>	N/A			
Movement and access				
<i>Trains</i>	Euroa Railway Station	Railway Street	# 7 Historical/business/tourist	
<i>Pedestrian/cycle/scooter</i>	Railway overpasses/underpasses	Railway Street	# 7 Historical/business/tourist	
<i>Buses</i>	N/A			
Health and support services				

Medical clinic	General practitioner	Corner Brock and Binney	# 3 Retail/business/tourist/community	Includes allied services (pathology, psychology, diabetes), acts as a mini emergency centre, up to three part time doctors but only one on at a time
Dental clinic	Denture clinic	104 Binney Street	# 3 Retail/business/tourist/community	No dentist, possibly due to lack of suitable facilities
Veterinary clinics	Euroa Veterinary Clinic	8 Kirkland Avenue	# 3 Retail/business/tourist/community	
	Seven Creeks Equine Veterinary Clinic	14 Angle Road		
	Strathbogie Veterinary Clinic	55 Anderson Street		
Hospital and allied services	Euroa Health Inc	Weir Street	#8 Health, aged care and allied services	Not-for-profit community organisation
Aged care	Euroa Health Inc	Weir Street	#8 Health, aged care and allied services	Not-for-profit community organisation
	Amaroo Lodge	Weir Street	#8 Health, aged care and allied services	Residential aged care facility operated by Euroa Health Inc.
Maternal Child Health Centre	Euroa Maternal and Child Health	2 Bury Street	# 1 Civic/community/support	
Support and welfare	Centrelink	Brock Street	# 1 Civic/community/support	Centrelink agent
Community health centre/hub	N/A			
Cemetery		37 Hunter Street		
Community, social and leisure				
Library	Euroa Library	Binney Street	# 3 Retail/business/tourist/community	
Planned activity centres	Eclipse Youth Cafe	Bury Street	# 1 Civic/community/support	
	Men's Shed	Charles Street	#9 Tourism/exhibition	Need a permanent home, was in daycare centre in hospital precinct, currently renting space on Showgrounds
	Girl Guides	near lawn tennis club	#6 Recreational/tourist	
	RSL		# 7 Historical/business/tourist	
Childcare (short day)	ABC Childcare Centre	8 Campbell Street	# 2 Potential educational/recreational	
Multi-purpose community centre (halls, meeting places)	Euroa Community Hall	1C Bury Street	# 1 Civic/community/support	
	Wesley Hall	4 Bury Street	# 1 Civic/community/support	
	Euroa Band Hall	21 Kirkland Avenue	# 1 Civic/community/support	
	Euroa Little Theatre/Youth Club	24 Brock Street	# 1 Civic/community/support	
	Euroa Senior Citizens (RSL)	19 Kirkland Avenue	# 1 Civic/community/support	
Older persons day care centre	Gilburn Day Care	36 Kennedy Street	#8 Health, aged care and allied services	
Cinema		Bury Street	# 1 Civic/community/support	
Neighbourhood centre	N/A			

Childcare (long day /out of hours, occasional care)	N/A			
Arts, culture and historic				
Community art display/display	Art display	Orboretum		
	Community Arts Centre	Euroa Primary School		
Historical	Farmers Arms Hotel/Museum, and Eliza Forlong Cottage	23-27 Kirkland Avenue	#4 Historical/cultural/tourist	
	Flour Mill	17 Kirkland Avenue	#4 Historical/cultural/tourist	
	Avenue of Honour	Euroa Main Road		
	Euroa Miniature Railway	Turnbull Street	#6 Recreational/tourist	
Tourism and information				
Accommodation	Euroa Caravan Park	Kirkland Avenue	#10 Tourist/recreational/community	
	Castle Creek Motel	53 Clifton Street		
	Euroa Motel	Hume Highway		
	Jolly Swagman Motor Inn	Cnr Hart and Clifton Streets		
	Euroa Hotel	67 Railway Street	# 7 Historical/business/tourist	
	North Eastern Hotel	2 Deboos Street	# 7 Historical/business/tourist	
	Seven Creeks Hotel	Tarcombe Street	#10 Tourist, recreational	
	Courtside Cottage Bed and Breakfast	11 Gobur Street	#6 Recreational/tourist	
	Butter factory	Buckleys Road	#9 Tourism/exhibition	
Display	Showgrounds	Charles Street	#9 Tourism/exhibition	was a pony club, used currently for Men's Shed, agricultural shows in October, circus and dog shows
	Salesyards	Buckleys Road	#9 Tourism/exhibition	used first Friday of each month
Arboretum	Euroa Arboretum	76 Euroa Main Road		community owende, has a small lade, gro and sell native plants on order, art display,
Community events	Show and Shine	Seven Creeks	#6 Recreational/tourist	
	Miniature railway	Turnbull Street	#6 Recreational/tourist	fourth Sunday of the month
Emergency services				
Ambulance		Templeton Street		
Fire	CFA (Euroa Emergency Operations Centre)	Bury Street	# 1 Civic/community/support	relocation to rear of post office
Police		Kirkland Avenue	#4 Historical/cultural/tourist	
SES	Euroa Emergency Operations Centre	Bury Street	# 1 Civic/community/support	

4.2 Existing provision

Figure 15 below assesses the current provision of community services and facilities based on indicative standards and benchmarks provided in Section 5.2.1 below. These standards and benchmarks have been adapted to suit the specific context, where applicable. This assessment assumes that the services and facilities provided in Euroa are likely to serve communities within three catchments, i.e. neighbourhood, urban centre/local and district/state suburb.

The terminology used in the inventory is described in the Conceptual Framework provided in Section 1.6 above.

Figure 15 - Existing service provision, Euroa, 2010

SERVICE	ACTIVITY	CATCHMENT	TARGET POPLN	CURRENT PROVISION	CURRENT RATIO ¹⁵	COMMENTS ¹⁶
Educational						
<i>Kindergarten/ early childhood centre</i>	playgroups	neighbourhood, local	3-5 years	1	1:149	potential for kindergarten to relocate to site adjacent to secondary college
<i>Primary school</i>		neighbourhood, local	5-13 years	2	1:436	one of the primary schools is an independent school
<i>Secondary college</i>		local, district	13-18 years	1	1:3,222	
<i>TAFE/University</i>		local, district	18+	0	1:3,222	bus link to TAFE
<i>Adult education</i>		local, district		1		plans underway to extend ECED
Sports and recreational						
<i>Neighbourhood park</i>	children's playground, skate park, walking and cycling tracks, passive recreation	neighbourhood, local	general community			passive recreation concentrated in north of town
<i>Tennis court (4-6)</i>		local, district	general community	1	1:3,3223	serves district community
<i>Sports ovals</i>	footy, soccer, cricket, lawn bowls, croquet	neighbourhood, local, district	general community	2	1:1,611	inadequate linkages across Seven Creeks
<i>Recreation centre with multi-purpose courts, gymnasium</i>	gymnasium, multi-purpose courts	local, district	general community	0	0	expressed need for gymnasium
<i>Aquatic centre</i>					1:3,222	plans to improve pool
Movement and access						
<i>active transport connections</i>	shared pathways, underpasses	neighbourhood, local	general community			throughout town
<i>Trains</i>		local, district	general community		1	train station provides access to regional towns, Melbourne and Sydney
<i>Buses</i>		local, district	general community		0	bus runs infrequently and does not connect with TAFE timetable

¹⁵ Based on benchmarks and standards provided in Section 5.2.1. below

¹⁶ Based on feedback gathered during Euroa Summit and Community Workshop

Health						
Medical practice	general practitioner, dentist	local, district	general community	1	1:3,222	Council is undertaking a Shire wide health needs analysis, inadequate supply, part time general practitioners, no dentist
Hospital	acute and community health, allied health services	Local, district	general community	1	1:3,222	not a public hospital, no emergency services
Aged care	low and high care residential, independent living		older people, people with disabilities	1	1:3,222	well located to hospital
Respite		Local, district, regional	older people, people with disabilities	1	1:3,222	well located to hospital
Maternal Child Health Centre	immunisation, playgroups	local, district	infants 0-4	1	1:3,222	currently in close proximity to kindergarten
Community health centre/hub	family and support services, allied health, acute and community health	local, district, regional	general community	0	0	
Community, social and leisure						
Library	book, music and toy library	local, district	general community	1	1:3,222	located adjacent to ECEC
Youth Centre	programmed activities	local, district	12-25 years	2 (including Girl Guides)	1:1,611	
Childcare (long day/out of hours)		neighbourhood, local	0-5yrs, 5-13yrs			
Childcare (short day)		neighbourhood, local	0-5yrs, 5-13yrs			
Occasional care		neighbourhood, local	0-5yrs, 5-13yrs			
Multi-purpose community centre, drop in centre (halls, meeting places)	programmed activities, adult education	neighbourhood, local	general community	0	0	
Neighbourhood centre	playgroups, programmed activities, community meetings, adult education, community events	neighbourhood, local	general community	5		shared spaces not always available
Arts, culture and historic						
Cinema		local, district	general community, tourists	1	1:3,222	
Community art display/display		local, district	general community, tourists	2	1,1611	
Museum		local, district	tourists	2	1,1612	

Arts and Cultural Centre (performing arts spaces)	music performances, social events, dances, cultural facilities	local, district	general community, tourists	5		part time spaces
Tourism and information						
Accommodation		district	tourists			8 hotels plus caravan park
Hospitality		district	general community, tourists			restaurants located within town centre and residential areas
Emergency services						
Ambulance		local, district	general community	1	1:3,222	
Fire			general community	1	1:3,222	
Police		local, district	general community	1	1:3,222	
SES				1	1:3,222	
CFA				1	1:3,222	

4.3 Findings

The main findings of the community services audit are outlined below.

4.3.1 Opportunities and challenges

The following opportunities and challenges have been identified through the CSA and through discussions with the community and key stakeholders:

Opportunities

- Clearly identifiable precincts consisting of concentrations of community services and facilities e.g. civic, educational, tourist, recreational, heritage, business.
- Liveable, walkable community with excellent amenity.
- Strong and emerging tourist component.
- Community pride and engagement.
- Good accessibility due to proximity to Melbourne and Shepparton, existing rail network and proximity to Hume Highway.
- Opportunities for adaptive reuse of redundant sites e.g. petrol filling stations.
- Strong cultural and historical identity.

Challenges

- Changing and ageing community profile.
- Changing community expectations.
- Low population growth.
- Impact of drought.
- Impact of Hume Bypass on local economy, particularly tourism.
- Impact of railway line and over/underpasses on accessibility to community services and facilities, particularly to the east of the railway line.
- Fragmentation of some services and facilities.

4.3.2 Existing level of service provision

The CSA found there is a strong hierarchy of existing services and facilities within Euroa that currently provides its local and broader community with a range of social, leisure, recreational, educational, cultural and tourist services and facilities. The research also found that the town of Euroa also provides some of services and facilities that are often found in larger urban centres such as a specialist tennis centre, community cinema, a railway station, and community events such as the *Show and Shine*, Miniature Railway, agricultural shows, *Enjoy Euroa – Meet Greet Eat and Shop* that serve both local residents and visitors.

However, the assessment found that there is a shortage of health facilities, particularly general practitioners and dentists. This finding was strongly supported by feedback obtained from the community. In addition, there is a lack of specialised recreation services such as a gymnasium and social opportunities for young people within the town.

In addition, discussions with the community indicated that certain of the facilities such as the cinema and some of the social halls are not being used to their full potential.

Furthermore, although the community has access to a number of active recreation facilities such as the sports ovals and the tennis courts, and a large linear park/water course, there is a lack of neighbourhood parks within the walking catchment of 400m.

4.3.3 Location of services and facilities

The existing services and facilities are well distributed throughout that section of the town east of the railway station. The railway underpasses and overpasses create a real and perceived barrier between the western and eastern and western sections of the town, potentially limiting the accessibility of existing basic and higher order services and facilities to the community west of the railway station. In addition, the poor connectivity between certain of the precincts such as the civic/community/support and retail/business/tourist, and fragmentation of certain of the services such as educational, recreational, tourist and cultural effectively limits real and perceived access and exposure to existing resources.

An assessment the concentrations of certain target groups within the town such as infants and young children indicates that in some instances specialised services are not well located in relation to their target group. This factor may become more of an issue once the town grows and develops to the south, if the proposed dwellings are occupied by young families.

However, the community hospital, allied services and aged care are well located in relation to concentrations of older people and people needing assistance with core tasks.

4.3.4 Existing precincts

Figure 16 below illustrates the precincts that have established organically in the town as it has grown and developed, and some potential precincts that may be established in the future.

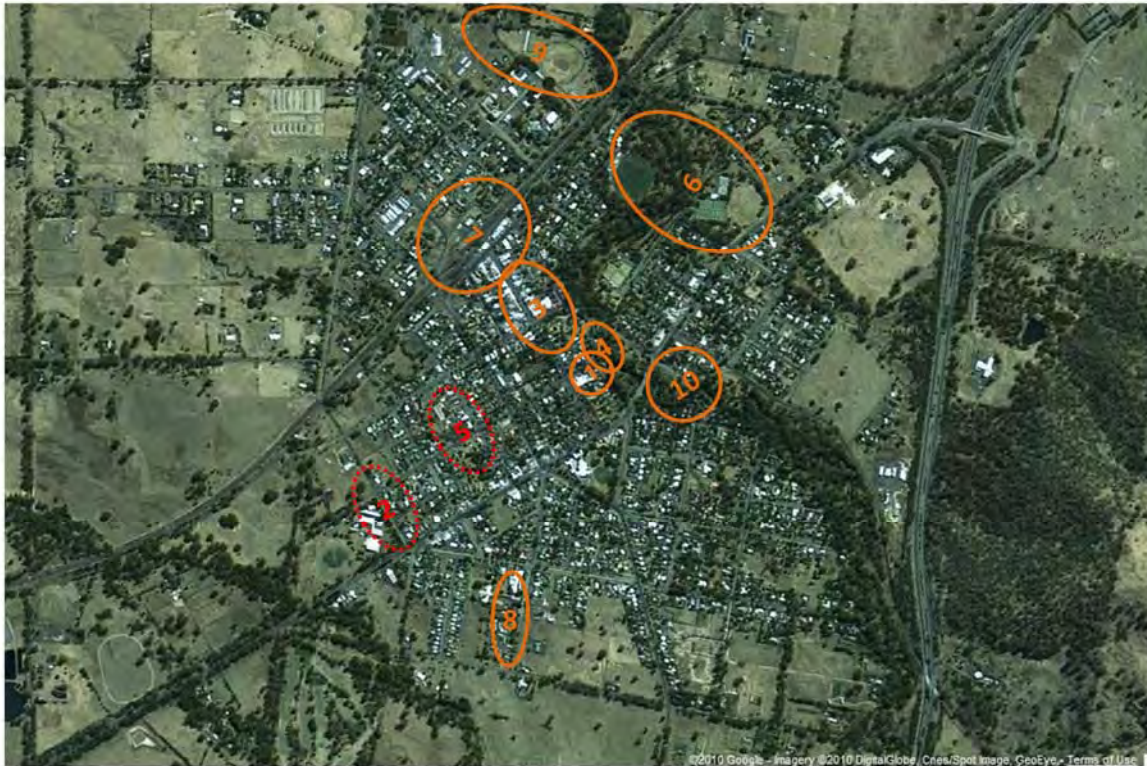
The social infrastructure included in each of these precincts is outlined in the table below.

NOTE: These precincts are indicative only.

NUMBER	PRECINCT NAME	SOCIAL INFRASTRUCTURE
1	Civic/community/support	Kindergarten Eclipse Youth Cafe Wesley Hall Euroa Band Hall Euroa Little Theatre/Youth Club RSL Cinema CFA
2	Potential educational	Euroa Secondary College Child care centre

		Euroa Maternal and Child Health Centre Centrelink Agency
3	Retail/business/tourist/community	Euroa Community Education Centre Euroa Medical Clinic Euroa Denture Clinic Euroa Veterinary Clinic Euroa Library
4	Historic/cultural/tourist	Seven Creeks, Rotary playground Farmers Arms Hotel/Museum, and Eliza Forlong Cottage Flour Mill
5	Potential recreational	Lyons Park and skate park Euroa Swimming Pool Athletics track
6	Recreational/tourist	Euroa Friendlies Reserve Euroa Lawn Tennis Club Euroa Bowls Club Euroa Memorial Oval Girl Guides Euroa Miniature Railway Courtside Cottage Bed and Breakfast Show and Shine Event
7	Historical/business/tourist	Euroa Railway Station Railway overpasses/underpasses Euroa Hotel North Eastern Hotel
8	Health. aged care and allied services	Euroa Health Inc (community clinic and aged care services) Amaroo Lodge (aged care services) Gilburn Adult Day Care Centre
9	Tourism/exhibition	Men's Shed Butter Factory Showgrounds Salesyards
10		Seven Creeks Hotel

Figure 16 - Existing precincts, Euroa, 2010



KEY



Existing precinct



Potential precinct

4.3.5 Projected demand

In the absence of any quantitative on existing utilisation and capacity rates, and planned expansion of existing services, it is not possible to project the demand for services and facilities based on the indicative benchmarks and standards provided in Section 5.2.1 below. However, it is likely that the demand for services and facilities in the future will be determined by the following factors:

- The total population for Euroa State Suburb will be between 3,165 and 3,394 (refer to Section 2.4.1 above)
- The total number of households will be 1,541 (1361 existing plus 180 provided by the two rural residential developments discussed in Section 2.4.2 above).
- The distribution between the age cohorts in 2026 will reflect the distribution in 2006¹⁷.

However, it is possible, based on the data used to prepare this CSA and the feedback gathered during the Euroa Summit and the Community Workshop held on the 2nd of December 2009, to conclude as follows.

¹⁷ Although though there have been variations in the distribution between the age cohorts in recent years, it is considered that these variations will not significantly affect the population projections and projected demand for services due to the very small size of the total population.

- At present there is a shortage of health services facilities, indicating that provision of health services is therefore a clear priority in both the short and long term.
- The population projections indicate that there will be a nominal increase in population size during the Structure Plan period. This nominal increase is not likely to stimulate the demand for services satisfying the needs of the general population such as recreational, cultural and educational as it appears as though the town currently offers a wide range of these services.
- Recent trends indicate that the existing population profile is likely to be significantly different in the future, suggesting that there will be an increase in demand for services supporting the needs of older people.
- The likely ongoing reliance on the tourist industry, particularly day trippers, indicates that there is likely to be a strong demand for services and amenities such as toilets, emergency health care, motor vehicle repairs and active informal recreation.
- The likely decrease in the proportion of young adults suggests that the social infrastructure component of the town should support any strategies that are aimed at retaining this sector of the community.

5 Recommendations

The following recommendations should guide the delivery of social infrastructure over the Structure Plan period.

5.1 Principles/goals

The recommendations are based on the following principles:

- **Accessibility** (enhanced information, diversity, operating hours, proximity to main transport routes such as the railway station and Hume Highway)
- **Connectivity** (between and within the different precincts and potential hubs, across the railway line, across Seven Creeks)
- **Efficiency** (collaboration, consolidation, integration, co-location, multi-use, adaptive reuse of public land and disused petrol filling stations)
- **Sustainability** (investment, partnerships, collaboration)
- **Flexibility** (to meet diverse existing local needs whilst accommodating growth and changing needs and expansion of tourist industry)
- **Strong local identity** (community services and facilities to reflect cultural and historical values of town, preserve amenity and enhance opportunities for sustainable tourism)
- **Healthy lifestyles** (through connectivity to existing and future services and facilities, places of work, home and schools, between existing and proposed precincts)
- **Identifiable precincts** (tourist, educational, health, shopping/tourist, recreational, recreational/tourist, historical/cultural/tourist, civic/health/emergency)

5.2 Guidelines

5.2.1 Indicative benchmarks and Standards

Figure 17 below provides a set of benchmarks and standards that have been adapted to the planning for social infrastructure in a rural centre. These benchmarks and standards are indicative only, and should be used as a preliminary guide only. The sources of these standards and benchmarks are provided.

Figure 17 - Indicative benchmarks and standards

SERVICE	ACTIVITY	CATCHMENT	TARGET POPLN	STANDARD/ BENCHMARK PER CATCHMENT ¹⁸		
				Neighbourhood	Urban Centre/Local Area	Suburb/District
Educational						
Kindergarten/ early childhood centre	playgroups	Neighbourhood, Urban Centre	3-5 years		1:7,500-10,000*, 1:4,000-6,000***	
Primary school	N/A	Neighbourhood, Urban Centre	5-13 years		1:3,000 households*, 1:9,000***	
Secondary college	N/A	Urban centre, district	13-18 years		1:1,500 students, 1:30,000***	
TAFE/University	N/A	Urban centre, district	18+			1:50,000*
Adult education	education, social, networking	Urban centre, district				
Sports and recreational						
Neighbourhood park	children's playground, skate park, walking and cycling tracks, passive recreation	Neighbourhood, Urban Centre	general community	1:1,000***, within 400m walking distance of at least 95% of all dwellings****		
Tennis court (4-6)	clubs	Urban centre, district	general community		1:25,000***	
Sports ovals	footy, soccer, cricket, lawn bowls, croquet, clubs	Neighbourhood, Urban Centre	general community	8ha within 1km of 95% of all dwellings****		1:50,000***
Recreation centre with multi-purpose courts, gymnasium	Aquatic centre, gymnasium, multi-purpose courts	Urban centre, district	general community		1:30,000-30,000*, 1:20,000***	
Movement and access						
active transport connections	shared pathways (pedestrian and cycle), underpasses	neighbourhood, urban centre	general community	within 1km of 95% of all dwellings		
Trains	N/A	Urban centre, district	general community			
Buses	N/A	Urban centre, district	general community			
Health						

¹⁸ Refer to Conceptual Framework for an explanation of the catchments used in this figure.

Medical practice	general practitioner, dentist	Urban centre, district	general community		1:2,500	
Hospital	acute and community health, allied health services	Urban centre, district	general community			>100,000*
Aged care	low and high care residential, independent living		older people, people with disabilities			
Respite	adult day care	Urban centre, district, regional	older people, people with disabilities		1:7,000-10,000*	1: 20,000-100,000 *
Maternal Child Health Centre	immunisation, playgroups	Urban centre, district	infants 0-4	1:16,000***		
Community health centre/hub	family and support services, allied health, acute and community health	urban centre, district, regional	general community		1:20,000 people*1:40,000***	
Cemetery	N/A					
Community, social and leisure						
Library	book, music, DVD, internet access and toy library	Urban centre, district	general community		1:15,000-30,000*, 1:40,000***	
Youth Centre	programmed activities	Urban centre, district	12-25 years		1:10,000-20,000*, 1:3,000 people aged 13-19**, 1:9,000***	1:20,000-50,000*
Childcare (long day /out of hours)	N/A	neighbourhood, urban centre	0-5yrs, 5-13yrs		1:4,000-1:8,000, 1:10 places per 0-4 year olds, 1:9,000***	
Childcare (short day)	N/A	neighbourhood, urban centre	0-5yrs, 5-13yrs			
Occasional care	N/A	neighbourhood, urban centre	0-5yrs, 5-13yrs		1:12,00-15,000	
Multi-purpose community centre, drop in centre (halls, meeting places)	programmed activities, adult education, social, leisure, internet access, meeting halls	neighbourhood, urban centre	general community	1:2,000-3,000*, 1:9,000***	1:6,000-10,000*	
Neighbourhood centre	playgroups, programmed activities, community meetings, adult education, community events	neighbourhood, urban centre	general community		1:3,500-15,000**, 1:20,000***	
Arts, culture, historic, tourism						

Cinema	N/A	Urban centre, district	general community, tourists			
Community art display	arts displays, arts sales, craft	Urban centre, district	general community, tourists		1:20,000-30,000**	
Museum	arts, restaurant, presentations	Urban centre, district	tourists			1:30,000-120,000*
Arts and Cultural Centre (performing arts spaces)	music performances, social events, dances, cultural facilities	Urban centre, district	general community, tourists		1:12,000-30,000**	
Tourism and information						
Accommodation	hotels, motels, caravan parks	district	tourists			
Hospitality	restaurants, cafes, pubs	district	general community, tourists			
Emergency services						
Ambulance	N/A	Urban centre, district	general community			* > 25,000
Fire	N/A		general community			* > 25,000
Police	N/A	Urban centre, district	general community			1:20,000-30,000*
SES	N/A	Urban centre, district	general community			

* Queensland Government (2007) *South East Queensland Regional Plan 2005-2026 Implementation Guideline No. 5 Social infrastructure planning* Office of Urban Management, Department of Infrastructure

** Casey, Sharyn (2005) *Establishing Standards for Social Infrastructure* UQ Boilerhouse Community Engagement Centre, The University of Queensland

*** City of Greater Geelong (2009) *Armstrong Creek Integrated Infrastructure Delivery Plan*

**** Clause 56.05-2, Strathbogie Planning Scheme (Standard C13, ResCode)

5.2.2 Design

Guidelines relating to the design of internal and external spaces of facilities are provided in Figure 18 below.

Figure 18 - Indicative design guidelines

SERVICE	GUIDELINES
Educational	
<i>Kindergarten/early childhood centre</i>	Frontage to main road; provide multi-use and flexible spaces; DDA compliant
<i>Primary school</i>	Frontage to main road; provide multi-use and flexible spaces; DDA compliant
<i>Secondary college</i>	Frontage to main road; provide multi-use and flexible space; DDA compliant
<i>TAFE/University</i>	Provide multi-use and flexible spaces; adequate parking; DDA compliant

<i>Adult education</i>	Provide multi-use and flexible spaces; adequate parking; DDA compliant
Sports and recreational	
<i>Neighbourhood park</i>	Accessible through shared pathways; good natural surveillance; public amenities; environmentally sustainable
<i>Tennis court (4-6)</i>	Accessible through shared pathways; good natural surveillance; environmentally sustainable adequate parking
<i>Sports ovals</i>	Accessible through shared pathways; good natural surveillance; environmentally sustainable adequate parking
<i>Recreation centre with multi-purpose courts, gymnasium</i>	Frontage to main road; flexible internal spaces; accessible through shared pathways; good natural surveillance; environmentally sustainable; adequate parking
Movement and access	
<i>active transport connections</i>	Good natural surveillance; public amenities; bicycle parking; DDA compliant; , along water ways, vegetation corridors and road reserves****
<i>Trains</i>	Good natural surveillance; public amenities; bicycle parking; DDA compliant
<i>Buses</i>	Good natural surveillance; public amenities; bicycle parking; DDA compliant
Health	
<i>Medical practice</i>	Frontage to main road; flexible internal spaces; DDA compliant
<i>Hospital</i>	Frontage to main road; flexible internal spaces; DDA compliant
<i>Aged care</i>	frontage to main road, accessible to non-motorised and public transport facilities and emergency services, good access for people with disabilities
<i>Respite</i>	frontage to main road, accessible to non-motorised and public transport facilities and emergency services, good access for people with disabilities
<i>Maternal Child Health Centre</i>	frontage to main road, accessible to non-motorised and public transport facilities, flexible internal spaces
<i>Community health centre/hub</i>	frontage to main road, accessible to non-motorised and public transport facilities and emergency services, good access for people with disabilities
Community, social and leisure	
<i>Library</i>	frontage to main road, accessible to non-motorised and public transport facilities, good access for people with disabilities
<i>Youth Centre</i>	accessible by non-motorised and public transport, office or shop fronts, accoustically treated to allow for amplified music
<i>Childcare (long day /out of hours)</i>	frontage to main road, accessible to non-motorised and public transport facilities
<i>Childcare (short day)</i>	frontage to main road, accessible to non-motorised and public transport facilities
<i>Occasional care</i>	frontage to main road, accessible to non-motorised and public transport facilities
<i>Multi-purpose community centre, drop in centre (halls, meeting places)</i>	access for people with disabilities,
<i>Neighbourhood centre</i>	frontage to main road, accessible to non-motorised and public transport facilities, good access for people with disabilities
Arts and culture	
<i>Cinema</i>	frontage to main road, accessible to non-motorised and public transport facilities and emergency services, good access for people with disabilities
<i>Community art display</i>	large open exhibition space
<i>Museum</i>	large, flexible, multi-purpose open spaces
<i>Arts and Cultural Centre (performing arts spaces)</i>	large, flexible, multi-purpose open spaces
Tourism and information	
<i>Accommodation</i>	N/A
<i>Hospitality</i>	N/A
Emergency services	
<i>Ambulance</i>	frontage to main road, accessible to emergency services vehicles

<i>Fire</i>	frontage to main road, accessible to emergency services vehicles
<i>Police</i>	frontage to main road, accessible to non-motorised and public transport facilities and emergency services, good access for people with disabilities
<i>SES</i>	frontage to main road, accessible to emergency services vehicles

5.2.3 Location

Guidelines informing the selection of suitable properties and premises are provided in Figure x below.

SERVICE	GUIDELINES
Educational	
<i>Kindergarten/early childhood centre</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
<i>Primary school</i>	Geographic centre of population catchment; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Secondary college</i>	Geographic centre of population catchment; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>TAFE/University</i>	Accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Adult education</i>	Accessible by public and non-motorised transport routes; proximity to activity nodes
Sports and recreational	
<i>Neighbourhood park</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Tennis court (4-6)</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Sports ovals</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Recreation centre with multi-purpose courts, gymnasium</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
Movement and access	
<i>active transport connections</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Trains</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Buses</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
Health	
<i>Medical practice</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
<i>Hospital</i>	Proximity to residential areas; proximity to aged care facilities; proximity to activity nodes; accessible by public and non-motorised transport; proximity to medical centre
<i>Aged care</i>	Proximity to residential areas; proximity to aged care facilities; proximity to activity nodes; accessible by public and non-motorised transport; proximity to medical centre; proximity to respite centre
<i>Respite</i>	Proximity to residential areas; proximity to aged care facilities; proximity to activity nodes; accessible by public and non-motorised transport; proximity to medical centre; proximity to aged care facilities; proximity to hospital
<i>Maternal Child Health Centre</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
<i>Community health centre/hub</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
Community, social and leisure	
<i>Library</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
<i>Youth Centre</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes

<i>Childcare (long day /out of hours)</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Childcare (short day)</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Occasional care</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Multi-purpose community centre, drop in centre (halls, meeting places)</i>	Proximity to residential areas; accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Neighbourhood centre</i>	Geographic centre of population catchment; proximity to public transport routes; proximity to retail centres
Arts and culture	
<i>Cinema</i>	Accessible by public and non-motorised transport routes; proximity to activity nodes
<i>Community art display</i>	Accessible to locals and tourists, accessible by public or non-motorised transport; close to activity nodes
<i>Museum</i>	Accessible to locals and tourists, accessible by public or private transport, close to activity nodes
<i>Arts and Cultural Centre (performing arts spaces)</i>	accessible to locals and tourists, accessible by public or private transport, close to activity nodes, close to walking and cycling tracks, close to scooter tracks, co-located with community, recreation, social and leisure facilities
Tourism and information	
<i>Accommodation</i>	Accessible to locals and tourists; accessible by public or private transport; close to activity nodes
<i>Hospitality</i>	Accessible to locals and tourists; accessible by public or private transport; close to activity nodes
Emergency services	
<i>Ambulance</i>	Geographic centre of district; accessible by road
<i>Fire</i>	Geographic centre of district; accessible by road
<i>Police</i>	Geographic centre of district; accessible by road; proximity to residential areas
<i>SES</i>	Geographic centre of district; accessible by road

5.2.4 Synergies

Guidelines informing decisions relating to potential integration and co-location of services are provided in Figure 19 below.

Figure 19 - Synergies between different social services and facilities

SERVICE	Retail activity node	Kindergarten/early childhood centre	Primary school	Secondary college	TAFE/University	Adult education	Neighbourhood park	Tennis court (4-6)	Sports ovals	Recreation centre with multi-purpose courts, gymnasium	active transport connections	Trains	Buses	Medical practice	Hospital	Aged care	Respite	Maternal Child Health Centre	Community health centre/hub	Library	Youth Centre	Childcare (long day /out of hours)	Childcare (short day)	Occasional care	Multi-purpose community and neighbourhood centre (halls, meeting places)	Cinema	Community art display	Museum	Arts and Cultural Centre (performing arts spaces)	Accommodation	Hospitality	
Educational																																
Kindergarten/early childhood centre																																
Primary school																																
Secondary college																																
TAFE/University																																

5.3 Target groups

Figure 15 above describes the target groups most likely to use the different services and facilities within the town. Appendices 3 to 11 and Section 2.3.4 detail the current concentrations of these target groups. It is recommended that decisions relating to the provision and rationalisation of social infrastructure be guided by these data.

5.4 Accessibility

It is recommended that accessibility to existing social infrastructure be enhanced through the provision of enhanced signage, safe and connected shared pathways, and a strong marketing strategy. It is further recommended that the feasibility of relocating the existing Visitor Centre to a more central area such as the Library be investigated in order to both enhance its exposure and encourage tourists to enter the town centre.

5.5 Establishment of community hub/s

The CSA found that, in general, the existing services and facilities are presently dispersed throughout the town, limiting accessibility and efficiency. It is therefore recommended that further investigations be undertaken into the creation of the following four community hubs within the town:

1. **Education and community hub.** Plans are underway to initiate a feasibility study into the expansion of the Euroa Community Education Centre and establish a community hub. It is recommended that the findings of this CSA be used to inform this process, and that opportunities for collaboration with the existing educational institutions (primary, secondary and tertiary) be explored with a view to developing enhanced adult education services for the Shire.

Discussions held during the stakeholder engagement indicated that there may be the need to create a stronger, more central presence for Council within the town centre. It is therefore recommended that Council investigate the feasibility of creating a small 'service centre' within the expanded ECEC or library.

2. **Health and wellbeing, and allied services hub.** The CSA found that there is a current shortfall in medical, dental and allied services in the town. It is therefore recommended that a health and wellbeing, and allied services hub be created within the town which could satisfy the needs of both the local community and visitors. The hub should be located in close proximity to concentrations of older people and should be well connected to other hubs, particularly the education and community hub. It is therefore recommended that the feasibility of the following alternative locations be investigated:

- existing hospital and aged care facility on Weir Street;
- existing medical centre on Binney Street;
- old petrol filling stations along Euroa Main Road; and
- existing kindergarten and maternal and child health centre on Bury Street and Kirkland Avenue West.

The feasibility study should investigate the factors currently limiting the provision of health and allied services in Euroa such as financial viability and lack of hard infrastructure.

3. **Arts and crafts, cultural, historical, market and tourist hub.** At present the existing arts and crafts and cultural facilities are dispersed throughout the town whilst the historical and tourist facilities are predominantly concentrated along Seven Creeks/Kirkland Avenue West and Railway Street. It is recommended that the feasibility of establishing an arts/cultural/historical/tourist hub that potentially incorporates farmers' markets on the following sites be investigated:

- one of the old petrol filling stations along Euroa Main Road;
- Arboretum;
- Showgrounds.

This investigation should be undertaken in conjunction with any proposals to enhance or relocate the Visitor's Centre. The study should also investigate the desirability and feasibility of relocating the existing Cinema to one of the existing community halls, and the potential alternative uses to which the space currently used by the Cinema could be put.

4. **Recreational, social and leisure hub.** Euroa currently provides a range of active and specialised recreational and primary and secondary education services and facilities. However, the community expressed the need for a gymnasium and potentially a synthetic hockey field. At present, there is a limited range of social and leisure opportunities for groups that are not engaged in active recreation, particularly for young people and for people nearing retirement age. It is therefore recommended that the feasibility of establishing a recreational, social and leisure hub in the following locations be investigated:

- Euroa Secondary College
- Euroa Swimming Pool

It is also recommended that the feasibility study investigate the potential relocation of the Eclipse Cafe to the proposed recreational, social and leisure hub and provision of spaces for balls and social events.

The feasibility of establishing these hubs should be guided by the principles and guidelines outlined in Sections 5.1 and 5.2 above. The feasibility study should also consider a suitable model which could involve integration and/co-location of existing stand alone facilities (Refer to Conceptual Framework, Section 1.6 above).

5.6 Phasing

The findings of the CSA indicate that health services are the highest priority. This suggests that consideration be given to including health services in the initial phases of the delivery process.

Priority should also be given to supporting initiatives such as the expansion of the Euroa Community Education Centre and the establishment of a community hub in this location. This support can be provided through collaboration, information sharing, and the forming of partnerships between key stakeholders involved in the delivery of adult and community education.

Some of the precincts described and illustrated in Section 4.4.4. above such as the historical/business/tourist (#7) and the historical/cultural/tourist (#4) have a number of iconic buildings that reflect the town's identity and cultural heritage. It is recommended that priority be given to allocating resources to the rehabilitation and occupation of any buildings within these precincts that are in relatively poor state of repair or are currently vacant. These measures may strengthen the ongoing role that these precincts play in supporting the town's identity and cultural heritage.

5.7 Monitoring and review

The CSA has relied on data provided by the ABS Census of Population and Housing, 2006 and population projections prepared shortly thereafter. It is recommended that data provided by each subsequent census and series of population projections are used to inform the ongoing monitoring and review of the findings and recommendations of this CSA and the Euroa Structure Plan. It is also recommended that the findings of any concurrent stakeholder and community engagement processes inform this ongoing monitoring and review process. The findings of this CSA may also need to be reviewed once the target population of the new developments to the south of the town is more defined.

5.8 Stakeholder engagement

The CSA did not undertake an independent stakeholder engagement process and therefore does not provide an insight into existing and projected utilisation and capacity rates of the town's services and facilities. It is therefore recommended that surveys be undertaken with the relevant service providers prior to the detailed planning of any proposed service or facility.

It is also recommended that the community and stakeholders be engaged during any process that involves the relocation of any existing community service or facility, or the planning of any facilities such as community hubs.

Appendix 1 – Bibliography

Casey, Sharyn (2005) *Establishing Standards for Social Infrastructure* UQ Boilerhouse Community Engagement Centre, The University of Queensland

City of Greater Geelong (2009) *Armstrong Creek Integrated Infrastructure Delivery Plan*

Coomes Consulting (2008) *Euroa Rural Residential Development Plans October 2008*

DPCD (2008) *Goulburn Valley Region Integrated Community Profile* Spatial Analysis and Research Branch

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Noelker Consulting (2008) *Euroa and District Community Plan 2008*

Queensland Government (2007) *South East Queensland Regional Plan 2005-2026 Implementation Guideline No. 5 Social infrastructure planning* Office of Urban Management, Department of Infrastructure

Strathbogie Shire Council *Strathbogie Shire Council Plan 2009-2013*

Strathbogie Shire Council *Municipal Health and Wellbeing Plan 2007-2010*

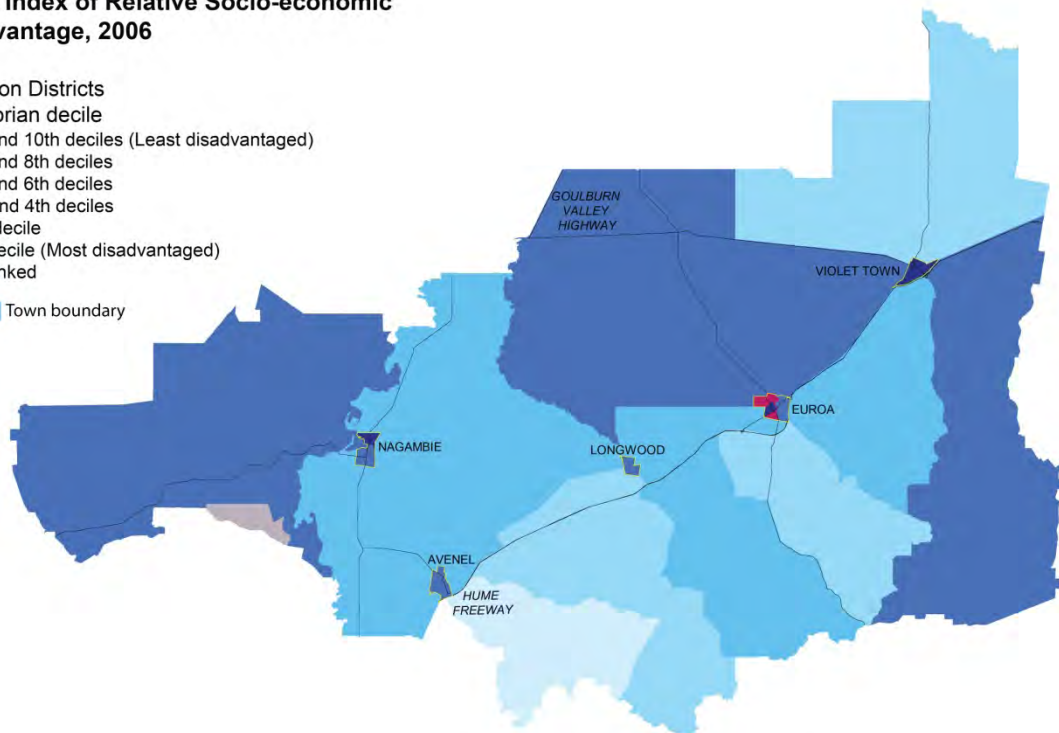
Appendix 2 – SEIFA, Shire of Strathbogie

Strathbogie Shire, SEIFA Index of Relative Socio-economic Disadvantage, 2006

Collection Districts by Victorian decile

- 9th and 10th deciles (Least disadvantaged)
- 7th and 8th deciles
- 5th and 6th deciles
- 3rd and 4th deciles
- 2nd decile
- 1st decile (Most disadvantaged)
- Unranked

 Town boundary



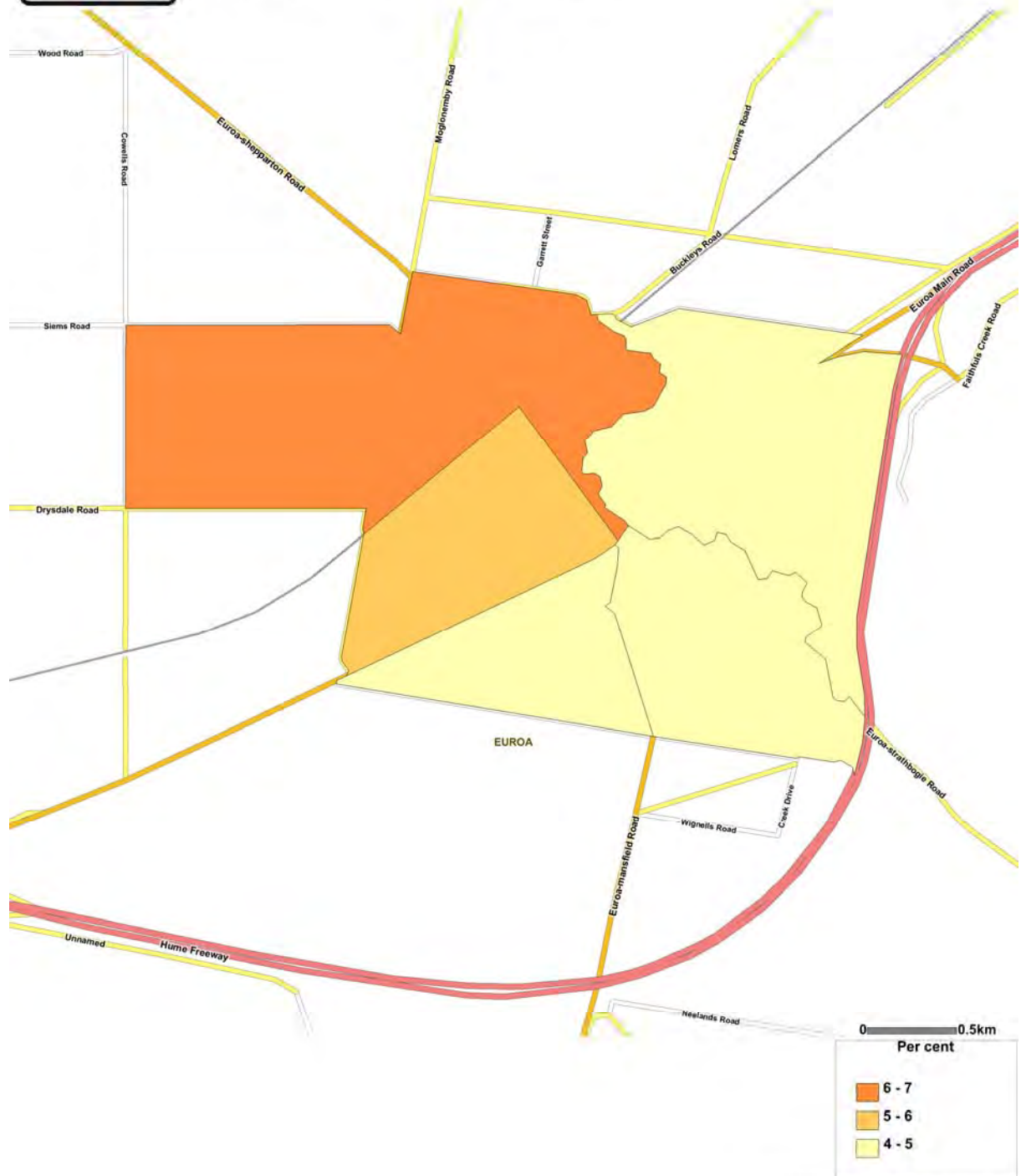
Source: 2008, ABS, Cat no. 2033.0.55.001 Socio-economic Indexes for Areas (SEIFA), Data only, 2006; DPCD, 2008, Towns in Time

Appendix 3 – Distribution, population aged 0-4



People aged 0-4 years

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District



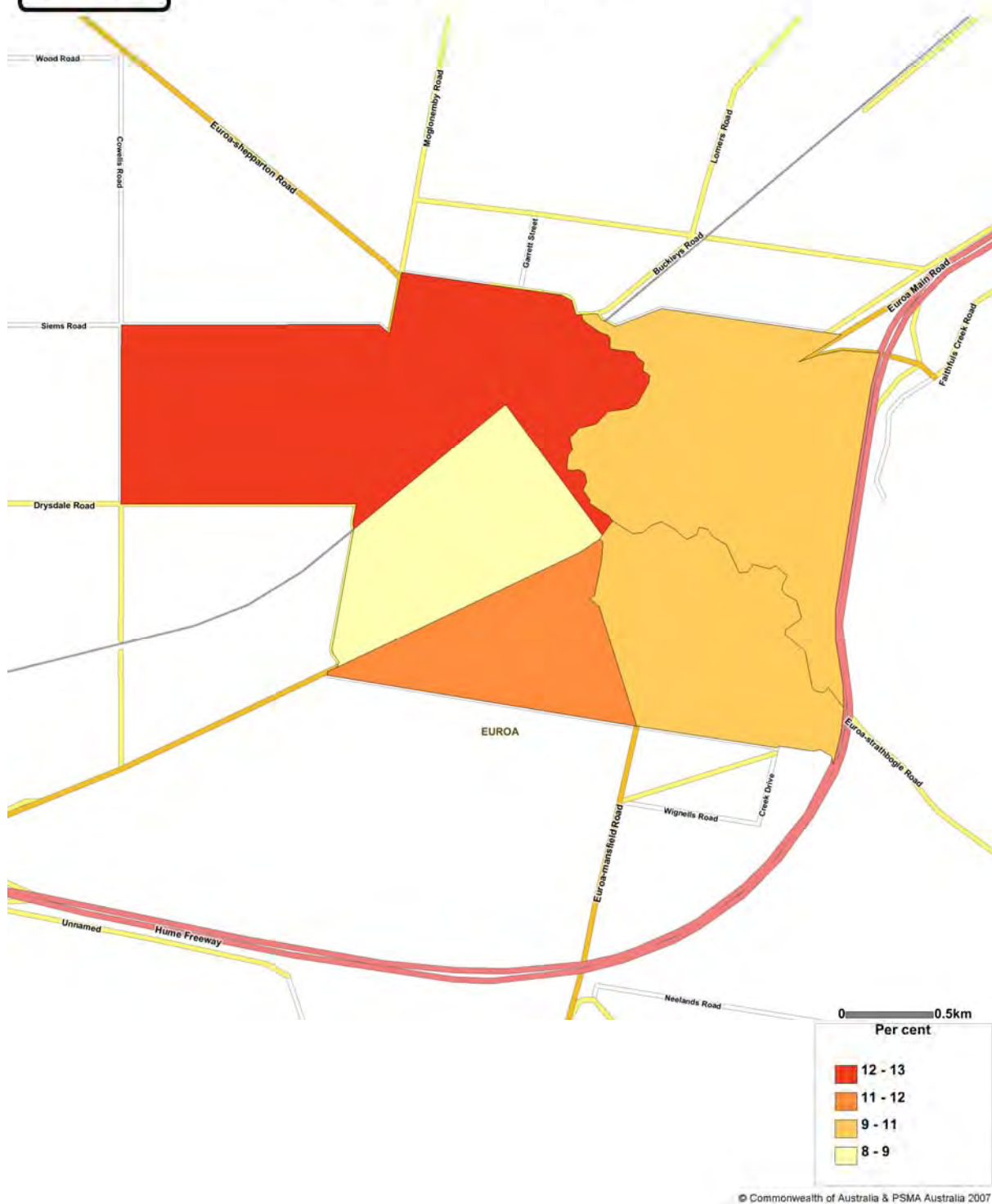
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Appendix 4 – Distribution, population aged 5-14



People aged 5-14 years

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District

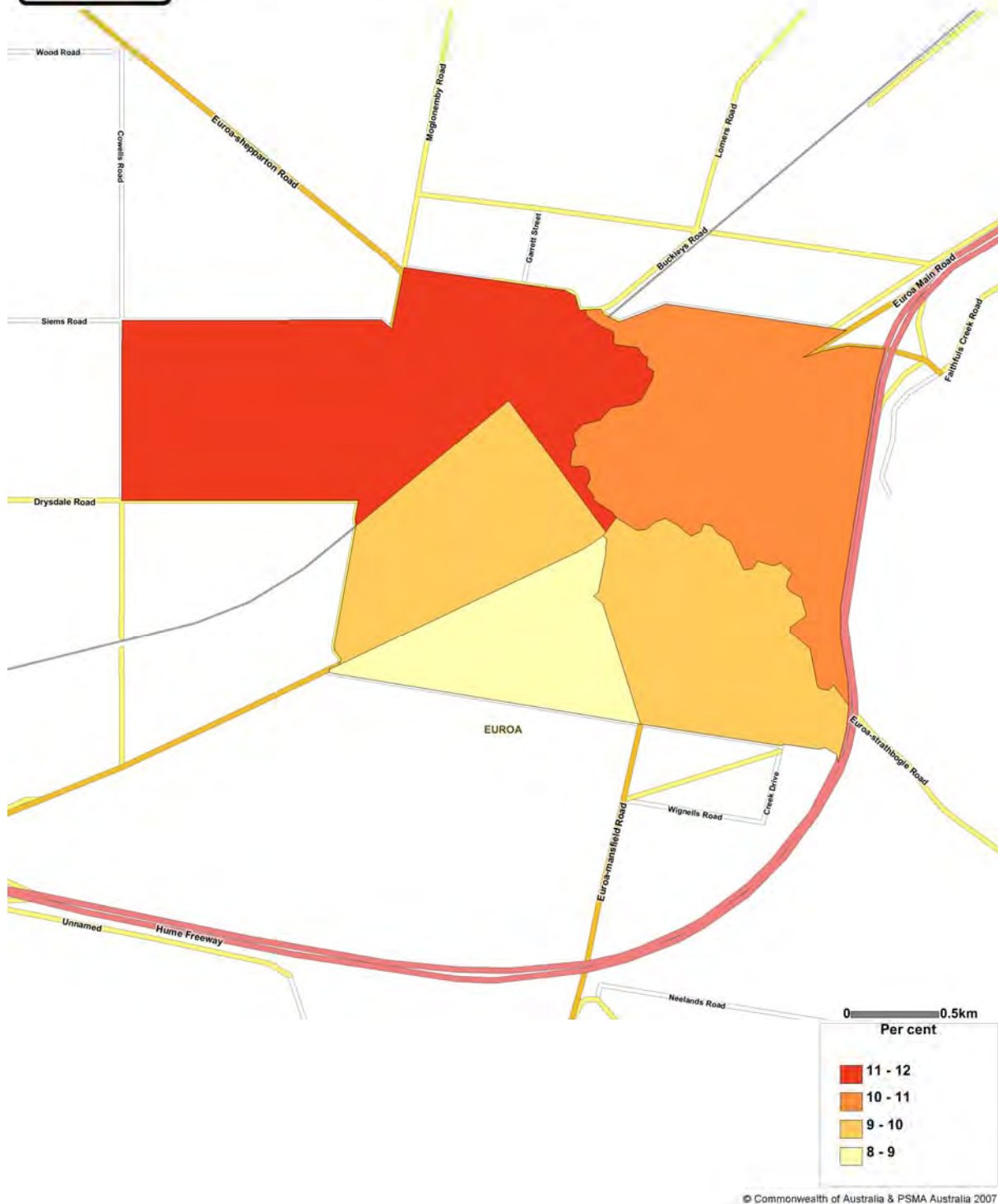


Appendix 5 – Distribution, population aged 15-24



People aged 15-24 years

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District

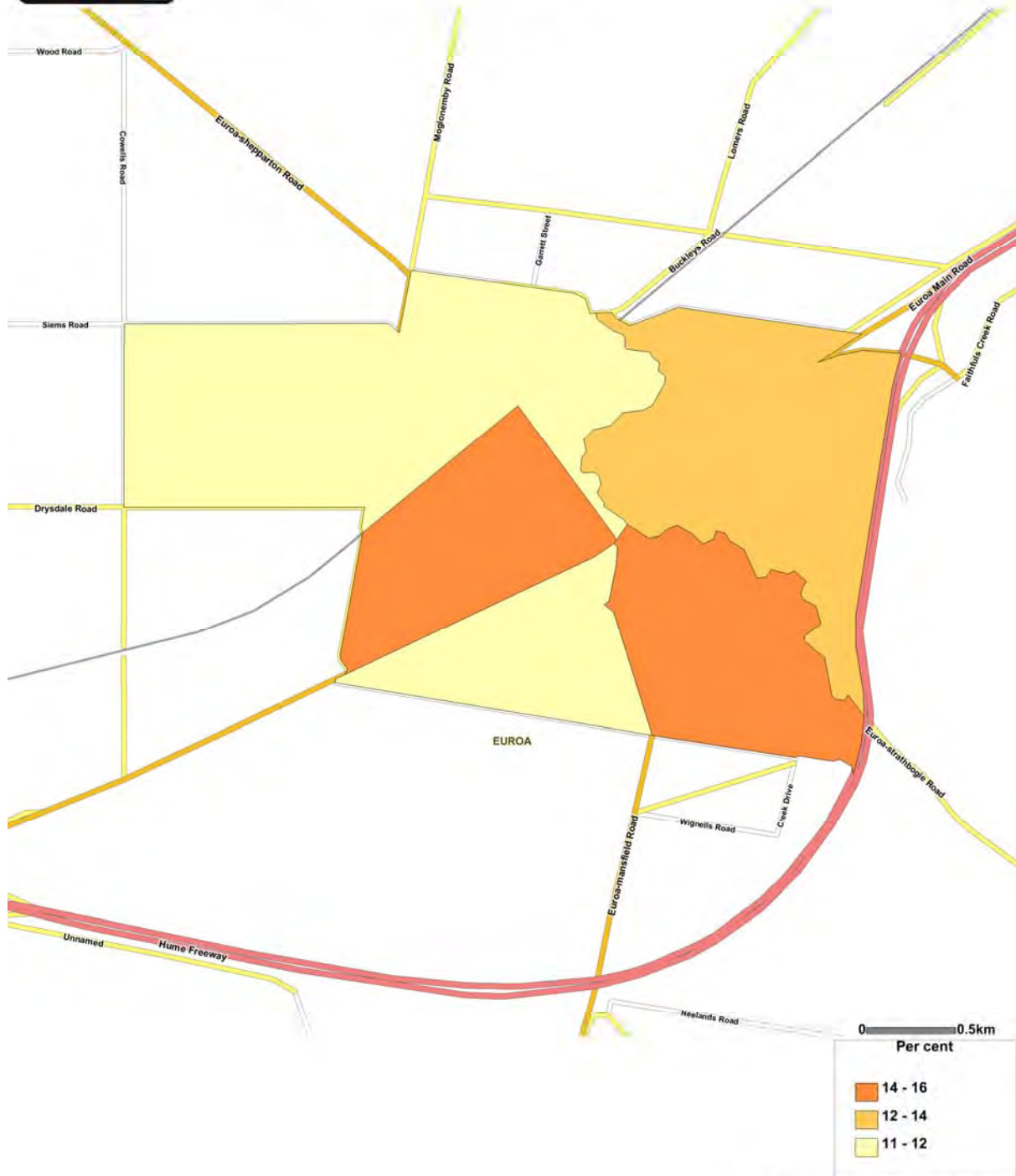


Appendix 6 – Distribution, population aged 55-64



People aged 55-64 years

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District



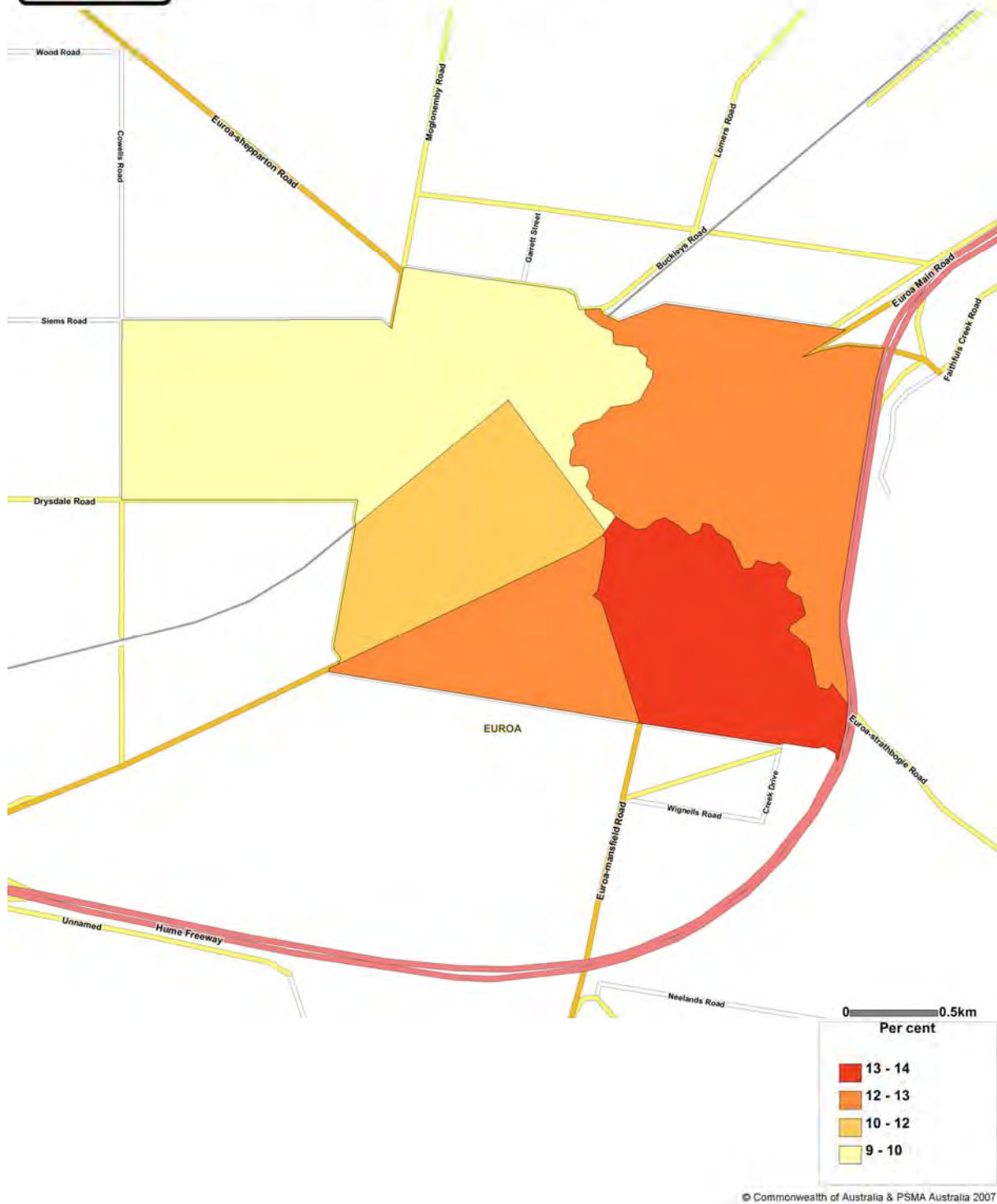
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Appendix 7 – Distribution, population aged 65-74



People aged 65-74 years

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District

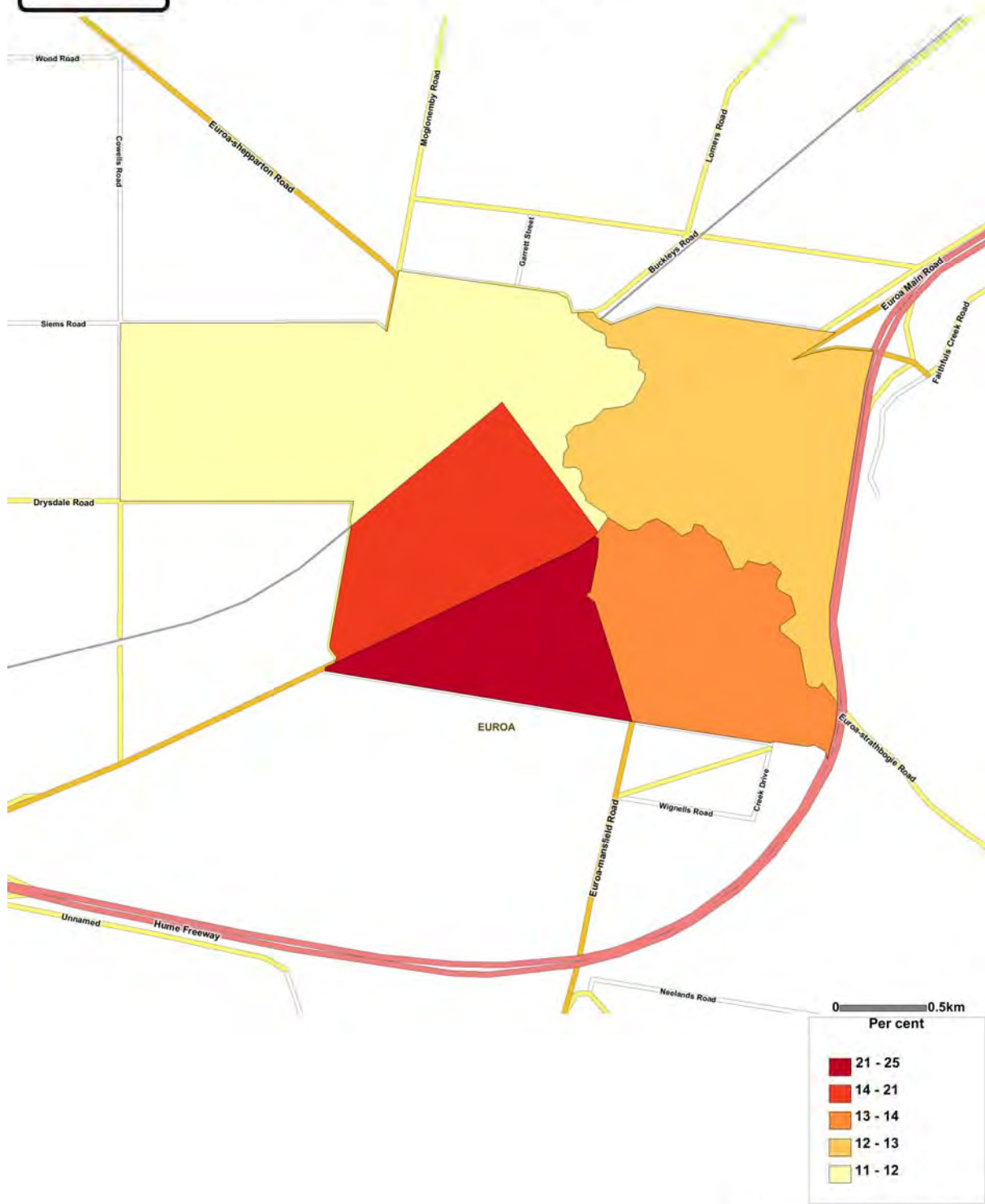


Appendix 8 – Distribution, population aged 75+



People aged 75 years and over

As a percentage of the total population
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District



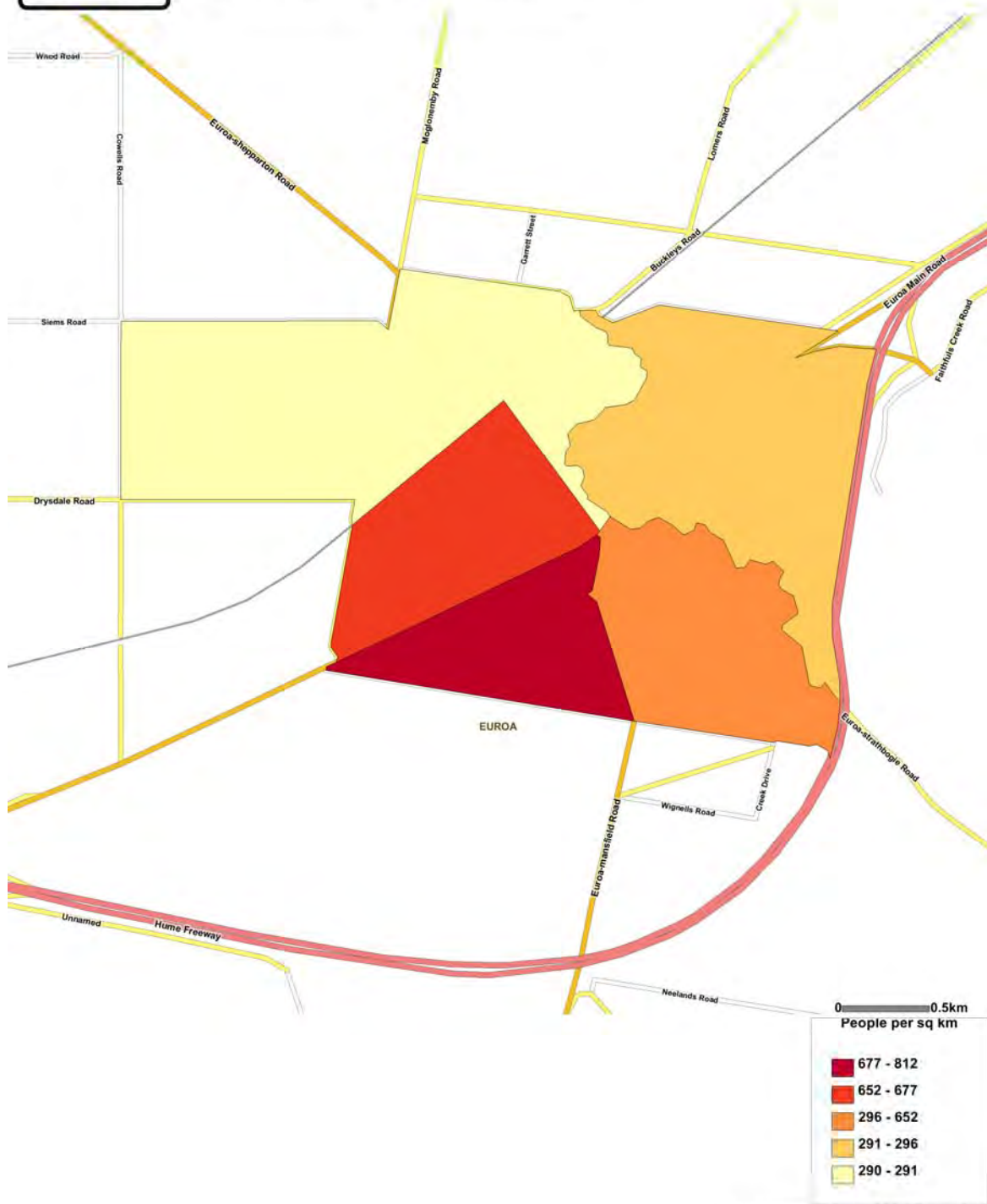
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Appendix 9 – Population density



Population Density

Number of people per square kilometre
 Based on Place of Usual Residence, 2006
 Euroa (Urban Centre/Locality) by Census Collection District



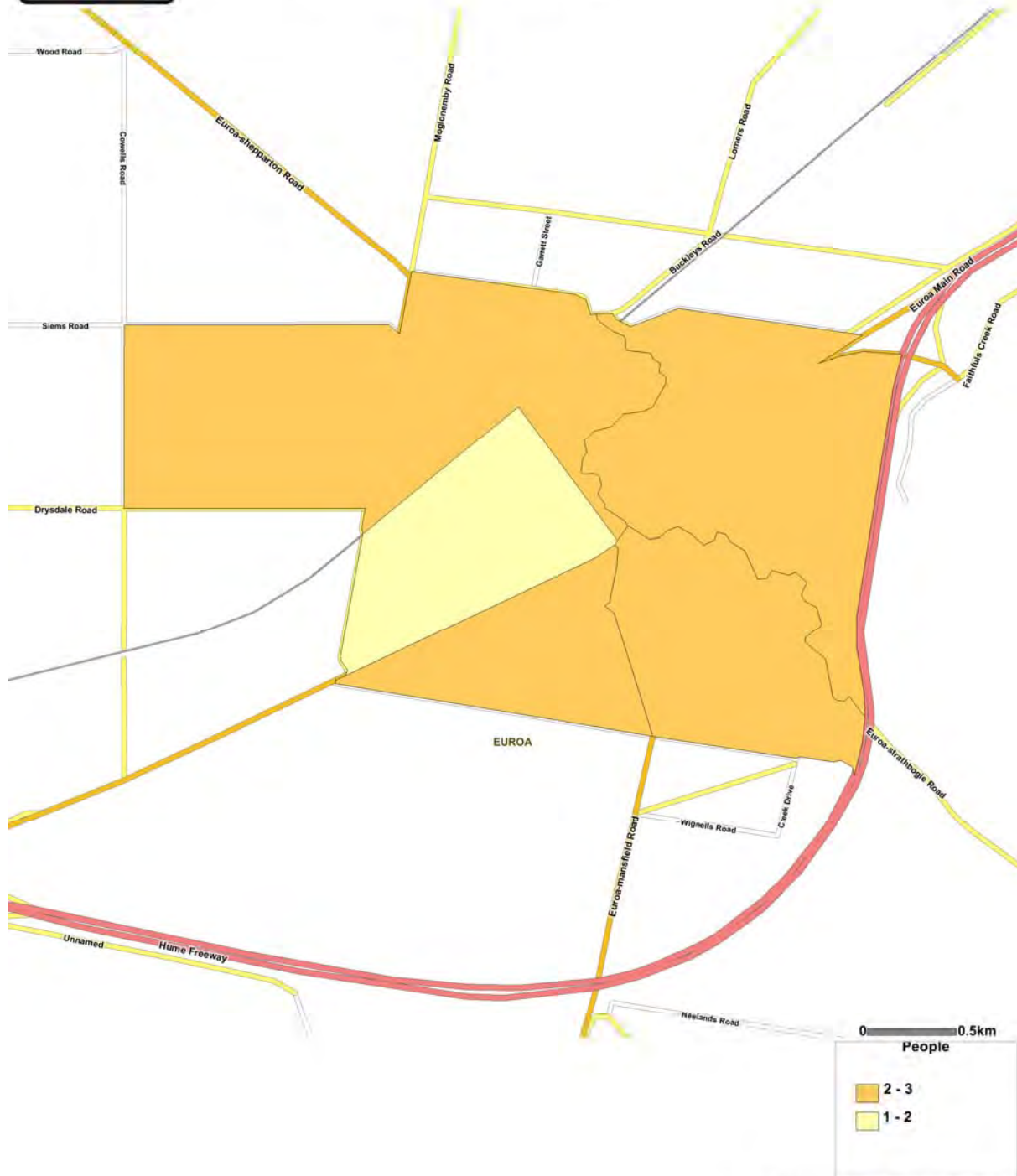
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Appendix 10 - Household size



Average household size

Average number of people in occupied private dwellings
 Based on Place of Usual Residence, 2006
 Euroa (Urban Centre/Locality) by Census Collection District



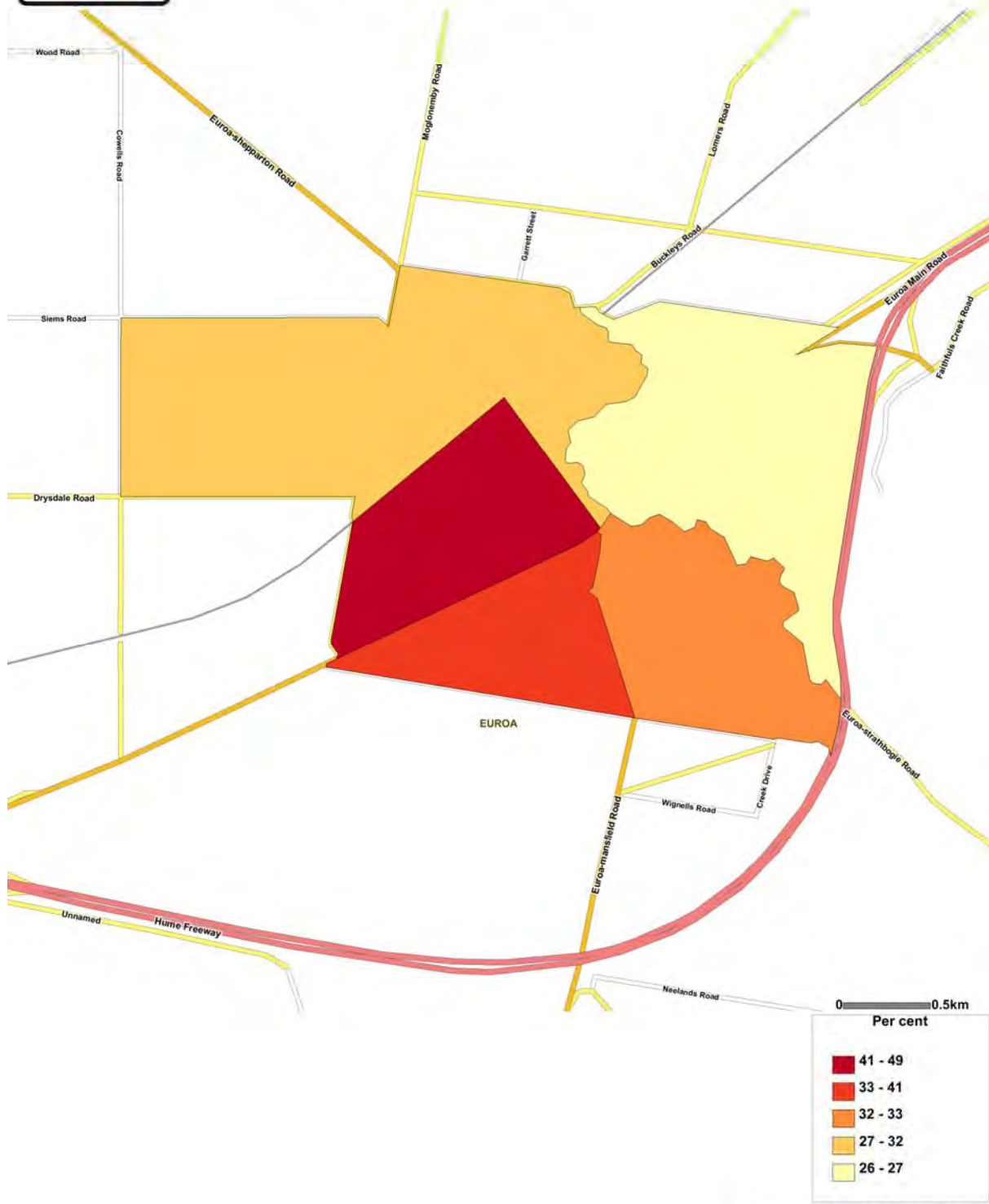
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Appendix 11- Distribution, lone person households



Lone Person Households

As a percentage of all households
Based on Place of Usual Residence, 2006
Euroa (Urban Centre/Locality) by Census Collection District



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