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Euroa  
Community  
Action  
Group

2022-2025  
Strategic Plan



## Acknowledgment of Country

### **We acknowledge that we are on Taungurung Country.**

We hereby express our respect for the Taungurung people, who are the Traditional Owners of the land on which we are based.

We pay our respects to their leaders and Elders past, present and emerging, for they hold forever the memories, traditions, culture and hopes of all Taungurung people.

We express our gratitude for the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we can walk forward together in harmony and the spirit of reconciliation.



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# Context

## Background

The Euroa Community Action Group (ECAG) Strategic Plan 2022-2025 builds on previous Strategic Plans and initiatives from the group.

The development of the Strategic Plan allows the community to identify key issues to ensure Euroa remains a vibrant place.

By working together as a community, the plan brings together ideas gained through an open, public process.

ECAG encourages ongoing participation from all groups and residents. This plan was developed by the community through consultative processes.

The plan is built upon contributions from this consultation and reflects what the community believes are important goals to achieve an improved future.

**ECAG would like to thank the community members who actively contribute to the group as well as those who volunteer to make Euroa a fantastic place to live.**



## ECAG Work to Date

The previous Euroa and District Community Plan (2017-2021) identified a range of issues that were worked on by a range of different groups and agencies within the community.

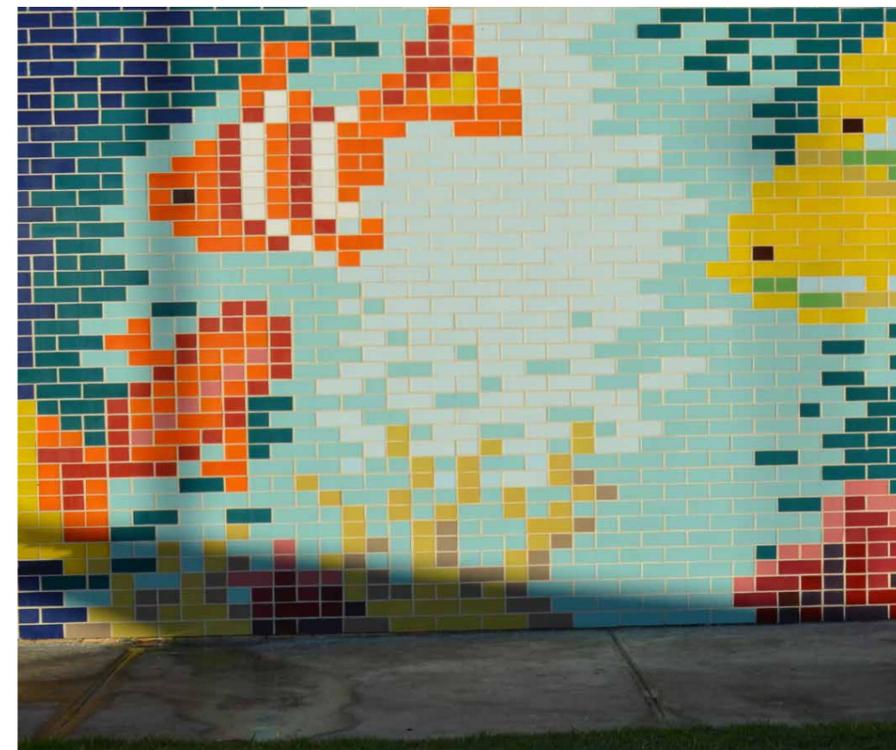
By having the initiatives identified in previous community plans, it allowed local groups and Government agencies to focus on key initiatives and all work together in achieving those aims.

**Some of the key initiatives that were achieved in collaboration with other community groups included:**

- Installing public exercise equipment along the Apex track

- Launching a basketball court in Lion's Park
- Building a brick mural at the Euroa Swimming Pool
- Creating improvements to the railings and footpaths on/around Burton's Bridge
- Supporting the 'Farmer's Market' - established by Rotary Euroa
- Improving access to tourist information - at 'The Hub' - established by the Shire, ECEC and Euroa Health
- Funding annual Christmas decorations
- Enhancing signage for the Apex walking track - located at Seven Creeks Park

- Funding cooktops for the BBQ area at the Seven Creeks Park
- Painting and rendering of the Band Hall
- Installing bollards around the Seven Creeks Park
- Installing Historical columns in Binney Street
- Erecting cigarette bins in Binney Street in collaboration with BEE
- Creating a tourist board at the Seven Creeks Park
- Funding the planting of new trees in Binney Street



## Introduction

**Euroa is a vibrant community, home to people with stories, experiences and ideas that make our place unique. It is the diverse backgrounds and passions of our local community members that makes Euroa a fantastic place to call home.**

Euroa has an extensive range of community groups that include sports, environmental action, community inclusion, arts and culture, and many more. According to the

Strathbogie Shire Council, there are approximately 69 active community groups in Euroa.

The strategic plan provides the context, direction and parameters to guide the outcomes and impact of the Euroa Community Action Group and encourages the involvement of other local community groups to achieve these goals.

The lifespan of the document is from 2022-2025 and the document will be supported by an annual Action Plan.

The document will be viewed by members of the community, Council, local organisations and businesses. It will support conversations, funding requests, and action between ECAG and others to drive targeted, impactful initiatives that strengthen our community.

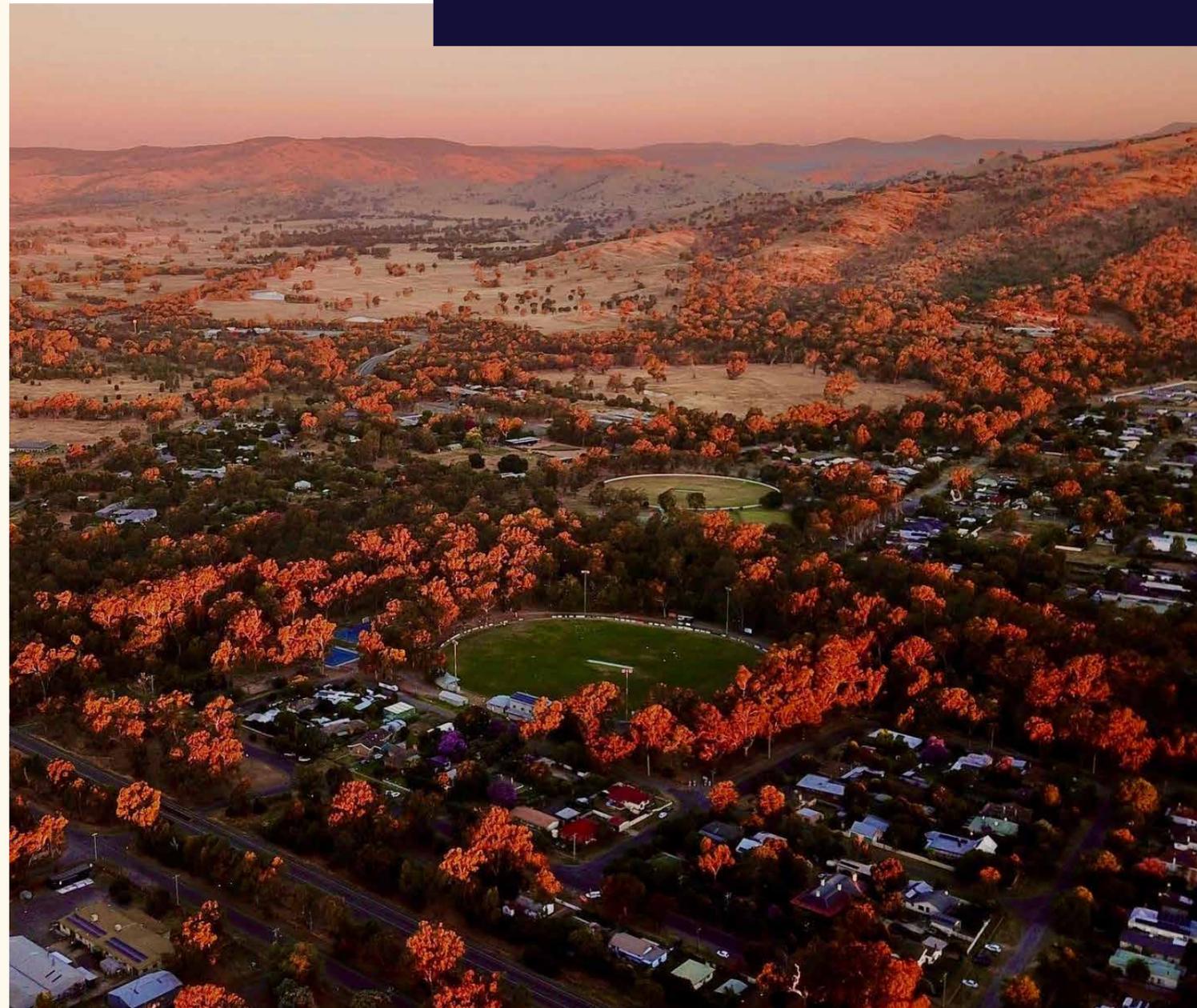


## ECAG's Vision and Mission

The Euroa Community Action Group (ECAG) exists to support and coordinate community members and groups to make Euroa a great place to live, work, play and connect.

**ECAG's vision is for a connected community where everyone is empowered and inspired to act for Euroa.**

**ECAG's mission is to build our community through projects, events and spaces**



# Euroa Community Insights

## Euroa Community

**To understand the needs of the community and how ECAG can deliver on community priorities, monthly meetings and a community survey were conducted.**

Further to this, analysis into the demographics of Euroa and sentiment from the Strathbogie Shire Council Plan engagement report was conducted to create a holistic understanding of the key issues and opportunities in Euroa.

### Euroa Overview

According to Remplan and Profile iD the 2016 Census showed:

Euroa had a population of 3,279 which represented about one third of the Strathbogie Shire Council population.

## 60-69

The most common age cohort was 60-69 years old.

Euroa has a higher proportion of those aged 60 or older than other areas of the Strathbogie Shire Council.

## 1,223

were not in the labour force. This is largely due to the retired population in Euroa.

## 848

residents identified as a volunteer in town, with 1,634 stating they did not volunteer in town.

## 1 in 3

households (approximately), have a lone person occupant in Euroa.

## 69

According to Strathbogie Shire Council, there are approximately 69 active community groups in Euroa ranging from sporting clubs to charities, environment, education and religion.

## Strathbogie Shire Engagement Report

Strathbogie Shire Council released an Engagement Report to support their Council Plan (2021).

The community's top service priorities in Euroa included:

1. **Planning and development**
2. **Environment**
3. **Roads, drains, bridges and footpaths**
4. **Climate change**
5. **Supporting local businesses**
6. **Parks and gardens**

Community infrastructure priorities included:

1. **Arts and Cultural facilities**
2. **Roads, drains, bridges and footpaths**
3. **Buildings and facilities**
4. **Major tourism facilities**
5. **Waste management**

## ECAG Community Survey

Between July and August 2021, ECAG conducted a community survey to understand the community focus areas and priority actions.

There were 45 responses to the survey and the insights were then validated at subsequent ECAG meetings.

### Snapshot of the 45 respondents:

## 80%+

Of the respondents were aged between 31-69 years old with the majority being aged between 31-49 years old.

## 35%

There was a spread for 'years lived in Euroa'. 35% of respondents have lived in Euroa for over 20 years.

## 47%

Of the respondents were not volunteering with any community groups or did not respond to the question.

## 48+

Different groups were mentioned by the 53% who were volunteering.

Active volunteer respondents were on average volunteering at 2 community groups, with 9 respondents volunteering at 3 or more community groups.

### Community Needs and Priority Focus Areas:

When asked about the greatest needs in town, a recurring theme included activities for youth with a focus on young people, kids and teens.

Other common themes included more accessible footpaths, initiatives to reduce loneliness, intergenerational activities and more cohesion between community groups and members.

The priority focus areas mentioned were:

1. **Social inclusion and wellbeing**
2. **Community infrastructure**
3. **Supporting vulnerable community members**
4. **Arts and culture**
5. **Environmental conservation**
6. **Climate Action**

Priority project initiatives highlighted by respondents included:

1. **Community garden**
2. **Active spaces for young people**
3. **More accessible footpaths and spaces**
4. **Events and social gatherings**

### Community Involvement

The top ways respondents wanted to be involved with ECAG were:

1. **Support projects**
2. **Attend working bees**
3. **Attend networking events**



# Strategic Focus Areas

## Core principles

These core values guide how ECAG approaches projects, events and ideas to ensure that ECAG and partners deliver on common goals.

### 1. Community first:

Everything we do builds inclusive networks for all people to have a sense of belonging.

### 2. Collaboration and partnerships:

We solve local challenges together and tap into unique and diverse skills to get the job done.

### 3. Sustainability:

Every decision we make considers how we can positively impact our local environment through waste reduction, lowering carbon emissions, increasing green spaces and encouraging sustainable living.

### 4. Transparency:

Our work, finances and projects are transparent and we call on our community to be involved in decision making.

### 5. Diversity and inclusion:

We celebrate our diverse background, embrace First Nations culture, and acknowledge and advocate for inclusive activities in everything we do.

## Role of ECAG

There are a range of community groups in Euroa, however there is often a lack of communication which can lead to duplication of effort.

There is a distinct gap of coordinating and supporting groups to connect and work on projects that achieve a common goal.

ECAG is a small membership based group aiming to act as a conduit between a range

of community groups to share ideas and form a united approach to deliver initiatives.

The aim is to achieve common goals by sharing resources and planning.

**Therefore, ECAG plays three important roles:**

### 1. Coordinate

Coordinate connections in Euroa to maximise common community goals

### 2. Collaborate

Collaborate and partner with other groups to deliver projects and events

### 3. Advocate

Advocate to Council and other groups for funding and priorities that strengthen the community



## Goals and Actions

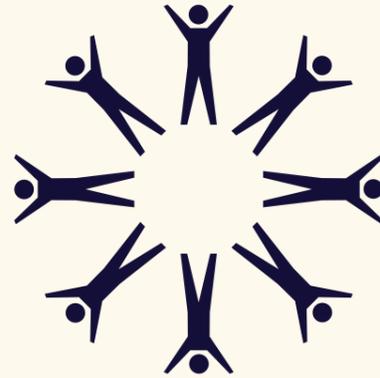
### Goal 1: Community Driving Positive Action Together

This goal aims to ensure that our community is empowered and motivated to work together to address challenges and opportunities that strengthen Euroa.

Volunteering in Euroa will be easy, accessible, and rewarding.

#### Outcomes:

- Euroa community members are actively involved in volunteering
- Our community is quick to partner and act on emerging issues
- Volunteer opportunities are abundant, diverse and exciting
- Community groups are inclusive and events are welcome to all



#### Key Actions:

	Coordinate	Collaborate and Partner	Advocate
<b>Short Term</b>	<ul style="list-style-type: none"> <li>• Create a volunteer database</li> <li>• Create community project database for local groups to register their projects</li> <li>• Increase social media presence to promote other community group</li> </ul>	<ul style="list-style-type: none"> <li>• Support grant applications by local groups</li> <li>• Auspice unincorporated community groups</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate to Council for more funding for local groups</li> </ul>
<b>Long Term</b>	<ul style="list-style-type: none"> <li>• Generate ongoing communications to keep our community in the loop</li> <li>• Create a volunteer matching system that links community with those in need</li> </ul>	<ul style="list-style-type: none"> <li>• Share regular communications with other groups about grants and volunteer requests</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with other Community Action Groups in Strathbogie Shire to drive collective projects</li> </ul>

### Goal 2: Strong Community Inclusion and Wellbeing

This goal aims to ensure our community has a range of initiatives and facilities that support positive ageing, intergenerational relationships and initiatives to increase health and wellbeing.

#### Outcomes:

- People are active, healthy and have a sense of belonging
- People have opportunities to share their diverse skills and engage with a range of groups
- People have opportunities to connect and feel part of the community



#### Key Actions:

	Coordinate	Collaborate and Partner	Advocate
<b>Short Term</b>	<ul style="list-style-type: none"> <li>• Host regular networking and social events that build intergenerational relationships</li> <li>• Run events at the community garden that promote healthy living and sustainable gardening</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage and promote community to sign up for sporting club memberships</li> <li>• Partner with local schools and involve them in local projects</li> </ul>	<ul style="list-style-type: none"> <li>• Promote positive ageing practices with local health bodies</li> <li>• Advocate to Council to create an accessibility and inclusion framework</li> </ul>
<b>Long Term</b>	<ul style="list-style-type: none"> <li>• Coordinate community groups to create intergenerational events</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with local health bodies to run wellbeing events</li> <li>• Partner with local groups to create a signed walking loop around the town to encourage active living</li> </ul>	<ul style="list-style-type: none"> <li>• Explore affordable housing schemes to encourage workers in local industries including hospitality and farming</li> </ul>

## Goals and Actions

### Goal 3: Thriving Natural and Physical Spaces

This goal aims to ensure that our community is known for maintaining and regenerating our natural environment alongside building great spaces that bring the community together.

#### Outcomes:

- Physical spaces are accessible, connected and well utilised
- Our natural spaces and buildings are a destination that encourage inclusion and knowledge sharing
- Events and ongoing activities showcase all that Euroa has to offer
- Environmental protection and addressing climate change are embedded across local spaces



#### Key Actions:

	Coordinate	Collaborate and Partner	Advocate
<b>Short Term</b>	<ul style="list-style-type: none"> <li>• Develop a community garden and gathering space</li> <li>• Protect our natural environment through volunteering events and activities</li> <li>• Write letters to key organisations and bodies requesting infrastructure upgrades and increased funding for the town</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Taungurung Land and Water Council to build local knowledge of First Nations people and culture</li> <li>• Support the development of a walking track at the Friendlies Oval</li> <li>• Support local groups to plant more trees and keep our community clean</li> <li>• Partner with the Euroa Chamber of Business and Commerce to install festoon lights in Binney Street</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for more play-grounds and spaces for all ages</li> <li>• Advocate for more connected walking and bike trails</li> <li>• Advocate to Council to develop and deliver a community facilities solar and battery roadmap</li> <li>• Advocate to key organisations and bodies to invest in Euroa's infrastructure and local aesthetic</li> <li>• Advocate to Council for a Seven Creeks Master Plan to increase tourism and sustainability</li> </ul>
<b>Long Term</b>	<ul style="list-style-type: none"> <li>• Explore developing a community funded trust that plants and maintains trees</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage more accessible and transparent audit of works conducted by Council</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate to Council for a master plan redevelopment of the Euroa pool precinct</li> </ul>

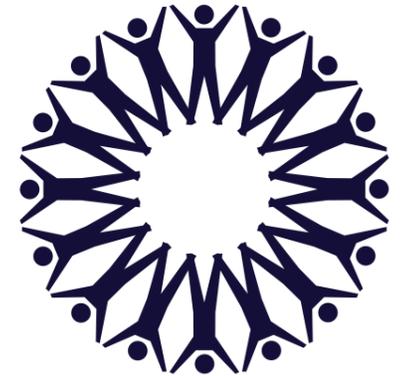
### Goal 4: A Destination For Arts and Culture

The aim for this goal is to ensure our community embraces arts and culture activities that bring the community together.

Diverse art experiences, activations, and key local events attract tourists to =town on a regular basis.

#### Outcomes:

- Euroa is known as an inclusive community who encourage art and cultural activities
- Physical spaces reflect our arts, culture and community identity
- Tourists stop in at Euroa to engage with art and contribute to the local economy
- There are a range of local arts and culture businesses



#### Key Actions:

	Coordinate	Collaborate and Partner	Advocate
<b>Short Term</b>	<ul style="list-style-type: none"> <li>• Create an arts and culture walking trail around Euroa</li> <li>• Develop and execute a plan to increase sculpture and murals in Euroa</li> <li>• Build nature play and sensory garden in the community garden</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with local arts and culture groups to create more public artwork</li> <li>• Support Euroa Chamber of Commerce and Business to run events that promote tourism and trade</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage Council to enhance the signage in Euroa and in Binney St</li> <li>• Advocate for more spaces for women to create and share their art</li> </ul>
<b>Long Term</b>	<ul style="list-style-type: none"> <li>• Create local events that encourage school students to showcase their art</li> <li>• Create an annual arts and culture calendar for use in tourism and promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Revitalise underutilised spaces with pop ups and activations</li> <li>• Volunteer and promote the Euroa Music Festival and local art and culture events</li> <li>• Partner with other Action Groups in the Strathbogie Shire to create arts and culture events that span across towns</li> <li>• Partner with TLaWC to run cultural events</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage Council to develop a master plan for the Seven Creeks park to encourage more tourism and local arts and culture.</li> </ul>

# 2022 Action Plan

## Priority Actions

Action	Overview	Goal Alignment	Timing	Dependencies
Community Garden and gathering space	Finalise planning and build the community garden in line with the project plan (including nature play zone) run by a working group.	1, 2, 3	Launch by May 2022	Adequate lease agreement from Strathbogie Council.
Mural and sculpture plan for Euroa	Develop the plan and apply for funding to install a sculpture in Euroa with an ongoing plan to increase public art in the region by 2025	3, 4	Deliver first installment by Nov 2022	Funding application approval by Council. Promotion support from Council and key community groups.
Festoon lighting in Binney Street	Install festoon lighting in Binney St Euroa to increase the public amenity to promote local trade and tourism	3, 4	Deliver by Jun 2022	Funding application approval by Council.
Quarterly social events for ECAG members and the community	Hold social events at key community facilities to encourage networking, inclusion and utilisation of spaces.	1, 2, 3	Ongoing	
Social media presence	Increase social media presence across Facebook and Instagram to promote activities of ECAG and other local community groups	1, 2, 3, 4	Ongoing	
Auspice new initiatives	Support new initiatives	1, 2, 3, 4	Ongoing	

**Please contact the ECAG committee if you would like to discuss any ideas or projects further via email at [euroacommunityactiongroup@gmail.com](mailto:euroacommunityactiongroup@gmail.com)**



