

Advocacy Priority:

# Euroa Railway Precinct Masterplan



## Overview

The Euroa Railway Precinct Masterplan is a community-driven blueprint to transform Euroa's rail corridor into a vibrant, connected, and future-ready hub that benefits not just Euroa, but the wider region. As the Federal Government's Inland Rail Project progresses, we have a rare opportunity to align this investment with local priorities—ensuring rail upgrades strengthen, rather than divide, our township.

This plan is more than transport infrastructure. It's about creating a place of shared benefit—where transport, commerce, and community life come together to build resilience, grow the economy, and improve liveability. By revitalising the heart of Euroa, we can create a precinct that honours our heritage while preparing for a connected, sustainable future.

## The Problem

Without coordinated investment, the scale of infrastructure changes from Inland Rail works, risks leaving Euroa with disconnected spaces and lost potential.

Key challenges include:

- Limited connectivity between residential, commercial, and civic areas
- Underused public land that could be activated for community or commercial benefit
- Reduced amenity at Euroa's main gateway, impacting town identity and appeal
- Missed opportunities to align local upgrades with national infrastructure investment.

This is not simply a local issue—without strategic planning, the benefits of Inland Rail works will bypass smaller towns like Euroa, instead of integrating them into a stronger regional economy.

## The Solution

The Euroa Railway Precinct Masterplan sets out a clear, staged pathway to revitalise the town centre and leverage Commonwealth investment for long-term community gain. Supported by Victorian Government funding for its development, the plan proposes:

- A connected public precinct with safe, accessible links between the station, town centre, and surrounding areas
- Integrated transport solutions prioritising pedestrians, cyclists, and active travel, while supporting future-ready mobility options
- Activation of underutilised land to drive tourism, retail, and small business opportunities
- Streetscape and gateway upgrades that showcase Euroa's unique heritage and rural character
- Infrastructure to attract and retain investment, strengthen regional visitation, and reinforce Euroa's role as a key stop along the Inland Rail corridor.

Council has completed community engagement and scoped shovel-ready components on Council-managed land. We are now seeking Commonwealth co-investment to deliver the first stages through programs that support regional economic growth, place-based renewal, and transport-linked community infrastructure.

## The Benefit

This project supports national priorities around regional development, transport connectivity, and liveable communities:

- Economic Impact:** Increased foot traffic and improved access will stimulate local spending, attract private investment, and create jobs. Euroa's revitalised centre will become a stronger economic driver within Victoria's growing freight and passenger network.

- Social Benefits:** A connected, people-focused precinct will bring residents, visitors, and businesses together. Enhanced public spaces will host events, encourage social interaction, and strengthen community cohesion.

- Environmental Sustainability:** Sustainable design—including green landscaping, water-sensitive infrastructure, active transport links, and EV charging—will reduce car reliance, enhance amenity, and build climate resilience.

This is an investment in community resilience and regional prosperity, ensuring the benefits of Inland Rail extend beyond freight to deliver tangible, place-based outcomes.

## Conclusion

The Euroa Railway Precinct Masterplan is a shovel-ready opportunity to align national infrastructure priorities with regional renewal. By partnering with the Commonwealth and Victorian Governments, Strathbogie Shire Council can deliver a precinct that strengthens Euroa, boosts regional productivity, and sets a benchmark for integrating rail infrastructure into thriving local communities.

This is a high-return, place-based investment: one that supports the common good, fosters stronger connections between people and places, and helps regional Victoria grow with confidence.

This is an investment in tomorrow:

- In stronger regions
- In connected communities.

