



# COMMUNITY PLAN – WEDDERBURN 2015 - 2025

## Developing for the community

This Plan depicts a vision for the community of Wedderburn and identifies goals to achieve that vision. It was developed after community consultation and reflects the community's needs and wishes moving forward.

**Prepared by the Wedderburn Development Association  
2015 - 2025**



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## Introduction

To gather greater community input in its planning framework, the Loddon Shire Council, in 2002, actively encouraged communities within its borders to develop and submit their own community plans. This initiative not only gave ownership and a greater sense of belonging to the communities, it provided a community vision and enabled Council to work in partnership with those communities and established a platform for Council's future planning.

As of the time of preparation of this Plan the Loddon Shire Council had 17 community plans registered on its website. They are:

- Arnold
- Boort
- Bridgewater
- Calivil
- Campbells Creek
- Dingee
- Eddington
- Inglewood
- Kingower
- Korong Vale
- Laanecoorie
- Mitiamo
- Newbridge
- Pyramid Hill
- Serpentine
- Tarnagulla
- Wedderburn
- Yarrawalla

The previous Wedderburn Community Plan was launched in early 2006 and is nearing its renewal date. The plan contained fifteen strategic objectives including recreation, tourism, shopping, health, beautification and many others. Over the years, many of the targets to meet the strategic objectives have been successfully completed.

This plan identifies community needs for the future of Wedderburn. Although an exhaustive process was undertaken by the Wedderburn Development Association in the preparation of this plan, it cannot be said to be conclusive and recognises other matters may need to be addressed as they arise in the future. However, this plan does provide a solid basis upon which a vision can be drawn, and planning at the third tier of government can be accomplished.

This plan only involves the community of Wedderburn, as Council funding and expenditure is dictated by Ward boundaries.



Figure 1: Electoral boundaries of Loddon Shire

## What is a community plan?

A community plan is a plan prepared by or on behalf of the community, which through community consultation, identifies issues, challenges and opportunities that the community wishes to address over the short, medium or long term period of the plan.

Its development also identifies a vision for the future of the community.

This plan includes areas such as health, young persons, marketing, business & innovation, recreation, community infrastructure and education. All areas were determined through the consultation process<sup>1</sup>.

## Why do a community plan?

A community plan enables the community and its leaders to identify and deliver what the community wants. In Wedderburn, there are many organisations, businesses and clubs that support the community; however, their needs and hopes can be vastly different.

A community plan provides:

- information on the issues of importance to the local community
- everyone the opportunity to be involved
- a sense of ownership
- the local council with an awareness of the needs of its communities
- information about changes or threats to local services and activities
- useful information when applying for funding for projects
- a vision of the community in the future, and a defined plan of action to show how this will be achieved.



A plan is not exhaustive and can be added to, but it does provide a good deal of direction to the community and satisfies many expectations.

## The Wedderburn story

Wedderburn is a small country town on the Calder Highway about two and a half hours' drive north-west of Melbourne (about 214 kilometres).

The area was well known for its gold resources after gold was discovered in the area in 1852. A few years later, a post office opened up in the town in 1858.

A railway branch line was built in 1887 linking Wedderburn Junction to Wedderburn; however, it has been decommissioned for many years.



Figure 2: From Museum Victoria, circa 1900

History tells us that during the peak of the gold rush, there were some 6,000 gold prospectors in the area. Apparently, this number dwindled rather quickly with the lack of water and discovery of other goldfields.

Eucalyptus-oil production has also declined over the years, but thanks to a dedicated group of local volunteers, a small amount is still produced for the tourist trade and local residents.

Wedderburn also featured wheat silos, which, although no longer operational, are still standing today, and a flour mill which burnt down in 1929.

Today, according to the Australian Bureau of Statistics 2007 report, there are 704 people living in Wedderburn, and although gold detecting is still a very popular pastime for many visitors to the town (and some locals), agriculture (wheat, sheep, and more recently canola) is the staple product of the area.

The Loddon Shire Council office is located in the main street and the town boasts a number of local businesses, a swimming pool, and a sports precinct that includes netball, football, hockey and harness racing.

## How did we get here?

### Wedderburn Community Plan 2004 – 2014

In 2002, the community planning group joined with the Wedderburn Development Association and put together the 2004 – 2014 Community Plan. The Wedderburn Development Association was tasked with reviewing the plan annually and advocating, on behalf of the community, with the Loddon Shire Council to achieve the goals set out in the plan. Of the 17 objectives, 16 have been achieved or are in progress.

A review of the plan in early 2014 identified the need to commence work on a plan for 2015 – 2025. In April 2014, the Wedderburn Development Association published an Engagement Strategy showing how it intended to consult with the community to gather information for this plan.

### Engagement

To advertise the work being undertaken for this community plan the Wedderburn Development Association:

- identified and wrote to 65 businesses and organisations located in Wedderburn (Attachment 1)
- placed posters around the town stating that this work was about to begin and then introducing public forums
- delivered flyers to every mail box in the town and to each post office box
- advertised on websites, Facebook and the radio.

The Association encouraged people to submit comments via the website, left drop boxes at strategic places in the town, conducted two public forums, manned a street stall for two days and followed up with three focus groups. Attachment 2 identifies persons who contributed to the plan.

The engagement strategy resulted in 91 participants inputting to the development of the community plan (or 13 per cent of the population).

The draft plan was published on the Wedderburn Development Association's website seeking comments and review from the community. A public forum was also held on Wednesday 18 November 2014 to allow for further discussion and input. Both the publishing of the draft plan and the forum were heavily advertised.

No comments were received on the draft plan via the website, email or ordinary mail. Fourteen community members attended the forum (see attachment 7). General discussion took place during the forum but no comments were made that necessitated change to the draft plan.

## What the community wanted

There were 180 suggestions for inclusion in the community plan; and after the merger of similar ideas, 151 remained (see Attachment 3).

The Wedderburn Development Association reviewed these suggestions and categorised them into the following groups:

1. Business and Innovation
2. Community Infrastructure
3. Education
4. Health
5. Marketing
6. Recreation
7. Young persons

## Vision, goals and tasks

The information gathered clearly depicts the topics of interest and/or concern to the community, those matters that the community believes would preserve Wedderburn's heritage, sustain its future and take care of its population.

The vision emanating from the proposals put forward suggests business and employment growth, community well-being, improving infrastructure, educating the youth and unemployed, advertising the town's assets, improving recreation activities and engaging the youth.



### Vision

A vision is a statement of what we would like to achieve or accomplish in the future. It serves as a purpose for future direction.

Our vision is to live in a community that enriches our lives, encourages self-reliance, pride and inner harmony, cares for the well-being of all and preserves its assets for future generations.

### Goals and tasks

A goal is what our actions are intended to accomplish and, if achieved successfully, will deliver the vision statement. A task is a specific action and easier to measure than goals. Tasks make up a specific plan of attack to achieve the goals.

The goals to fulfil the vision are derived from the information gathered from the community and categorised into seven workable groups. The tasks to achieve the goal are itemised under each of the goals.



Figure 3: Community planning session

**Goal 1 – Business and Innovation: To generate and support businesses in Wedderburn and encourage innovation**

Generating and supporting locally owned businesses gives a community local character and develops the community's unique stamp in the world. It also provides employment and increases the economic sustainability of the community (keeping the dollars within the community).

In addition to employment (an employed person is far happier and less stressed than an unemployed person), local businesses generally reinvest in the community through sponsorship to local sporting or recreational organisations, which in turn develop a healthy environment and a thriving community.



Figure 4: Main Street

Local businesses also create diversity (generally smaller businesses do not carry all products) which helps build distinctiveness and brand. They also provide better service than the larger big city stores and build personal relationships between owners, staff and customers.<sup>ii</sup>

Encouraging innovation provides competition and promotes initiative. It makes people think about how the community or business can be bettered and provides a sense of inclusion and ownership.

A community that supports locally owned businesses and innovation supports the community's well-being, self-reliance and sustainability.

The tasks to achieve Goal 1 include:

1. Undertake a business needs analysis to determine the type of new business that would be supported by the local community. Approach identified service providers and encourage them to bring their business, or a branch thereof, to Wedderburn.
2. Undertake an analysis of employment opportunities in and around Wedderburn and feed the results to resident unemployment agencies and training authorities for appropriate training courses.
3. In conjunction with current child care providers, review child care needs in Wedderburn with the view to providing a more flexible and sustainable service.
4. Establish a farmer's market in Wedderburn and, if possible, incorporate aspects of a street market.
5. Investigate the existence of volunteer, service, equipment registers/directories and encourage relevant authorities to establish/update same.
6. In conjunction with the Loddon Shire Council, investigate the existence and need for coordinated firewood, weed and fuel plans.

**Goal 2 – Community Infrastructure: To ensure infrastructure is maintained and improved upon**

Although the term ‘infrastructure’ typically refers to the technical structures that support a society, such as roads, bridges, water supply, sewers, electrical grids and telecommunications<sup>iii</sup>, for the purposes of this plan, it includes buildings and other assets in the community.

It is acknowledged that councils generally carry the burden of infrastructure maintenance; however, the community also has a responsibility to take care of its assets and liaise with Council about items for inclusion on its works program.

Many comments were received in the development of this plan relating to street and building beautification to attract tourists and new residents.

Building and road maintenance, improved services and general beautification provides a clean tidy place to live in and this may have an effect on the community’s well-being, general satisfaction and pride.



Figure 5: Swimming pool

The tasks to achieve Goal 2 include:

1. Continued liaison and input into the “Wedderburn Streetscape Plan” to ensure the original objectives are met.
2. Establish town entrance signage depicting Wedderburn’s unique environment.
3. Continued liaison with Council in the development and execution of the Master Plan for upgrades to the Caravan Park.
4. Reduce the incidence of unsightly premises around town, with emphasis on High Street.
5. Develop and execute a plan for the upgrade of the swimming pool including painting, heating and opening hours.
6. Establish an “events” board in a suitable and prominent location.
7. Establish more public seating along High Street.

**Goal 3 – Education: To ensure the community has access to appropriate educational facilities**

Wedderburn’s community is serviced by the Wedderburn College (Prep to Year 12). The college provides the requisite education for the community’s young where they then decide to undertake tertiary education or enter the workforce.

The Wedderburn Community House registered training organisation provides training courses for a variety of disciplines across all ages. Organisations such as Community Emergency Response Team, State Emergency Service and the Country Fire Authority also provide ‘in-house’ training courses for their members, providing them with the necessary tools to properly and effectively complete their duties.

Education under all of these circumstances fulfils and satisfies. It may build lasting relationships, sets a platform for innovation and realise dreams and ambitions.

This goal is a little more specific, in that it identifies the district’s employment opportunities and targets training/education towards those opportunities, to better equip prospective applicants (or even current workers) to obtain and retain local jobs. The Wedderburn Community House already does this for shearing by running an annual course.

The community believes it is important to identify local employment opportunities and target training towards those opportunities.

The tasks to achieve Goal 3 include:

1. Identify employment opportunities and work-related training courses in and around Wedderburn.
2. Liaise with local training authorities for the provision of training in any additional areas identified.

#### Goal 4 – Health: To provide the best health services possible to encourage community well-being

Wedderburn is serviced by a doctor four days per week during ordinary business hours. Inglewood and District Health Services also provide allied health services from the Wedderburn Community Centre (including podiatry, nutrition and mental health).

Why is primary health care important? The Government of Western Australia Department of Health and the Department of Health Victoria stated, “International research has shown that countries with strong primary health care services are recording lower rates of hospitalisation, lower mortality and better health outcomes generally.”<sup>iv</sup>

The Department of Health Victoria also stated, “Community Health Services play an important role in the primary health system and aim to improve the health and well-being of Victorians, particularly people with or at risk of poor health.”



The provision of community health services is indeed an important element for a happy and sustainable community. It also provides the reassurance that help is available when needed, without the necessity to travel lengthy and tiresome distances.

Wedderburn’s neighbour to the north is Boort (about 30 minutes), to the west Charlton (20 minutes) and to the east



Inglewood (20 minutes), all of which have a functioning hospital. A little further afield (about one hour) is Bendigo, which boasts a major provincial hospital.

Community members are calling for better health services, especially those for the aged.

The tasks to achieve Goal 4 include:

1. Establish an aged care centre in Wedderburn.
2. Establish an ambulance station in Wedderburn.
3. Obtain dental services in Wedderburn.
4. Undertake a review of the health services already provided and identify what other services may be needed. For example, full-time doctor, physiotherapist, after hours medical/chemist, hydrotherapy and well-being workshops for the unemployed.

### **Goal 5 – Marketing: To promote Wedderburn’s heritage, habitat, environment and assets**

Some comments received for this plan related to promoting Wedderburn as a town to visit, to live and to have a business in, whilst others were concerned with showing off its heritage and natural environment. However, the underlying factor was that the commenters were proud of their town and wanted to ensure it was here for their children and their children’s children.

Marketing the town’s assets and desirability to the outside world may provide the key to unlocking Wedderburn’s future by increasing business and employment opportunities, tourist dollars and population.

Hand-in-hand with marketing/promotion comes branding; being recognisable by a distinct brand or icon. Whether it be the natural fauna and landscape, wildlife, gold or its local industries, branding will help sell what Wedderburn has to offer.

Successful marketing indirectly links with other goals in this plan such as supporting business and innovation (increased sales, increased competition), additional income (sales, contributions and rates), and helps maintain the town’s infrastructure needs.

Wedderburn is already actively promoting its assets though Wedderburn Tourism Inc. and the Council’s Visitor Information Service; work in this area will naturally be linked with both those agencies.

Generally, it was felt that Wedderburn needs to be more pro-active in promoting its brand.

The tasks to achieve Goal 5 include:

1. Explore diversity of Wedderburn’s assets for promotion and development.
2. Establish Wedderburn uniqueness by defining and developing a brand.
3. Identify and promote major events.
4. Investigate different means of advertising and encourage the relevant organisations to diversify.

### **Goal 6 – Recreation: To create a multi-dimensional and active environment promoting health, vigour and vitality**

Sport and recreation plays an active role in improving a community’s general health, vigour and vitality. The many clubs organised and run by volunteers, who are generally involved in more than one discipline, tie the community together, creating an homogenous relationship between clubs, officials, players and other members.

In 2008 the NSW Department of Arts, Sport and Recreation commissioned a literature review into Sport Recreation and Community Building<sup>v</sup>:

“The report identifies the following aspects in good practice in sports that aim to build stronger communities:

- connecting the social, cultural, environmental and economic spheres in the community
- Improving the quality of life of community populations and gaining mutual benefit among community members
- creating opportunities and encouraging community members to participate in community activities, from employment to social events to civic duties
- empowering communities, helping them take advantage of opportunities and take shared responsibility for their wellbeing

- recognising the diversity of interests within a community and how that may affect capacity building
- engaging people from the community, government and private sectors to work together to address community issues, solve problems in their community and achieve common goals”.

Wedderburn is undoubtedly a strong sporting community boasting many clubs including football, netball, hockey, tennis, bowls, indoor bowls and cricket. Clubs and player achievements were recently duly recognised at the Loddon Shire Council’s inaugural Sports Awards Night. One of the award recipients commented in her acceptance speech about the strength of sport in the Shire, and how players who have left and sought employment and residence elsewhere, return to continue their sport in an environment which they have grown to enjoy.

Healthy body, healthy mind, physical and mental strength and well-being means a healthy and happy community. The community is generally pleased with its sporting achievements and would like to see improvement in facilities and activities.

The tasks to achieve Goal 6 include:

1. Develop infrastructures to support sport and recreational activities.
2. Investigate the opportunities to develop bike and BMX tracks, art walks and a skate park.
3. Investigate the opportunity to introduce a pedal powered event.
4. Investigate the opportunities to establish an annual music event.
5. Enter discussions with the relevant organisations to extend the opening hours of the pool and all year golf.



### **Goal 7 – Young persons: To engage young persons at their level and solicit their input and participation in community activities**

*“We must do all that we can, to give our children the best in education and social upbringing - for while they are the youth of today, they shall be the leaders of tomorrow.” (Attrib. to John F. Kennedy (1917-1963)).*

Challenging our youth to sit around the table and make decisions that directly impact on themselves is a formidable thought for some. Changes in societal structure and responsibilities (including single parent families, economics and social media) have seen our youth become far more independent and outspoken. Coupled with progressive learning, sporting participation and employment (part-time or full-time), we should not exclude them from participating in their future directions.

Younger people generally do not have burdens or bias, they think outside the box and can be innovative and say what they really think.

One of the issues mentioned during the development of this plan was sustainability and population growth. One way to help with this matter is to encourage the community’s youth to remain or to be linked to the community in the future. This can be achieved, in part, by involving the youth in the future development of the community, its assets and what they, themselves, need.

“If our democracy is to grow in its capacity to solve its weighty environmental, economic, and social problems, it will be because young people are learning to participate effectively in public life. It is

because young people are discovering that involvement in public life is not what we leave to a public official to do for us or to us. It is an exciting, rewarding dimension of the ‘good life’ we all want.”<sup>vi</sup>

Youth engagement is paramount when developing a community for the future.

The tasks to achieve Goal 7 include:

1. Establish a youth club.
2. Investigate what activities (including extracurricular), other than sport, are available for the young people.
3. Engage disengaged youth in the community.

## Priority and actions

The goals and tasks mentioned on the previous pages (see also Attachment 4 for the combined list of tasks) are in no particular order. The Wedderburn Development Association, on behalf of the community, will negotiate with Loddon Shire Council for tasks to coincide with Council’s works program wherever possible.

Although it is considered the goals and tasks are sufficiently broad to include many of the suggestions made through the consultation period (even where not specifically mentioned), some suggestions were considered to be out the reach of this plan and were therefore not included. However, they may be dealt with as emerging issues if the need arises. All suggestions received appear in Attachment 3.

However, Attachment 6 does provide some guidance on suggested priorities for tasks and actions to achieve those tasks.

The Wedderburn Development Association engaged a sample group of the community (about 13 per cent of total participants who contributed to the process) and asked them to prioritise the tasks. Attachment 5 describes how the priorities were determined.

## Emerging issues

New issues may arise during the life of this plan (10 years) or there may be some existing issues that were not identified during the development of this plan. What can be done with matters not included in this plan?

It should be recognised that this plan is not an exhaustive list of ideals that the community believes should be adopted over the next ten years. It is, however, indicative of the community’s perceived needs and the vision, goals and tasks are designed to deliver that belief.

This plan meets the Loddon Shire Council’s vision, “*Strong communities proud of their individual identities.*”<sup>vii</sup> and fits within its strategic platforms.

Accordingly, if this plan is deficient in its tasks, or future changes are identified, the Wedderburn Development Association will address those matters as they arise and advocate on behalf of the community for inclusion in the future development of Wedderburn and its community.

## Linking in

Some of the proposals in this plan relate to issues already being addressed by various community groups. It is not the intention of this plan to revisit those areas but to support the community in progressing and delivering those items. These matters include:

- Aged car facility – Lions Club of Wedderburn
- Ambulance – Lions Club of Wedderburn
- Farmer’s Market – Wedderburn Community House
- Streetscape – Loddon Shire Council
- Caravan Park – Loddon Shire Council

Additionally, some tasks will be funded and undertaken by the Loddon Shire Council and others will be undertaken and funded by the community, or the community may provide in-kind services to assist with the completion with the tasks. The Wedderburn Development Association, as the community advocate, will undertake discussions with all parties to ensure a successful outcome to this plan.

## Funding

In its community planning framework, the Loddon Shire Council allocates \$50,000 per council ward per year for community planning. The funds stay with Council until application is made through community planning processes by the Wedderburn Development Association for allocation to a particular task. Council considers the allocation request and approves the request before work can be undertaken. Council may also choose not to approve the request and discuss where monies may be better allocated.

Additional funds may be received for particular tasks through local, state or federal government grants provided the criteria for each grant is met.

The funds may be expended on a number of small projects or combined for a major item, for example, the 2014 – 2015 allocation has been earmarked for the ‘streetscape project’.

## Next steps

The Wedderburn Development Association will submit this community plan to the Loddon Shire Council for endorsement.

## References

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- <sup>i</sup> See Wedderburn Development Association Engagement Strategy  
<http://wdainc.org.au/resources/WDA%20Engagement%20Plan%20April%202014.pdf>
- <sup>ii</sup> Jeff Milchen 2000 - <http://www.homegrownelpaso.com/Docs/5/Why-Local-Matters.html>  
Stacey Mitchell - <http://www.ilsr.org/why-support-locally-owned-businesses/>  
<https://supportsmallbusinessday.vic.gov.au/top-ten-reasons-shop-small-businesses/>
- <sup>iii</sup> Wikipedia  
The Macquarie Dictionary 3<sup>rd</sup> Edition
- <sup>iv</sup> Delivering a Healthy WA: [http://www.healthnetworks.health.wa.gov.au/docs/network/FactSheet1\\_2011.pdf](http://www.healthnetworks.health.wa.gov.au/docs/network/FactSheet1_2011.pdf)  
<http://www.health.vic.gov.au/pch/index.htm>
- <sup>v</sup> Sport and Recreation and Community Building: Literature Review for the NSW Department of Arts, Sport and Recreation by Andrew Larkin:  
[http://www.dsr.nsw.gov.au/assets/pubs/industry/study\\_communitybuilding.pdf](http://www.dsr.nsw.gov.au/assets/pubs/industry/study_communitybuilding.pdf)
- <sup>vi</sup> Frances Moore Lappé (born February 10 1944) Center for Living Democracy
- <sup>vii</sup> Loddon Shire Council, Council Plan; file:///C:/Users/Greg/Downloads/Council-plan-2013-to-2017-v1.pdf

# ATTACHMENT 1

Organisations in Wedderburn invited by letter to participate in the planning process

1. Acacia Lane Archery
2. Anglican Church
3. Band Cricket Club
4. Bowls Club
5. Bruce Hargreaves Builder
6. Caltex Service Station
7. Care Group
8. CERT
9. Church of Christ
10. Wedderburn College
11. Wedderburn Community House
12. Conservation Management Network
13. Donaldson Park Committee of Management
14. Electricians
15. Expert Real Estate
16. Fish and Chips
17. Football Ladies Committee
18. Garden Club
19. Goldseeker Christian Church
20. Goldseeker Motel
21. Golf Club
22. Hardware
23. Harness Racing Club
24. Health Clinic
25. Historical Engine and Machinery Society
26. Historical Society
27. Hockey Club
28. Hotel
29. Indoor Bowls
30. Junior Football Club
31. Kindergarten
32. KurracaburN Heights
33. Lawn Tennis Club
34. Lions Club
35. Loddon Arts
36. Loddon Real Estate
37. Men's Shed
38. Murray Gould Transport
39. Netball Club
40. News agency and General Store
41. Patchwork Group
42. Pharmacy
43. Police
44. Produce Store
45. Randall's Supermarket
46. Ready Mix Concrete and Bobcat hire
47. Reef Service Centre
48. Reeves Earth Moving P/L
49. Roz's Treasures
50. RSL
51. Senior Citizens Club
52. Small Engines
53. St Peters Catholic Church
54. State Emergency Service
55. Steels Butchers
56. Sweets and Treats
57. Taxi Service
58. Tourism Inc.
59. Travel Rower Hire
60. Turf Engineering
61. Tyre Service
62. Uniting Church
63. Water Deliveries
64. WB Powder Coating
65. Wedderburn Football Club

# ATTACHMENT 2

## Persons who participated in the planning process

1. Arnott, Daryl
2. Arnott, Jo
3. Beardon, Dot
4. Benaim, Julie
5. Booker, Glenda
6. Boyton, Brian
7. Caserta, Deanne
8. Caulfield, Denise
9. Chandler, Jon
10. Charmers, Lillian
11. Christie, Heather
12. Cole, Darren
13. Collins, Robbie
14. Coombes, Christine
15. Coombes, Zoe
16. Deimos, Greg
17. Doig, Marilyn
18. Finch, Barry
19. Gaines, Sheila
20. Gamble, Louise
21. Gardiner, Desiree
22. Glass, Robyn
23. Griffiths, Jo-Anne
24. Habner, Lynne
25. Hall, Ruth
26. Hargreaves, Michelle
27. Hartwig, Michael
28. Hayes, Robyn
29. Holt, Jarvis
30. Holt, Alex
31. Holt, Gavan
32. Holt, Jude
33. Holt, Rhordan
34. Humphrey, Adrian
35. Jackson, Janine
36. Jackson, Simone
37. Jackson, Tess
38. Jackson, Thomas
39. Jackson, Travis
40. Jenkyn, Tim
41. Jones, Kylie
42. Keller, Stacey
43. Lee, Patricia
44. Lockhart, David
45. Lockhart, Fay
46. Lockhart, Sharyn
47. Lowe, Deborah
48. McKenzie, Bob
49. McNaughton, Bev
50. Mills, Alison
51. Moore, Michael
52. Murphy, Jamee
53. Nesbit, Graham
54. Nesbit, Sara
55. Nicholls, Bob
56. Nichols, Denise
57. Nolbert, Olivia
58. Peiffer, Frank
59. Pleydell, Heidi
60. Raftis, Jude
61. Reeves, Elli
62. Reid, Rebecca
63. Robertson, Annette
64. Robinson, Bev
65. Ross, James
66. Schriever, Lynton
67. Shelley, Tobi
68. Sidhom, Emad
69. Steel, Joan
70. Sycam, Chris
71. Thiele, Alan
72. Thiele, Val
73. Thomas, David
74. Tonkin, Roz
75. Van Der Wetering, Emily
76. Van Veen, Jeroen
77. Van Veen, Margaret
78. Vaughan, David
79. Vaughan, Lyn
80. Vella, Robyn
81. Ward, Patrick
82. Webb, Shirley
83. Wiggett, Brandon
84. Williams, Dede
85. Witham, Laura
86. Wright, Margaret-Anne
87. Young, Taisla

**Note:** There were also four (4) anonymous suggestions submitted.

# ATTACHMENT 3

## Summary of suggestions by the community into the plan

1. Activities other than sports
2. Advertise the granites and Melville Caves and the wildlife
3. After hours medical, chemist etc. (locum)
4. Aged care facility
5. Aged care in conjunction with existing services (standalone facility not viable)
6. Aldi Shop
7. Ambulance
8. Art map - Create an art map that serves as a kind of art walk trail and promote key places in Wedderburn
9. BBQ - Bigger area
10. Beautification - Make the town look nicer, happier gardens and sculptures/ more trees planted at Nardoo walking track behind swimming pool and also around town. The back street make town attractive for tourist and prospective residents. Pick a unique tree
11. Become a member of Bendigo Tourism
12. Bike riding in bush encourage – tracks and trails
13. Bike track - develop a bike track at the back of Hard Hill – DEPI road can be used, just need markers
14. BMX track/park
15. Build an unique identity for Wedderburn/brand
16. Businesses - More businesses (clothes/shoes/eatery)
17. Car bodies - removal of car bodies – enforce a standard of aesthetics
18. Car park - the vacant block on the corner of High Street and Reef Street should be transformed in to a car park for hall patrons
19. Car park at the Community House
20. Caravan park - upgrade caravan park/entrance - enhance the aesthetics of the caravan park entrance (make it more welcoming)
21. CERT - If no ambulance can CERT be further developed
22. Child day care - Access to after school and business hours
23. Christmas decorations along main street
24. Community bus once a week to points of interest e.g. museum, Skinners Flat and community centre
25. Community Centre – ensure it benefits the whole community not just the needy
26. Community groups needs to input into the community newsletter
27. Community needs to connect with each other
28. Co-Op – consider community co-op for local energy/electricity supply (sustainable) – solar/biofuels
29. Create employment based on TAFE courses provided at Wedderburn and Charlton – more employment
30. Dental services
31. Develop a gold seekers package
32. Develop all major event to inject quick money into our economy by getting support for advertising
33. Develop and promote our natural environment
34. Develop training education courses aimed at local industry – shearing, cropping, bee keeping, tourism, eucalyptus distilling – so we can employ local people to sustain local industry
35. Direction signs in main street that will also expose activities that are not in the main street
36. Directory - list of everything that Wedderburn has, including shops, services and home based businesses
37. Directory – service directory in local news letter
38. Displays in shop windows
39. Doctor full time
40. Dogs - stop dogs barking in units in Reef Street
41. Don't lose our shop fronts to housing
42. Driver training centre
43. Employment
44. Engage disengaged youth
45. Engine park needs a face lift
46. Entertainment – things that will make people want to come to Wedderburn
47. Events board not a notice board

48. Exercise stations in the walking track along the creek
49. Expand eucalyptus industry
50. Extracurricular activities for youth
51. Families - we have fabulous facilities in regard to the School and Donaldson Park. We need to attract young families to settle into our community as we are an ageing community.
52. Farmer's market - develop farmers market
53. Firewood collection plan - more coordinated
54. Footpaths – more
55. Fuel plan - Need a long term plan for fuel e.g. diesel shortages Vic wide will affect industry – 10 year plan
56. Goldfields bike track – continue the development to incorporate Kooyoorra and Wedderburn districts (talk to Margaret Van Veen).
57. Golf course open all year
58. Graffiti wall
59. Gun shop, pizza and ice-cream, bakery, clothes
60. Hall - the toilet block in the hall needs to underpinned (has already started sinking)
61. Hall - Wedderburn Hall is a fantastic hub, improvements so far have been appreciated but need to be continued
62. Hall - Concert and films
63. Hard Hill - road into Hard Hill and general improvements
64. Health services need to be coordinated, doctor Inglewood Health Services
65. Heritage buildings in our town are being allowed to degenerate and we need to have them classified by Heritage Victoria under section 160 of the Act. The mayor wants to have the power lines in the main street put underground to help the heritage identity of the town retained. So why allow all other 19<sup>th</sup> century buildings to go uncared for.
66. Hospital
67. Hospital combined with aged hostel (people move to places with services)
68. Housing estate – market towards younger families in Melbourne – create competition between real estate agents
69. Hydrotherapy and rehabilitation facilities
70. Identify what make the town different from others
71. Incentives for existing and future business for presentation of frontages – Council coordinates grants
72. Industry - attract new to create employment – find the gap with traders and market to families
73. Kids club .... Big and calm
74. Laser tag
75. Laundromat in town
76. Lifeline for aged - IDHS
77. LPG liquid delivery Gas Company formed by private capital. Am willing to organise and write articles and get off the ground.
78. Market - Wedderburn village mega market
79. Marketing – plugging Wedderburn into free radio advertising/ sport and town/events. Use TV, radio, social media, signs, websites and posters
80. Massive redback like the Mallee bull
81. Milk bar - Wedderburn needs a milk bar. Nowhere to go when café and supermarket closes. Would also help traffic passing through the town
82. Motor bike track
83. Museum - redeveloping the museum and art gallery/utilise and promote it more/open more often especially weekends
84. Music - opportunity for music
85. Need of rubbish tip free
86. New businesses - encourage (12 month rent or rate freeze)
87. Op-shop
88. Organ recital at hall
89. Paint fish & Chip shop
90. Pedal power event
91. pedestrian crossing – bollards (old fashioned ones) and old fashion lighting consistent look
92. Physiotherapist
93. Piped water for businesses and agriculture
94. Playground - Bigger playground/park

95. Playground at Donaldson Park
96. Preserving Wedderburn's assets
97. Radio station with a DJ
98. Register of equipment to be hired or borrowed
99. Safety check of double lines on St Arnaud road
100. School holiday programmes
101. School to become more involved in town e.g. art class makes a graffiti wall, woodwork class builds things for the town
102. School to have classes away from school
103. SES youth recruitment programme
104. Sharing knowledge between groups
105. Shockwave/Rhythms in the Valley – local music/bands/stalls and activities
106. Shooting range
107. Shop local - encourage
108. Shops - prevent from becoming homes/future of/used to showcase Wedderburn's unique history, environment, art and community services/use for locals to show their wares and talents
109. Shops to support the type of branding
110. Signs - New and bigger signs for the archery place
111. Silos exhibition, sports and accommodation centre
112. Sister town - Organise a sister town for Wedderburn
113. Sites within town that could be developed
114. Skateboard park
115. Solar plant town - Wedderburn to be a solar plant town
116. Speed way track
117. Sporting facilities - further develop sporting facilities
118. Sports to include basketball, soccer, athletics, swimming, skateboarding and shooting, orienteering
119. State park
120. Street beautification
121. Street market
122. Supermarket – variety of fresh and exotic products
123. Swimming pool - heated pool/revamp/extend hours especially in the summer months
124. Tourism - Make the facilities and tourist attractions (crushing, panning and distilling puddler) operating on weekends during spring and autumn and promote it
125. Tourist guide
126. Town - Improve presentation of town
127. Town entrance – using Kilbimie 'flat' local stone and rusty steel cut out with the wording 'Wedderburn welcomes you' and images of farming, nature and gold (Mallee fowl, gold panner and wheat). The sign would have to be big, impressive and unique/ plain trees from bridge to police station should be replaced with flowering trees of a native variety (wattles, flame etc.) and give the town a nick name of "Spring town Wedderburn"/flower bed/remove wheel cactus
128. Travellers rest -More welcoming travellers rest
129. Trip advisor – tourism – use the internet
130. Truck bypass to avoid them going through the main street
131. Truck stop at petrol station - 24 hour service station/truck stop (Bridgewater and Charlton not 24 hours)
132. Unemployment projects
133. Uniform road services, street lighting etc.
134. Unique aesthetics for town encouraging visitors to stop
135. Unsightly premises – clean up especially those in view of travellers passing through town
136. Use it or lose it across the town – all services, shops, schools anything we already have
137. Vet
138. Volunteer register
139. Volunteers for CFA, SES – seeking broader community support and advocacy
140. Walking track extended to Wedderburn Junction and turn into a bike and horse track
141. Walking tracks -Incorporate and promote these tracks as walking tracks also as this is a tourist industry rapidly growing in country Victoria and other states and we should capitalise on it
142. Water systems improved
143. WDA needs to maintain its profile over longer term – promote its achievements, objectives and progress
144. Weed plan for District – prickly pears, wheel cactus, bridal creeper, African lovegrass, boxthorn and gazanias

145. Welcoming sign, something creative and unique to encourage visitors
146. Wi-Fi free access point in CBD
147. Youth centre – shop front/club/group
148. Youth counselling service
149. Youth employment (utilise empty shops)
150. Youth park/skate park
151. Youth training schemes (utilise empty shops)

# ATTACHMENT 4

## Tasks to be actioned throughout the life of this plan (not prioritised)

1. Undertake a business needs analyses to determine the type of business that would be supported by the local community. Approach identified service providers and encourage them to bring their business, or a branch thereof, to Wedderburn
2. Undertake an analyses of employment opportunities in and around Wedderburn and feed the results to resident unemployment agencies and training authorities for appropriate training courses
3. In conjunction with current child care providers review child care needs in Wedderburn with the view to providing a more flexible and sustainable service
4. Establish a Farmer's Market in Wedderburn and, if possible, incorporate aspects of a street market
5. Investigate the existence of volunteer, service, equipment registers/directories and encourage relevant authorities to establish/update same
6. In conjunction with the Loddon Shire Council investigate the existence and need for coordinated firewood, weed and fuel plans
7. Continued liaison and input into the "streetscape" to ensure the original objectives are met
8. Establish town entrance signage depicting Wedderburn's unique environment
9. Continued liaison with Council in the development and execution of the Master Plan for upgrades to the Caravan Park
10. Reduce the incidence of unsightly premises around town but with emphasis on High Street
11. Develop and execute a plan for the upgrade of the swimming pool including painting, heating and opening hours
12. Establish an "events" board in a suitable and prominent location
13. Establish more public seating along High Street
14. Identify employment opportunities and work related training courses in and around Wedderburn
15. Liaise with local training authorities for the provision of training in any additional areas identified
16. Establish and aged care centre in Wedderburn
17. Establish an ambulance station in Wedderburn
18. Obtain dental services in Wedderburn
19. Undertake a review of the health services already provided and identify what other services may be needed. For example, full-time doctor, physiotherapist, after hours medical/chemist, hydrotherapy and well-being workshops for the unemployed
20. Explore diversity of Wedderburn's assets for promotion and development
21. Establish Wedderburn uniqueness by defining and developing a brand
22. Identify and promote major events
23. Investigate different means of advertising and encourage the relevant organisations to diversify
24. Develop infrastructures to support sport and recreational activities
25. Investigate the opportunities to develop bike and BMX tracks, art walks and a skate Park
26. Investigate the opportunity to introduce a pedal powered event
27. Investigate the opportunities to establish and annual music event
28. Enter discussions with the relevant organisation to extend the opening hours of the pool and all year golf
29. Establish a Youth Club
30. Investigate what activities (including extracurricular), other than sport, are available for the young people
31. Engage disengaged youth in the community

# ATTACHMENT 5

## Determination of priorities

A number of community members were asked to complete a survey and attached a numeric value to each task attached to the seven goals. The scores were tallied and divided by the number of participants to provide an average.

Each participant was asked to consider each of five categories against each task and then allocate a score between 1 and 5 (low to high) for each.

1. Importance – how important is this item to the community (can be important but not urgent)?
2. Urgency – how quickly must this item be completed?
3. Likelihood of success – what are the chances that this item will succeed?
4. Quick Fix – can this item be achieved quickly and easily?
5. Impact – what impact will this item have on the community when completed?

LOW = 0 to 9

MEDIUM = 9+ to 17

HIGH = 17+ to 25

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
<b>Goal 1 – Business and Innovation: To generate and support businesses in Wedderburn and encourage innovation</b>	<b>Task 1</b> – Undertake a business needs analysis to determine the type of new business that would be supported by the local community. Approach identified service providers and encourage them to bring their business, or a branch thereof, to Wedderburn.	Medium	<p><u>Stage 1</u>: Develop a methodology to complete a needs analysis. Consideration will include tertiary institutions or private enterprise completing the work (subject to cost and availability of funding).</p> <p><u>Stage 2</u>: Undertake analysis.</p> <p><u>Stage 3</u>: Discuss outcome of analysis with Loddon Shire Economic Development Manager.</p> <p><u>Stage 4</u>: Subject to outcomes of Stages 2 and 3 lobby relevant businesses.</p>
	<b>Task 2</b> – Undertake an analysis of employment opportunities in and around Wedderburn and feed the results to resident unemployment agencies and training authorities for appropriate training courses.	Medium	<p><u>Stage 1</u>: Liaise with employment agencies already working within the district for available information.</p> <p><u>Stage 2</u>: If no information is available under Stage 1, develop a methodology to complete a needs analysis. Consideration will include tertiary institutions or private enterprise completing the work (subject to cost and availability of funding).</p> <p><u>Stage 3</u>: Subject to Stages 1 and 2 undertake analysis.</p> <p><u>Stage 4</u>: Distribute outcomes to educational institutions, including the Wedderburn College and the Community House, for consideration of their curriculum.</p>
	<b>Task 3</b> – In conjunction with current child care providers, review child care needs in Wedderburn with the view to providing a more flexible and sustainable service.	Medium	<p><u>Stage 1</u>: Identify and liaise with local day care providers to identify the current position concerning day care facilities in Wedderburn.</p> <p><u>Stage 2</u>: Subject to the outcome of Stage 1, develop a methodology to complete a needs analysis. Consideration will include tertiary institutions or private enterprise completing the work (subject to cost and availability of funding).</p> <p><u>Stage 3</u>: Subject to Stages 1 and 2 undertake needs analysis.</p> <p><u>Stage 4</u>: Release outcomes of needs analysis to interested</p>

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
			parties and discuss a way forward.
	<b>Task 4</b> – Establish a farmer’s market in Wedderburn and, if possible, incorporate aspects of a street market.	High	Wedderburn Community House undertaking such a project. Liaise with the House to assist with the project, if needed.
	<b>Task 5</b> – Investigate the existence of volunteer, service, equipment registers/directories and encourage relevant authorities to establish/update same.	Medium	<u>Stage 1</u> : Identify what already exists, its currency and availability. <u>Stage 2</u> : Should Stage 1 identify the information is already available disseminate its location to local organisations. If the information is not available move onto Stage 3. <u>Stage 3</u> : Establish a working group to collect, collate, record and disseminate relevant information.
	<b>Task 6</b> – In conjunction with the Loddon Shire Council, investigate the existence and need for coordinated firewood, weed and fuel plans.	Medium	Undertake discussions with council and other relevant authorities.
<b>Goal 2 – Community Infrastructure: To ensure infrastructure is maintained and improved upon</b>	<b>Task 1</b> – Continued liaison and input into the “Wedderburn Streetscape Plan” to ensure the original objectives are met.	High	Wedderburn Development Association to liaise with Council to ensure project is on target.
	<b>Task 2</b> – Establish town entrance signage depicting Wedderburn’s unique environment.	High	Establish a working group to assist with town entrance design. Group will include a Council representative.
	<b>Task 3</b> – Continued liaison with Council in the development and execution of the Master Plan for upgrades to the Caravan Park.	High	Wedderburn Development Association to monitor development of master plan.
	<b>Task 4</b> – Reduce the incidence of unsightly premises around town, with emphasis on High Street.	High	Wedderburn Development Association to monitor ongoing work in this area and liaise further with Council.
	<b>Task 5</b> – Develop and execute a plan for the upgrade of the swimming pool including painting, heating and opening hours.	Medium	Wedderburn Development Association to liaise with Council on this project and when necessary develop a working group to participate in the planning.

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
	<b>Task 6</b> – Establish an “events” board in a suitable and prominent location.	High	Wedderburn Development Association to develop specifications and seek permission to erect such a board. Negotiate with community for building of board.
	<b>Task 7</b> – Establish more public seating along High Street.	High	Wedderburn Development Associate to write to Council for its consideration of additional seating.
<b>Goal 3 – Education: To ensure the community has access to appropriate educational facilities</b>	<b>Task 1</b> – Identify employment opportunities and work-related training courses in and around Wedderburn.	High	This item can be linked to the outcomes of Goal 1 Task 2.
	<b>Task 2</b> – Liaise with local training authorities for the provision of training in any additional areas identified	High	This item can be linked to the outcomes of Goal 1 Task 2.
<b>Goal 4 – Health: To provide the best health services possible to encourage community well-being</b>	<b>Task 1</b> – Establish an aged care centre in Wedderburn.	Medium	<ol style="list-style-type: none"> <li>1. Liaise with Lions Club advocating and supporting when necessary.</li> <li>2. Encourage Lions Club to keep community informed about progress.</li> <li>3. Encourage Lions Club to liaise and include Inglewood and District Health Service and other local similar facilities in any and all consultations.</li> </ol>
	<b>Task 2</b> – Establish an ambulance station in Wedderburn.	Medium	<ol style="list-style-type: none"> <li>1. Liaise with Lions Club advocating and supporting when necessary. Encourage Lions Club to keep community informed about progress.</li> <li>2. Encourage Lions Club to liaise and include Inglewood and District Health Service and other local similar facilities in any and all consultations.</li> </ol>
	<b>Task 3</b> – Obtain dental services in Wedderburn.	Medium	Liaise with Inglewood District Health Services and Boort Dental Clinic about the possibility of obtaining a level of dental service operating out of the Wedderburn Community Centre.

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
	<b>Task 4</b> – Undertake a review of the health services already provided and identify what other services may be needed. For example, full-time doctor, physiotherapist, after hours medical/chemist, hydrotherapy and well-being workshops for the unemployed.	High	<p><u>Stage 1</u>: Department of Human Services has recently completed this work.</p> <ol style="list-style-type: none"> <li>1. Contact the Department of Human Services and verify completion of work and availability of outcomes.</li> <li>2. Liaise with the Department of Human Services and Inglewood and District Health Services on closing the gaps identified.</li> </ol> <p><u>Stage 2</u>: Should stage 1 have not been undertaken develop a methodology to complete a needs analysis. Consideration will include tertiary institutions or private enterprise completing the work (subject to cost and availability of funding).</p> <p><u>Stage 3</u>: Subject to the outcomes of Stage 2, if undertaken, liaise with the Department of Human Services and Inglewood and District Health Services on closing the gaps identified.</p>
<b>Goal 5 – Marketing: To promote Wedderburn’s heritage, habitat, environment and assets</b>	<b>Task 1</b> – Explore diversity of Wedderburn’s assets for promotion and development.	High	<ol style="list-style-type: none"> <li>1. Identify with Council what it has on record as Wedderburn’s assets.</li> <li>2. Engage the community to further identify Wedderburn’s assets.</li> <li>3. Include Council and Tourism Inc. in engagement.</li> <li>4. Forward outcomes of process to Council, Tourism Inc. and relevant organisations for promotion.</li> </ol>
	<b>Task 2</b> – Establish Wedderburn uniqueness by defining and developing a brand.	High	<ol style="list-style-type: none"> <li>1. Seek community engagement possibly including a competition.</li> <li>2. Seek endorsement of ‘brand’ from Council and other relevant organisations.</li> <li>3. Encourage promotion of ‘brand’.</li> </ol>

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
	<b>Task 3</b> – Identify and promote major events.	High	<ol style="list-style-type: none"> <li>1. Define and identify ‘major’ events.</li> <li>2. Include major event on Events Board (if approved).</li> <li>3. Encourage Council and Tourism Inc. and other relevant organisations to promote major events.</li> </ol>
	<b>Task 4</b> – Investigate different means of advertising and encourage the relevant organisations to diversify	Medium	<ol style="list-style-type: none"> <li>1. Investigate the availability of various advertising media.</li> <li>2. Organise an advertising expert to give a presentation that will suit local needs.</li> </ol>
<b>Goal 6 – Recreation: To create a multi-dimensional and active environment promoting health, vigour and vitality</b>	<b>Task 1</b> – Develop infrastructures to support sport and recreational activities.	Medium	<p><u>Stage 1:</u> Seek interest from sporting and recreational bodies for the development of a Wedderburn Sporting Association/Council to provide advocacy and support to all groups but not to interfere with individual operations and administration.</p> <p><u>Stage 2:</u> Establish Association/Council.</p>
	<b>Task 2</b> – Investigate the opportunities to develop bike and BMX tracks, art walks and a skate park.	Medium	<p>Liaise with Parks Victoria and Council about the possibility of development and what is required.</p> <p>Undertake further discussions with the community.</p>
	<b>Task 3</b> – Investigate the opportunity to introduce a pedal powered event.	Medium	<ol style="list-style-type: none"> <li>1. Liaise with Wedderburn College about having an annual pedal powered event as a school run program.</li> <li>2. Further explore opportunities with Bicycle Victoria.</li> </ol>
	<b>Task 4</b> – Investigate the opportunities to establish an annual music event	Medium	<ol style="list-style-type: none"> <li>1. Establish a working group to investigate the opportunities, conditions and challenges.</li> <li>2. Undertake further community discussions.</li> </ol>
	<b>Task 5</b> – Enter discussions with the relevant organisations to extend the opening hours of the pool and all year golf.	Medium	<p>Liaise with Council and Golf Club and discuss opportunities and challenges to extensions of times.</p>

# ATTACHMENT 6

Priority and action table

Goal	Task	Priority	Action
<b>Goal 7 – Young persons: To engage young persons at their level and solicit their input and participation in community activities</b>	<b>Task 1</b> – Establish a youth club	High	<ol style="list-style-type: none"> <li>1. Identify existing opportunities.</li> <li>2. Liaise with Council Manager Community and Recreation.</li> <li>3. Subject to 1 and 2 establish a youth group.</li> </ol>
	<b>Task 2</b> – Investigate what activities (including extracurricular), other than sport, are available for the young people.	High	Identify and promote existing opportunities in this area.
	<b>Task 3</b> – Engage disengaged youth in the community.	High	<ol style="list-style-type: none"> <li>1. Liaise with Youth Connections at Charlton (and others) and identify opportunities and challenges for Wedderburn.</li> <li>2. Action opportunities.</li> </ol>

# ATTACHMENT 7

## Review forum attendees

1. Greg Deimos
2. Frank Peiffer
3. Pat Lee
4. Jo-Anne Griffiths
5. Bob Nichols
6. Darryl Arnott
7. ANNETTE Robertson
8. Lynton Schriever
9. Alan
10. Thiele
11. Val Thiele
12. Robbie Collins
13. Pan Collins
14. Alex Holt