

BLUEPRINT

FOR

TIMBOON

Community priorities for township development
2012 to 2022

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Prepared by the community of Timboon for the community of Timboon with the assistance of Corangamite Shire's **Building Stronger Corangamite Communities** project – a partnership between the Department of Planning and Community Development and the Corangamite Shire to support communities to plan and implement improvements to their towns.

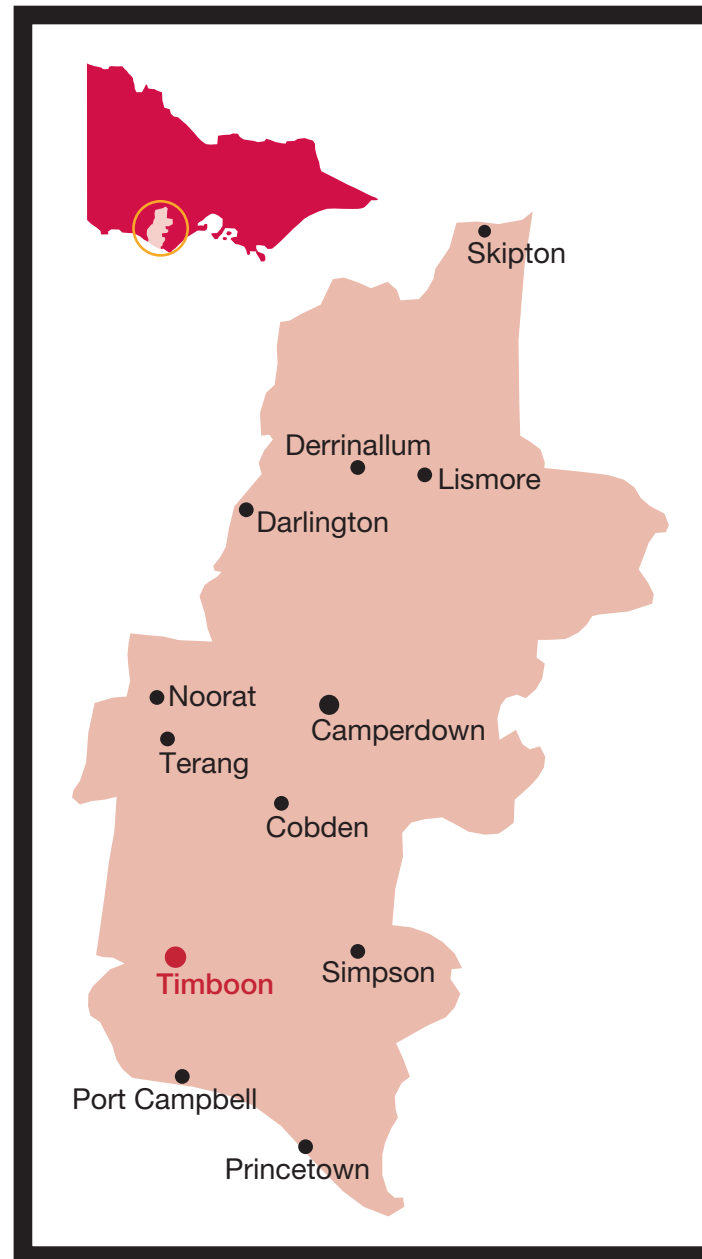


Overview

Blueprint for Timboon is a plan of actions devised by the community to contribute to the liveability and future prosperity of Timboon. It outlines a number of environmental, social and economic initiatives to be taken up over the next ten years.

Recommendations and priorities have been identified through a community survey and a public meeting. They range across 10 broad themes covering economic and business development, road safety, natural environment, education and health services, recreation, culture and entertainment and tourism development. Beginning with an appreciative enquiry into those aspects of Timboon most valued by the community, the clear and outstanding priority to emerge from the survey is the natural environment. The majority of participants identified the intrinsic value of natural assets and the need to restore, protect and develop them – both for the liveability of the town as well as supporting a diversified economy capitalising on value-added production and tourism trends and opportunities.

Blueprint for Timboon includes a list of 21 priority objectives and an outline as to how they might be shaped, financed and implemented. It is a product of a community planning process initiated by Corangamite Shire as part of its *Building Stronger Corangamite Communities* project. Each of the proposed development projects can be expected to have impacts on other projects and they therefore need to be understood as part of a package of interrelated measures.



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About Timboon

The township of Timboon is centred in the valley of Power Creek, a tributary to the Curdies River, and is surrounded by wooded hills. As the largest town in the southern part of Corangamite Shire, it provides a range of essential local services to residents of Peterborough, Port Campbell, Simpson and surrounding farming areas. Timboon had an estimated residential population of 871 people at the 2006 Census. The broader 'Timboon and District area' (defined by Corangamite Shire's Rural South Area) had an estimated residential population of 1,887 at the 2006 Census. Whereas the population of Timboon is growing again, the population of the surrounding rural area is in decline.

Timboon was settled in the 1870's, as a timber and farming town. Its first Post Office opened in 1887. The railway line from Camperdown came to Timboon in 1892, hauling out timber, lime and farm produce and bringing in supplies, superphosphate and farming equipment. The line was closed in 1986 and through the efforts of local volunteers has since been developed into the Crater to Coast Rail Trail – a significant environmental and recreational asset and a tourist attraction still to realise its full potential.

Timboon today remains a centre for the surrounding farming community, providing medical, health, education, recreation, retail, financial and farm services. Where the Timboon Cheese and Butter Factory was once a key local employer, Timboon has more recently gained a reputation for producing a variety of value-added niche food products. Local interests are working to develop a robust tourism industry based around a food trail and the natural assets of the district, linking up with 12 Apostles marketing and broader tourism strategies.



Timboon Railway Station, 1911
Source: museumvictoria.com.au



Andy Wright on his farm
Source: weeklytimesnow.com.au



- Timboon P-12 School
- Timboon and District Hospital
- Ambulance Station, Timboon
- Timboon Childcare Centre
- Commonwealth Bank
- National Bank
- IGA Supermarket
- Timboon Motors
- Timboon Hotel
- Timboon Butchers
- Timboon Bakery
- Shops
- Timboon Railshed Distillery
- Fat Cow
- Berry World
- Timboon Golf Course
- Timboon Bowls Club
- Crater to Coast Rail Trail

The planning process

The *Building Stronger Corangamite Communities* project sets out to develop community plans for the Shire's 12 townships. These are plans developed by each local community, for the community, and owned by the local community.

The project manages and facilitates an inclusive process that helps communities identify local priorities, set short, medium and long term goals and work with the Corangamite Shire Council and other levels of government to achieve them. It provides structure, support, advice and administrative assistance to communities so that they can come to a consensus about what they value most about where they live and to work towards their preferred future.

As well as steering the development of local public assets, events and services, plans made by communities will also serve as a decision tool for Corangamite Council to better meet local needs and aspirations.

The creation of community plans is designed to build capacity within local communities. The process design relies on making best use of deep local knowledge, talents and skills to scope and implement local projects, and as necessary, to identify opportunities to access funding and other resources to implement priority projects. This includes the establishment of relationships within and beyond

communities and working with the Council on an ongoing basis.

There is no one planning model – the project is experimental and communities will shape their own process – however each plan will observe some fundamental principles. They will be inclusive of as many voices in the community as possible and seek to reflect local demographics, and transparent in the way priorities are identified and decided upon.

The Timboon community planning process commenced in July 2011, with soundings amongst a number of local residents and business owners. Advice was offered that a new organisational model was needed to increase participation and secure the involvement of people who were not currently involved in local groups, including working people and younger people in particular.

A Survey Taskforce was established and links made with the local school, the hospital, community organisations, seniors groups, the business community and Timboon Action. A survey instrument

was designed and a number of promotion activities conducted, including newspaper articles, advertisements, posters, handbills, road signs and television and radio interviews. These activities were supported by presentations to local organisations and community groups.

The Survey was conducted through September, October and November, and results collated and presented to a community meeting on Thursday 24 November 2011, where priorities were voted upon. The Survey Taskforce reviewed these outcomes in December and January 2012, to define a list of projects which could address the key objectives.

Survey results

136 survey responses were received in time to be collated and analysed so that a summary of outcomes could be presented to the public meeting on Thursday 24 November 2011.

This represents 15.6 per cent of Timboon's estimated residential population of 871 (ABS Census 2006), or 7.2 per cent of the people living in Corangamite Shire's 'Timboon and District' zone (1,887).

More women submitted surveys than men - 60 per cent and 35 per cent respectively. Seven per cent did not indicate their gender.

A large proportion of respondents (43 per cent) declined to indicate their Postcode area. Of those that did, about three quarters of respondents identified themselves as living within the 3268 Postcode, roughly 10 per cent live within the 3269 Postcode, and 10 per cent live outside the immediate area.

Age structure age group (years)	Timboon & District 2006		Corangamite Shire %		2001		Change 2001 to 2006
	number	%	number	%	number	%	
0 to 4	132	7.0	6.3	160	8.2	7.3	-28
5 to 11	217	11.5	10.9	230	11.7	11.8	-13
12 to 17	203	10.7	9.5	195	10.0	9.2	8
18 to 24	106	5.6	5.7	137	7.0	6.0	-32
25 to 34	169	8.9	9.9	239	12.2	11.5	-70
35 to 49	434	23.0	22.0	447	22.8	21.7	-12
50 to 59	260	13.8	13.3	231	11.8	12.1	29
60 to 69	173	9.2	10.4	159	8.1	9.4	15
70 to 84	174	9.2	10.0	144	7.3	9.2	30
85 and over	19	1.0	2.0	18	0.9	1.9	2
Total	1,887	100.0	100.0	1,959	100.0	100.0	-71

Age profile of 'Timboon and District' area (source ABS 2006 Census)

The surveys are skewed to the younger (under 25 years of age) percentiles of the population. Where they make up 34.8 per cent of the population of Timboon they make up 52 per cent of respondents. Detail is attached indicating gaps in representation, such as the 45 to 55 year age group. It is quite apparent that there are different concerns within broadly different age groupings. Most obvious is the high value placed on the natural environment by younger people and different interests in regard to entertainment and recreation. Older residents are much more concerned with town amenity, roads, streets and public safety issues.

Every single survey proposal submitted is recorded in the Appendix, aggregated by frequency within ten 'broad themes'. These ten themes are a summary of 23 'natural themes' identified within the language of the survey respondents.



'Timboon and District' or 'Rural South'

Several different approaches to aggregation of data references are provided, each of which enables an assessment of priority values, issues and actions. Survey respondents sometimes used different wording to refer to the same subject. (For example: Rail Trail, Trestle Bridge, Railway heritage.) The wording of some responses has therefore been adjusted so as to enable the highest count possible on commonly identified action proposals.

Public meeting

An estimated 75 people attended the public meeting held in the Timboon and District Hall on the evening of Thursday 24 November 2012, 22 of whom had not completed the survey.

Survey Taskforce Convenor David Pope and Corangamite Shire Community Development Officer Garry Moorfield presented the results of the community survey, outlining the key recommendations arising from 273 ideas for improving Timboon. They described the priority issues and concerns to emerge from 136 surveys submitted to the 'Help Shape Timboon's Future' project, ranging across ten broad themes covering economic and business development, road safety, natural environment, education and health services, town amenity, recreation, culture and entertainment and tourism development.

The meeting heard a presentation on Timboon's 2000-2010 Strategic Plan, highlighting that more than three-quarters of the identified actions have either been totally or partially completed. These included recent developments such as the new Childcare Centre, the Ambulance Station, the upgrade of the Timboon Hospital, the new Children's Playground and the current Abbeyfield Retirement Home appeal. Reference was also made to the assessments and recommendations contained in the Urban Design Framework for Timboon dated April 2002. It was

noted that there remains a high level of congruence between these planning studies and the current survey outcomes.

Community members were invited to add further suggestions to those listed in large print under the 10 broad themes. After a break over supper, members were then provided with the opportunity to place five coloured stickers against projects which they considered of highest priority. This involved voting on over ninety recommendations highlighted in the survey. Each person was also given one gold metallic sticker, and invited to identify their single highest priority. This identified the upgrading of the facilities, performance and image of the School and the retirement village/ Abbeyfield project appeal as the two highest priorities.

Development of overnight tourism accommodation, development and extension of the Rail Trail, construction of an indoor heated swimming pool and connection to natural gas were the next most important priorities identified through this process.

Overall, despite the absence of young people at the public meeting, the order

of priorities identified through the public meeting was markedly similar to those derived from the community survey, resulting in only one minor adjustment once the loading adjustment was applied to include the views of those who had not completed the survey.



Curdies River Trestle Bridge



Timboon Skate Park
Source: visit12apostles.com

Identifying assets

The first question on the Survey asked respondents 'What do you most value about Timboon and believe we need to retain?'

Raw answers couched in the language of respondents put the 'natural environment' and 'businesses and shops' on the same footing (58.7% of respondents). Taking account of related mentions, the 'natural environment' references count increases dramatically, making it clearly the most valued and appreciated asset, according to the 136 survey respondents.

The Timboon community also places high value on its recreational assets, its health and medical assets and its sporting clubs. The Timboon P-12 school and sense of community are also valued assets, with the School coming in for special mention at the public meeting.

What valued assets need to be retained?

Valued assets to be retained	Count	Frequency	Related mentions	Revised count
Natural environment	71	58.7%	Rail Trail 38, Power Creek Reserve 26, Wildlife 25, Trees and gardens 22, Liveability 13, Rural atmosphere 6, Railway heritage 2, close to coast 2	201
Businesses and shops	71	58.7%	ATMS 2	73
Recreational facilities	55	45.5%	Close to beach 2	57
Doctors/Hospital/Health Services	47	38.8%	Ambulance station 1	48
Sporting clubs	40	33.1%		40
School	29	24.0%		29
Friendly people/community	27	22.3%	Churches 1	28
Power Creek Reserve	26	21.5%		26
Wildlife	25	20.7%		25
Trees and gardens	22	18.2%		22
Service clubs	14	11.6%		14
Liveability	13	10.7%	Cleanliness 3	16
Rural atmosphere	6	5.0%		6
Trestle bridge	5	4.1%	Railway heritage 2	7
Town playground	5	4.1%		5
Other	19	14.05%	See list in appendix	

Issues and themes

The survey responses were initially classified into 23 topic areas, which were compiled as the surveys were catalogued into a database.

These topics were then aggregated into the 10 broad themes (including an 'Other' category), to provide an overview of which issues are of most interest or concern to survey respondents. While every effort has been made to retain the sense of each response in grouping data, this necessarily cannot be a precise process, as there are sometimes overlapping and inter-related issues as well as cases where meanings are ambiguous.

Once all responses were catalogued under each broad theme, they were then reviewed and recounted to arrive at a frequency count of mentions in terms of each and every proposal for action.

This process involved the assembly of related responses under a single summary statement so as to achieve the highest possible frequency count for that proposal topic.

Some people provided a simple survey response, while other respondents offered multiple

What needs to be improved or created?

Broad themes	Frequency	Component of survey responses	Survey count	Voting
1. Economic and Business Development	75.1%	Economic and business development (59.6%), Energy (10.3%), Retail (3.7%), Retaining young people (1.5%)	101	60
2. Tourism Development	55.2%	Tourism (39.0%), Signage (10.3%), History/heritage (5.9%)	75	41
3. Culture and Entertainment	55.2%	Culture (35.3%), Entertainment (19.9%)	75	27
4. Roads, Parking and Public Safety	48.5%	Parking (14.7%), Transport (14.0%), Road safety (15.4%), Fire safety (4.4%)	66	45
5. Town Amenity	47.0%	Town amenity (38.2%), footpaths (8.8%)	64	41
6. Recreation	43.4%	Recreation (43.4%)	59	25
7. Natural Environment	37.5%	Natural environment (29.4%), Wildlife (8.1%)	51	35
8. Streetscape	30.9%	Streetscape (30.9%)	42	22
9. Education, Health and Other Services	22.0%	Education (15.4%), Medical services (5.9%), Childcare (0.7%)	30	23
10. Other	10.3%	Other (10.3%)	14	6

pages of thoughtful analysis and reflection on integrated themes and/or prescriptive actions. Because some respondents offered multiple suggestions their views are represented across many themes.

Any references to frequencies therefore need to be treated with care. There are several measures offered which variously reflect relative priorities.

Issues and themes

Broad theme	Projects	
1 Economic and Business Development	1	More shops or fill empty shops (68)
	2	Develop bigger, better, cleaner supermarket (20)
	3	Develop caravan park and/or camping site (11)
	4	Improve availability of overnight/tourist accommodation (9)
	5	More active and united approach to business marketing (7)
	6	Retirement village/ Support Abbeyfield project (7)
	7	Connect natural gas to Timboon (7)
	8	Support/ expand/ promote local gourmet food industry (6)
	9	Improve/tidy shops and shopfronts (5)
	10	Provide incentives to attract new businesses (5)
2 Tourism development	1	Develop and extend Craters to Coast rail trail/promote (25)
	2	Develop Timboon brochure featuring area attractions (9)
	3	More money for tourism/ tourism attractions (8)
	4	Update town entry signage/features (7)
	5	Promote tourism industry/ promote Timboon as a 'destination' (6)
	6	Improve signage and signage for tourists (including walking track) (6)
	7	Promote/develop Strawberry farm/ local produce (5)
	8	Construct boardwalk/ walking tracks (5)
	9	More accommodation for tourists (5)
	10	Construct interpretive display in rail trail or shopping precinct area (4)
	11	Upgraded map of town showing walking tracks (4)
3 Culture and entertainment	1	Improve availability of arts, music and creative opportunities, including through the creation of Festivals, films, plays, community social events and cultural activities (47)
	2	Develop community vegetable garden/ with BBQ, pizza oven/ with annual banquet (16)
	3	Encourage development of more markets (for social interaction) (8)

Broad theme	Projects	
3 Culture and entertainment	4 5 6	Construct amphitheatre, arts centre, museum, local artists/ musicians space (6) Develop town newsletter, flyers, booklet to promote activities and events (5) More art and sculpture (3)
4 Roads, parking and Public Safety	1 2 3 4 5 6 7 8 9 10 11	Maintain and increase public and community transport services (12) Provide more parking in shopping centre area (10) Install pedestrian crossing near butchers shop (8) More buses to Warrnambool and elsewhere (5) Better roads in all areas/ upgrade road surfaces (5) Introduce measures to slow traffic in shopping centre area, including signs (5) Upgrade supermarket car park (4) Shop owners/employees should not park in Main Street (3) Construct car park at Playground/ Elderly Citizens (3) Install pedestrian crossing at Rail Trail/ Powers Creek crossing (3) Construct a roundabout to slow trucks (3)
5 Town amenity	1 2 3 4 5 6 7 8 9	Install outside BBQ area near children's playground/ skatepark (13) Construct more footpaths and repair existing uneven footpaths (12) Construct toilet block near playground/ shopping centre (11) More picnic/ seating / shelter areas in Timboon/including at playground (9) Install more seating in shopping centre/ also seating with shelter (8) Improve public toilets (7) Better picnic area/ BBQ near Trestle Bridge (3) Outside and undercover eating/ socialising areas (3) Repair bridge/ repair bridge over creek behind toilets (3)
6 Recreation	1 2 3 4	Construct indoor heated swimming pool (34) Construct Motocross and 4WD track (6) Provide facilities for Paintball (5) Provide waterslides at swimming pool (4)

Broad theme	Projects	
6 Recreation	5 6 7 8 9	Improve recreational opportunities (3) Update Timboon Sports Centre (3) Construct a bicycle track (3) Construct BMX track (3) Construct facility for Go Karts (3)
7 Natural environment	1 2 3 4 5 6 7 8 9 10 11	Implement weed controls programs of roadside, bush and creeks (10) Protect/ retain/restore natural assets from degradation and exploitation (6) Continue regeneration of Powers Creek (6) Create a Wildlife Park/Koala Park/ Sanctuary/ Petting Zoo (5) Create bush walks/ tree walk/ creek walk (5) Build support and safety network plan/ animal shelter for wildlife (4) Construct boardwalk/ picnic areas along Powers Creek (4) More planting of native trees and removal of exotic plants (eg poplars) (4) Keep street rubbish from entering Powers Creek (4) Regular clean up of bush, town and Powers Creek area (3) Showcase diversity of wildlife/information on local fauna (3)
8 Streetscape	1 2 3 4 5 6 7 8 9	Improve shopfronts (5) Remove street plantings (especially grasses/tussocks) (5) Upgrade shopping precinct (4) Improve layout/circulation in main street (2) Clean up around shops, footpaths and roads (2) Construct shops/ mall/ upgrade creek area (2) More plantings in retail and residential streets (2) More seating (2) Improve access to shops (2)

Broad theme	Projects	
9 Education, Health and Other Services	1 2 3 4 5 6 7	Upgrade and improve school (12) Improve school academically (4) More specialist medical services (3) More doctors/ days of medical service coverage (2) Improve promotion and image of school (2) Upgrade sports equipment (2) Build Cinema and Gym at school (2)
10 Other	1	Create better alcohol and drug awareness (2)

Issues and themes

Economic and Business Development

This theme was taken up in about two thirds of survey responses, (when one takes into account the 'shopfronts' which some people addressed in the context of 'Streetscape' [Theme 8]).

The response 'More shops' was given as a general comment in 10 surveys, whereas other respondents offered specific suggestions as to what type of shop the additional shops should be. These 60-odd suggestions included 23 different kinds of shops, the most common being a fruit and vegetable shop.

A fish and chip shop, a service station, clothes shops and craft outlets were the most frequent types of other store types, of those suggestions receiving multiple mentions. The suggestion to 'fill empty shops' was added to give the total of 68 survey references, making **'More shops or fill empty shops'** one of the key critical issues identified by survey respondents.

A key issue for Timboon, according to respondents, is **dissatisfaction with the current supermarket**, with 20 calls to develop a bigger, better or cleaner supermarket. There were survey mentions relating to the quality of fruit

and vegetables, which might be seen to be linked to 10 other responses for there to be a new fruit and vegetable shop in Timboon. There were also references to the state of the supermarket car park, access and rubbish disposal.

Apart from calls to upgrade the supermarket there were other respondents with a more general suggestion to **improve/tidy shops and shopfronts**. In addition, other respondents made specific mentions, for example, expressing dissatisfaction with the standard of the Hotel and calling for it to be rebuilt or substantially renovated.

The need for additional accommodation was mentioned by 20 respondents under economic and business development, and a further 5 people mentioned this under the 'Tourism Development' topic (see Theme 2). This makes the **provision of additional tourist accommodation** one of the key issues raised by survey respondents.



Tourism Development

The outstanding recommendation in regard to tourism development has to do with the **development and extension of the Crater to Coast Rail Trail**, which received 25 direct mentions and 14 indirect mentions. This number of mentions puts it just ahead of the key issue of the **availability of tourist accommodation** mentioned previously.

While the subject of 'Rail Trail development' features under tourism, there are linkages back to the 'natural environment' references (see Theme 7), where the Rail Trail and Power Creek are identified as important assets for Timboon in regard to wildlife, liveability and the history and identity of Timboon. The other top-scoring suggestions centred on the development and or promotion of tourist attractions, including upgrading signage, information, brochures and services for tourists.

A number of respondents made the direct link between the attractiveness of Timboon as a tourist destination and the natural environment (see Theme 7). Walking tracks in conjunction with interpretive signage on town history themes are another key recommendation, with various mentions totalling around 20 responses.

Issues and themes

Culture and entertainment

There were many and varied suggestions about improving the availability of, and participation in, cultural and creative pursuits. Value will be had from a careful consideration of these suggestions, as the responses cover a broad range of topics.

The germ of an idea for a unique **festival for Timboon** is awaiting actions to bring it to life. The impetus for these proposals cuts across many themes, including town identity, tourism, economic development, social inclusion, social and organisation development, entertainment and recreation.

'**Cinema**' featured directly in 17 single word responses, (mostly from younger respondents) and indirectly in others. The idea of **establishing a community garden** also received strong support (16 direct mentions), occasionally accompanied by the idea of installing a BBQ or oven and related dining facilities.

Roads, parking and public safety

There are three clear priorities under the themes of 'Roads, parking and public safety. The call to **maintain and increase the provision of public transport**, occasionally in the form of 'community transport', received most mentions.

Parking in the shopping centre area is an issue for many respondents. Although some of the solutions to reported problems are contradictory, respondents expressed their proposed solution to parking issues in terms of **provide more parking in the shopping centre area**.

A major concern for many respondents was the speed of traffic, particularly trucks, passing through Timboon.

Some respondents offered engineering solutions to **slow traffic in the shopping centre area**, some of which may well be required should the recommendation to install a **pedestrian crossing near the butchers shop** be implemented.

Town amenity

Although the proposal to provide **BBQs and shelter near the playground and skatepark** enjoys the highest count, the major issues mentioned under the theme of 'Town amenity' relate to toilets

There was a range of proposals regarding improvements to provision of toilets: demolish or upgrade existing toilet; toilets in the shopping centre; and toilets at the playground and skatepark.

Other toilet suggestions crop up under the heading of 'Rail Trail' improvements as well. **Footpaths** and **seating** also come in for strong mention, following by a variety of suggestion to provide covered shelter for socialising, picnicking and BBQs.



Issues and themes

Recreation

Under the theme of 'Recreation', the proposal to **construct an indoor heated pool** has substantial support, with the idea of the pool being open year-round.

Other suggestions relate to **construction of specialist recreation facilities** for mainly youth interest groups.

Natural environment

Proposals in relation the 'Natural environment' theme are a mixture of measures relating to protection/ rehabilitation/ restoration of natural assets and measures to develop recreation and tourist assets associated with the natural environment.

In addition to the general comments about weed control and regeneration of native vegetation, there are 22 mentions relating to **Power Creek Reserve preservation/development**.

Other themes in the survey also mention **reducing and removing rubbish in Power Creek**.



Source: landcare.vic.gov.au

Streetscape

References to 'Streetscape' came under two themes. The ones relating to improving shopfronts, the appearance of the shopping centre and filling vacant shops mainly related to the 'Economic and Business development' theme, which itself is connected to the presentation of the town from a tourism development aspect.

Although the five references to **improve shop fronts** listed here were linked to functional or aesthetic considerations, in hindsight they may best be coded to Theme 1 as could the three suggestions here to **upgrade the shopping precinct**.

There appears to be an ambivalence among respondents in regard to the **removal of grasses and tussocks** on the one hand, to an evident thread for others opposed to any form of exotic plantings.

Education, health and other services

There were some 20-odd references to **improvements at the Timboon P-12 School**, mostly related to facilities but also to improving perceptions about the perceived quality and extent of education offered. One might expect that one observation would necessarily colour the other.

The School received a relatively low count on the assets scale in comparison to other services, suggesting that for one reason or another it is comparatively under-valued by the community.

The situation was reversed in the case of health and medical services, which are relatively highly valued with a small number of people clearly having higher expectations about the extent and coverage of services.

Vision

Timboon continues to engage the tourism market that has grown around the 12 Apostle Food Artisans. Building on a brand reputation that was forged through the iconic Timboon Farmhouse Cheese, the township of Timboon is embracing its cultural identity.

With independent farm-to-plate food producers and a rich and fertile landscape not devoid of water, continued economic diversity into specialty food production is becoming more common.

The strength of the farming sectors has seen consolidation of smaller farms into what are now very large operations. Large operations are creating employment and training options for what has become a far more technology-driven industry than just ten years ago.

The township itself is very well presented with colourful garden beds, engaging tourism activities, botanical garden spaces, an open air amphitheatre, access to quality services, public transport links and unique brand marketing signage. Pedestrian crossings and traffic calming measures have made Timboon a unique walkable town.

Key services such as the Hospital and School continue to improve facilities

and establish themselves as community assets. Small to medium size businesses are ever present in the township, offering a wide range of services for the community, including varied employment opportunities.

Timboon is a supportive and caring community. Numerous community groups help various projects and individuals in times of need.

Healthy business and social networks combine resources to deliver outcomes. Businesses and community members are working together to increase local expenditure by improving local infrastructure, such as the new heated swimming pool and natural gas supply. Community arts, music and creative opportunities make Timboon an attractive place to live and to visit. Obvious failings, such as the poor standard of the local supermarket – tired, run down, undersized, and lacking quality produce – are being transformed to the benefit of all local businesses.

Timboon is growing into itself, into its branding, into the next generation and through careful consideration by its residents, the town is becoming a sought after residential and commercial address.

Based on a clear consensus as to what survey respondents and those attending the public meeting value about living in Timboon, and the derived list of priority objectives upon which the community has agreed, an effort has been made to formulate a 'vision' to guide collective community action.

There are many and varied aspects to living in Timboon which are important to residents young and old. These include local businesses and shops, recreational facilities and sporting clubs and medical, health and educational services, but the asset most valued by the community is the natural environment. The community of Timboon recognises the intrinsic value of its natural assets and the need to restore, protect, and develop them – both for the liveability of the town as well as supporting a diversified economy capitalising on tourism trends and opportunities. It is at the heart of Timboon's story – its brand.

Priority objectives

There were strong similarities but some differences in priorities identified through the survey compared with those voted for at the public meeting, no doubt due to the different composition of the two samples.

For example, many younger survey respondents wanted to see all sorts of shops, entertainment and recreational facilities located in Timboon, whereas older residents were much more concerned with town amenity, roads, streets and public safety issues. There were few younger people at the public meeting, so that proposals for upgrading and improving the image of the school, for example, received stronger support at the public meeting than that reflected in the survey.

From a list of around 100 recommendations, 21 priority objectives have been identified. This ranking is based primarily on the number of survey mentions, adjusted upwards in a few cases using a proportionate loading based on public meeting votes. In this way, the ranking is based on the contributions of an estimated 158 people.

Priority 1	Notes	Implementation agency
More shops or fill empty shops	<p>In common with many small towns, the local community wants to see its retail and commercial centre flourishing, and the sight of vacant shops can be taken as a disturbing reading of struggle and decline. Except through their individual purchasing decisions, most individuals feel powerless to do anything to remedy this situation.</p> <p>The establishment of new businesses to fill vacant shops or construct new outlets is therefore seen to rely on the decisions of private commercial interests.</p> <p>On the other hand, some people state that they travel elsewhere to shop due to reasons of availability, range, quality and/or cost of goods or the standard of local service.</p> <p>In addition, many younger survey respondents listed a number of different types of shops for Timboon, even though these outlets are currently only found in larger centres.</p> <p>Apart from 'buy local' strategies, opportunities exist for local business enterprises to work with Timboon Action and Corangamite Shire's Economic Development Unit in regard to marketing, promotion and business development. A number of projects to support local food producers and manufacturers have been initiated along these lines.</p> <p>It has been remarked by many people through the community planning project that almost all strategies or projects directed at town improvement are connected in terms of effect. One practical strategy which can be applied locally is to implement projects which improve Timboon's public realm assets, so that the town can better deliver on its 'brand promise'.</p>	<p>Private commercial interests Timboon Action Corangamite Shire</p> <p>Local organisations and community working groups engaged in improving the attractiveness of the town to residents and visitors</p>

Priority objectives

Priority 1 (cont)	BSCC Projects	Agency	Funding
More shops or fill empty shops	1 Construction of footbridge/boardwalk (from public toilets to picnic area)	Lions Club Mens Shed	10,000
	2 Mens Shed Tools	Mens Shed	2,000
	3 Central Town Garden	Working Group Timboon Action	10,000
	4 Story of Timboon Interpretive Trail (Application for Local History Grant)	Working Group Timboon Action	25,000
	5 Town Entry Signage (+2)	Executive Timboon Action	10,000
	6 Food Trail Signage/Map	Executive Timboon Action	1,000

Priority 2	Notes	Implementation agency
Improve availability of arts, music and creative opportunities, including through the creation of festivals, films, plays, community social events and cultural activities	Set up local Committee/Action Group/ Task Force Plan for Cinema program, Timboon Festival, Arts projects/Exhibitions/ Cultural programs	Working Group(s) Timboon Action

	BSCC Projects	Agency	Funding
	7 Community events fund	Working Group(s) Timboon Action	10,000
	8 Outdoor amphitheatre with stage/performance space	Working Group(s) Timboon Action	10,000

Priority objectives

Priority 3	Notes	Implementation agency	
Construct sheltered picnic areas with associated seating, including outdoor BBQs	Local group to design and implement Construct more sheltered picnic areas with associated seating, including installation of outside BBQ area near children's playground/ skate-park	Working Group(s) Timboon Action	
BSCC Projects		Agency	Funding
	9 Construction of sheltered picnic area and barbeques	Working Group Timboon Action	10,000
Priority 4	Notes	Implementation agency	
Construct indoor heated swimming pool	Set up local Committee/Action Group/ Task Force Conduct feasibility study	Working Group Timboon Action Timboon Hospital	
BSCC Projects		Agency	Funding
	10 Heated Swimming Pool (Feasibility Study) (PLF Planning Grant application)	Working Group Timboon Action Timboon Hospital	30,000
Priority 5	Notes	Implementation agency	
Upgrade and improve availability of parking	Local Liaison Group to develop proposal – refer to Council Upgrade and improve availability of parking, including supermarket car-park and parking at Elderly Citizens/ playground/ skate-park area	Council	

Priority objectives

Priority 6	Notes	Implementation agency
Clean up and rejuvenate Power Creek with walking and recreation areas	Project with Landcare (see also Projects 1 and 19)	Landcare
Priority 7	Notes	Implementation agency
Develop, extend and promote Craters to Coast rail trail	Currently in progress	Local taskforce Rail trail committee
Priority 8	Notes	Implementation agency
Develop overnight tourism accommodation, including caravan park and camp sites	Priority to be addressed by indirect means, as well as through broader government agency tourism development strategies	Private commercial interests Timboon Action Council
Priority 9	Notes	Implementation agency
Upgrade facilities, performance and image of school	Currently in progress	Timboon P-12 School

Priority objectives

Priority 10	Notes	Implementation agency	
Introduce measures to reduce traffic speeds and improve safety, including the installation of pedestrian crossings	Local Liaison Group to develop proposal - refer to Council	Council	
Priority 11	Notes	Implementation agency	
Produce Timboon brochure and map of town, including local features, walking tracks and events	Local group to design and implement	Working Group Timboon Action	
BSCC Projects		Agency	Funding
	11 Publication on local features and events, with map of town and walking tracks	Working Group Timboon Action	10,000
Priority 12	Notes	Implementation agency	
Develop bigger, better, cleaner supermarket		Private commercial interests Timboon Action	
Priority 13	Notes	Implementation agency	
Develop and promote tourism attractions, including local produce trail	Currently in progress	Timboon Action Council	

Priority objectives

Priority 14	Notes	Implementation agency	
Upgrade shopping centre - shopfronts, circulation and access	Local Liaison Group to develop proposal - refer to Council	Private commercial interests Timboon Action	
Priority 15	Notes	Implementation agency	
Improve existing public toilets and construct new toilets in key locations	Council staff to work with local Liaison Group to prepare proposals to be forwarded to Council for budget consideration.	Council	
Priority 16	Notes	Implementation agency	
Maintain and increase public and community transport	Local Liaison Group to develop proposal - refer to Council	Council	
Priority 17	Notes	Implementation agency	
Develop community vegetable garden/ with BBQ, pizza oven/ with annual banquet	BSCC Project - Council funded Local group to design and implement	Timboon P-12 Hospital	
BSCC Project		Agency	Funding
	12 Community garden	Timboon P-12 Hospital	5,000

Priority objectives

Priority 18	Notes	Implementation agency	
Construct more footpaths and repair existing paths	Proposed 'walk through' by Council Works team. Local Liaison Group to develop proposal - refer to Council	Council	
Priority 19	Notes	Implementation agency	
Protect and restore natural environment (including weed removal)	Project with Landcare (see also project 6)	Landcare	
Priority 20	Notes	Implementation agency	
Retirement village/Support Abbeyfield project	Currently in progress	Local fundraising committee Abbeyfield	
Priority 21	Notes	Implementation agency	
Connect natural gas to Timboon	Set up local Committee/Action Group/Task Force Conduct feasibility study	Working Group Timboon Action	
BSCC Project		Agency	Funding
	13 Connect natural gas to Timboon (PLF Planning Grant application)	Working Group Timboon Action	20,000

Summary of projects

Projects relating to the 21 priority objectives can be summarised into five categories. The first of these are projects which can be included within the *Building Stronger Corangamite Communities* initiative.

These either directly or indirectly address eight of the 21 priority community objectives. A second category concerns those initiatives which will essentially depend upon the business decisions of private commercial interests.

A third category concerns projects that are currently underway. Works associated with the formal responsibilities of Corangamite Shire Council make up a fourth category.

A fifth category includes those objectives addressed by projects that might be developed in conjunction with South West Landcare.

BSCC Projects

Priority	Project	Agency	Seed funding
1	Construction of Footbridge/Boardwalk (From public toilets to Picnic Area)	Lions Club/ Mens Shed	10,000
2	Mens Shed Tools	Mens Shed	2,000
3	Central Town Garden	Working Group, Timboon Action	10,000
4	Story of Timboon Interpretive Trail	Working Group, Timboon Action	25,000 (Local History Grant)
5	Town Entry Signage (+2)	Executive, Timboon Action	10,000
6	Food trail Signage/Map	Executive, Timboon Action	1,000
7	Community Events Fund	Working Group(s), Timboon Action	10,000
8	Outdoor amphitheatre with stage/ performance space	Working Group(s), Timboon Action	10,000
9	Construction of sheltered picnic area and barbeques	Working Group, Timboon Action	10,000
10	Heated Swimming Pool (Feasibility Study)	Working Group, Timboon Action, Timboon Hospital	30,000 PLF Planning Grant
11	Publication on local features and events, with map of town and walking tracks	Working Group, Timboon Action	5,000
12	Community Garden	Timboon P-12/ Hospital	5,000
13	Connect natural gas to Timboon	Working Group, Timboon Action	20,000 PLF Planning Grant
		Sub-total	73,000
		Sub-total	75,000
		Total	148,000

Summary of projects

Projects relating to the remaining 15 priority objectives can be summarised into four categories.

<p>Category 2:</p> <p>Category concerns those initiatives which will essentially depend upon the business decisions of private commercial interests.</p> <p>These include:</p>	<p>Category 3:</p> <p>Concerns projects that are currently underway.</p> <p>These include:</p>	<p>Category 4:</p> <p>Works associated with the formal responsibilities of Corangamite Shire Council make up a fourth category, and include:</p>	<p>Category 5:</p> <p>Includes projects that might be developed in conjunction with South West Landcare (and existing local community efforts).</p>
<ul style="list-style-type: none"> 1. More shops or fills empty shops 8. Develop overnight tourism accommodation, including caravan park and camp sites 12. Develop bigger, better, cleaner supermarket 14. Upgrade shopping centre – shopfronts, circulation and access 	<ul style="list-style-type: none"> 7. Develop, extend and promote Craters to Coast rail trail 9. Upgrade facilities, performance and image of school 13. Develop and promote tourism attractions, including local produce trail 20. Retirement village/ Support Abbeyfield project 	<ul style="list-style-type: none"> 5. Upgrade and improve availability of parking 10. Introduce measures to reduce traffic speeds and improve safety, including the installation of pedestrian crossings 15. Improve existing public toilets and construct new toilets in key locations 16. Maintain and increase public and community transport 18. Construct more footpaths and repair existing paths 	<ul style="list-style-type: none"> 6. Clean up and rejuvenate Power Creek with walking and recreation areas (See also BSCC Projects 1 and 3) 19. Protect and restore natural environment (including weed removal)

Implementation process

A priority goal of the *Building Stronger Corangamite Communities* initiative is to strengthen communities through the establishment of linkages within communities, between community organisations, and between local communities and government agencies, including local government.

Development of local capacity may be achieved through the sharing and utilisation of talents and skills within the community as well as linkages to expertise not readily accessible to local organisations.

This will include access to assistance from local and State government agencies to seek out financial and other resources to support local initiatives.

The implementation of the projects outlined in this blueprint will seek to support and strengthen local organisations, not the least through activation of local interest and involvement in projects deemed to be of high priority by the local community.

References

ABS, Census 2006, Commonwealth of Australia, Canberra

David Lock Associates (with Thompson Berrill Landscape design, TTM Consulting and Authentic Heritage Services) (2002), *Urban Design Frameworks for Cobden, Skipton and Timboon*, Corangamite Shire, Camperdown, Victoria

Review

It is proposed to review the Blueprint for Timboon 2012-22 after a period of two years, perhaps towards the end of 2013 or early 2014, to assess project achievements against objectives and to formulate revised objectives as required.

Appendices

Summary of survey responses

Ranking of issues and projects

Membership of planning group

Survey instrument