



Prepared for the community of Princetown with the assistance of Corangamite Shire's ***Building Stronger Corangamite Communities*** project – a partnership between the Department of Planning and Community Development (now Department of State Development Business and Innovation) and the Corangamite Shire to support communities to plan and implement improvements to their towns.

Planning for Princetown

Community priorities for township development 2014 - 2024



May 2014

OVERVIEW

This plan is a product of community consideration of three questions: What aspects of Princetown are most valued and need to be maintained and protected, What things need to be improved or changed? , and What needs to be created in Princetown to make it a more prosperous and liveable place? *Planning for Princetown* outlines a set of initiatives which local residents see as important to Princetown's future, to be implemented over the next 10 years.

The planning process involved a written community survey (which drew 25 completed responses), a public meeting to vote on township priorities (attended by 22 people on 15 May 2013), and a further public meeting on 13 May 2014 to allocate seed funding to priority projects. In all, a minimum of 33 different people or 9.4 per cent of the estimated residential population of the Princetown State Suburb of 350 (ABS Census 2011) participated in at least one of these three engagement activities. This is 12.4 per cent of the adult population of the Princetown State Suburb area, parts of which are closer to Port Campbell, Simpson and Lavers Hill.

Planning for Princetown has identified 19 priority projects which received some support through the community consultation process. Twelve of the 19 township improvement projects are within the remit of Parks Victoria and/or the Department of Environment and Planning, and the community's views on these priorities have been forwarded for inclusion in the considerations of the Shipwreck Coast Master Plan project, which is entering its fifth and final stage. The consultants working on the project have passed this information on to relevant agencies and positive feedback has been received regarding this demonstration of 'joined-up planning'.

This plan is best seen as a promising start to a community development process which will increase involvement and participation as it gathers momentum. Opportunities are available to involve more people as listed projects are planned, scoped and implemented.

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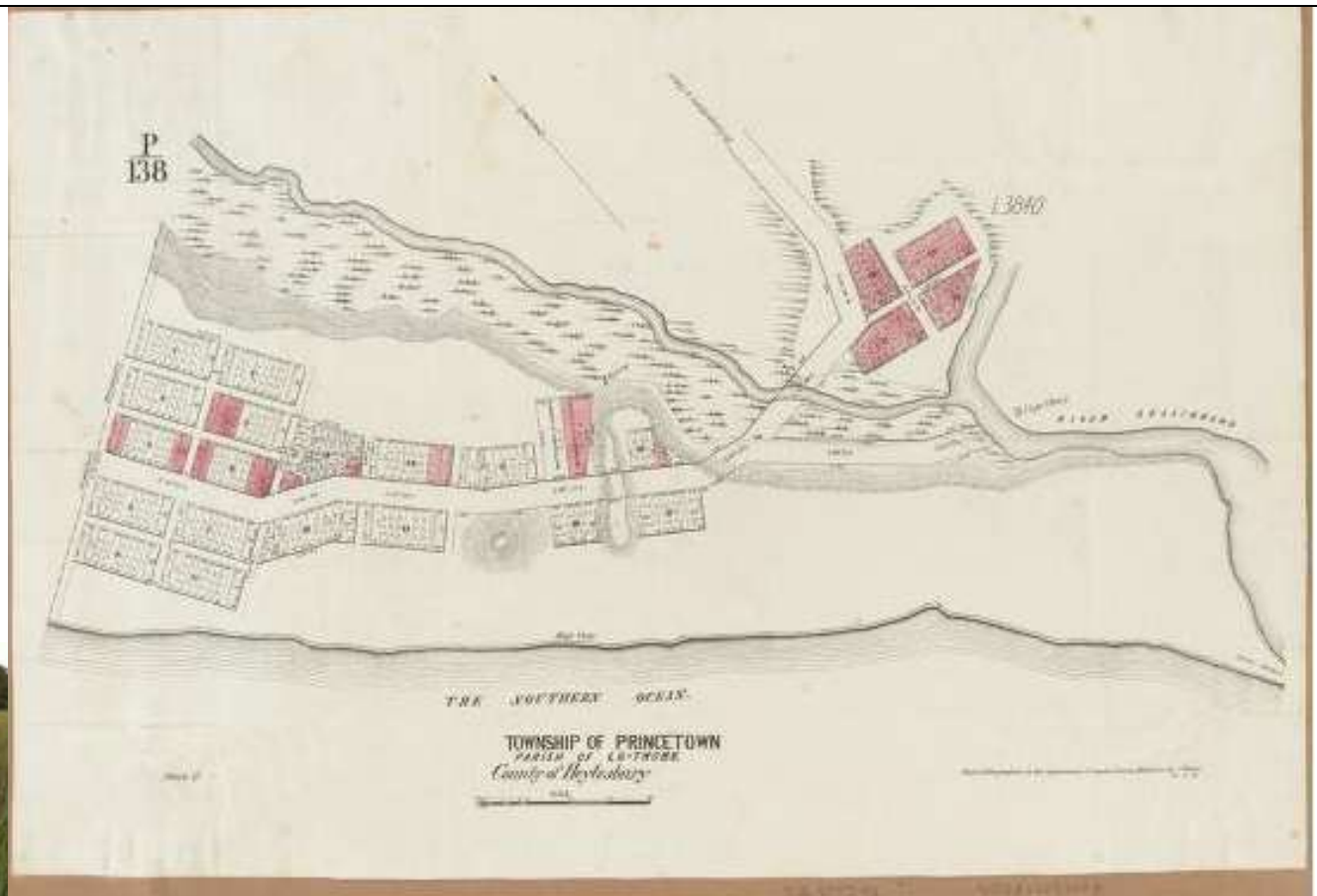
This is the eleventh plan to be developed as part of the *Building Stronger Corangamite Communities* project, which has produced a plan for each of Corangamite Shire's 12 towns.

WHERE THE RIVER MEETS THE SEA

A concise account of the settlement history of Princetown is being prepared, which will be added to this document.



Boardwalk along the Gellibrand River estuary



Township of Princetown, 1874 Survey
www.slv.vic.gov.au

DEMOGRAPHICS

Princetown is one the Shire's smaller townships, and there is no publicly-available ABS Census data on its population characteristics given that fewer than 200 persons live within the township. The township and surrounding area described as the Princetown State Suburb has an estimated residential population of 350 persons (ABS Census 2011), 266 of whom are over the age of 15 years. Parts of this large land area are closer to Simpson and Lavers Hill (and equidistant to Port Campbell), so as a population reference location it is of limited utility for the purpose at hand.



Source: ABS Quickstats 2013

In the 2011 Census, there were 350 people in Princetown (State Suburbs) of these 51.1% were male and 48.9% were female. Aboriginal and Torres Strait Islander people made up 0.8% of the population.

| Age | Princetown | % | Victoria | % | Australia | % |
|-------------------|------------|-----|----------|-----|-----------|-----|
| <i>People</i> | | | | | | |
| 0-4 years | 25 | 7.1 | 344,733 | 6.4 | 1,421,050 | 6.6 |
| 5-9 years | 25 | 7.1 | 326,121 | 6.1 | 1,351,921 | 6.3 |
| 10-14 years | 34 | 9.7 | 327,939 | 6.1 | 1,371,054 | 6.4 |
| 15-19 years | 30 | 8.5 | 345,339 | 6.5 | 1,405,798 | 6.5 |
| 20-24 years | 10 | 2.8 | 375,108 | 7.0 | 1,460,673 | 6.8 |
| 25-29 years | 10 | 2.8 | 388,669 | 7.3 | 1,513,236 | 7.0 |
| 30-34 years | 19 | 5.4 | 372,214 | 7.0 | 1,453,775 | 6.8 |
| 35-39 years | 14 | 4.0 | 383,415 | 7.2 | 1,520,138 | 7.1 |
| 40-44 years | 30 | 8.5 | 391,197 | 7.3 | 1,542,879 | 7.2 |
| 45-49 years | 33 | 9.4 | 372,367 | 7.0 | 1,504,142 | 7.0 |
| 50-54 years | 23 | 6.6 | 354,110 | 6.6 | 1,447,404 | 6.7 |
| 55-59 years | 20 | 5.7 | 317,438 | 5.9 | 1,297,244 | 6.0 |
| 60-64 years | 34 | 9.7 | 293,812 | 5.5 | 1,206,116 | 5.6 |
| 65-69 years | 19 | 5.4 | 224,911 | 4.2 | 919,319 | 4.3 |
| 70-74 years | 14 | 4.0 | 177,316 | 3.3 | 708,090 | 3.3 |
| 75-79 years | 11 | 3.1 | 140,338 | 2.6 | 545,263 | 2.5 |
| 80-84 years | 0 | 0.0 | 114,020 | 2.1 | 436,936 | 2.0 |
| 85 years and over | 0 | 0.0 | 104,995 | 2.0 | 402,681 | 1.9 |
| Median age | 36 | -- | 37 | -- | 37 | -- |

The median age of people in Princetown (State Suburbs) was 36 years. Children aged 0 - 14 years made up 25.4% of the population and people aged 65 years and over made up 10.8% of the population.

Age-structure for the Princetown State Suburb compared to Victoria and Australia as a whole, derived from the ABS Census 2011.



Rivernook Guesthouse 1911

| | | | |
|--|---|---|---|
| <p>THE PLANNING PROCESS</p> <p><i>The Building Stronger Corangamite Communities</i> 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.</p> | <p>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,</p> | <p>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</p> | <p>made by communities also serve as a decision tool for Corangamite Council to better meet local needs and aspirations.</p> <p>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.</p> <p>There is no one planning model – the project is experimental and communities shape their own process – however each plan observes some fundamental principles. They are inclusive of as many voices in the community as possible and seek to reflect local demographics, and are transparent in the way priorities are identified and decided upon.</p> |
|--|---|---|---|

THE SURVEY

A total of 25 people completed the town survey. The total number of participants can be expected to increase as further meetings and consultation are held. So far an estimated 35 different people have contributed to the formulation of this plan.

Survey respondents 25
 Public meeting attendees 22
 Public meeting attendees who did not complete survey 8
 Participation (min) 33
 Population (ABS Census 2011, Prinetown State Suburb) 350
 Participation Rate 9.4%
 Adult Participation rate 12.4%



| Gender | Age grouping | | | | | | | | | Total | Postcode | |
|----------------|--------------|---------|---------|---------|---------|---------|---------|------|------|--------|--------------|-----------|
| | 1 – 14 | 15 – 24 | 25 – 34 | 35 – 44 | 45 – 54 | 55 – 64 | 65 – 74 | 75+ | None | | Postcode | Count |
| Male | | 1 | 1 | 3 | 2 | 4 | 2 | | 1 | 14 | 3269 | 22 |
| Female | | 1 | | 3 | 1 | 3 | 1 | | | 9 | 3237 | 1 |
| Unknown | | | | | 1 | | | | 1 | 2 | None | 2 |
| Total | | 2 | 1 | 6 | 4 | 7 | 3 | - | 2 | 25 | Total | 25 |
| Percent | | 8.0% | 4.0% | 24.0% | 16.0% | 28.0% | 12.0% | | 8.8% | 100% | | |
| Census* | 84 | 40 | 29 | 44 | 56 | 54 | 33 | 11 | | 350 | | |
| Percent* | 23.9% | 11.3% | 8.2% | 12.5% | 16.0% | 15.4% | 9.4% | 3.1% | | 100.0% | | |
| Adults* | - | 40 | 29 | 44 | 56 | 54 | 33 | 11 | | 266 | | |
| Adult %* | - | 15.0% | 10.9% | 16.5% | 21.1% | 20.3% | 12.4% | 4.1% | | 100.0% | | |

* ABS Census 2011 for Prinetown (State Suburb) estimated residential population 350.

Survey response rate is 7.1 per cent, or 9.4 per cent of the adult population.

| | |
|--------------------|--|
| IDENTIFYING ASSETS | The first question on the survey asked the question ‘What things do you most value about Prinetown, which need to be maintained or protected?’ The clear consensus was the outstanding natural environment – the Gellibrand river estuary, wetland and wildlife. |
|--------------------|--|

| What things do you value most about Prinetown? | | |
|--|--|----|
| GELLIBRAND RIVER, WETLANDS AND WILDLIFE | Gellibrand River, Wetlands, Estuary, Birdlife, Wildlife, Flora and fauna | 15 |
| OUTSTANDING NATURAL ENVIRONMENT | Outstanding environment of tranquillity, Our natural environment, Unpolluted environment, Water quality | 13 |
| SENSE OF COMMUNITY | Community, Small rural/ coastal community, Community relations, Friendly and welcoming environment, Sense of community, Relaxed atmosphere, Simplicity of life | 8 |
| SMALL TOWN CHARACTER | The township centre, Connections between town, river and National Park, Small town size, Small scale village character, Residential areas, Low development, Limited housing and business development | 8 |
| WALKS AND TRAILS | Walks, Great Ocean Walk, Trails and paths | 7 |
| THE BOARDWALK | The Boardwalk | 6 |
| PEACE AND TRANQUILLITY | Peace and quiet, Tranquillity, Serenity, Peace | 6 |
| BEACH | Beach, Beach access, Proximity to beach, Unspoilt beach | 6 |
| EXPERIENCE OF NATURE | Nature based recreational opportunities, Proximity and connection to wild, natural experiences, Recreation, relaxation and education, | 3 |
| RECREATION RESERVE | Recreation Reserve | 3 |
| JETTY | Jetty, Jetty area | 2 |
| FISHING | Fishing, The fishing platform | 2 |
| NATIONAL PARK | National Park | 2 |
| | General Store and Hotel | 1 |
| | <u>Landcare</u> Group/Estuary Watch (great work) | 1 |
| | Limited number of visitors and lack of congestion | 1 |
| | Rugged unspoilt coastline | |

*Survey mentions (N=25)



PUBLIC MEETINGS

A public forum was held at the Princetown Recreation Reserve Community Centre on Tuesday 15 April 2014, with 22 people attending. In all a minimum of 33 people have participated in the planning process so far – 9.4 per cent of the Princetown State Suburbs population of 350, or 12.4 per cent of the adult population.

The evening commenced with an outline of the community planning project and reference to work completed in eight Corangamite towns. The outcomes of the Town Survey were presented, based on the 25 completed returns. It was explained that all the survey ideas had been summarized and grouped under a number of broad headings. Similar ideas were grouped to give a summary of the most

frequently mentioned proposals for change or action. This representation of all the survey advice was posted around the room on large-print A0-size sheets, with room for attendees to add any further ideas which had not been mentioned to date. Members of the public then voted on priorities from the 79 listed ideas that had been identified through the survey

The process of voting involved each attendee being given five coloured stickers and one gold sticker. Instruction was given that the coloured stickers should be applied to the five ideas people would like to see implemented, with the single gold sticker to then be applied to each individual’s top priority. This was expressed as – if there was only one action to be implemented out of the community planning process, what should it be?

Following the voting period, attendees returned to their chairs and an informal verbal summary of voting patterns was described, highlighting the transparent priorities to emerge.

It was reported that the next steps would involve the formation of Action Groups and scoping of projects.

A further public meeting was held on Tuesday 13 May 2014 to select initial projects to which seed funding might be allocated. This meeting adopted a draft Statement of Vision and Values established at the previous public forum. Four project groups were established to scope initial projects and a further meeting arranged for 17 June 2014 to consider funding allocations and next steps.

| | Themes | Ideas | Survey mentions | Votes | 'Gold' |
|---|--|-----------|-----------------|------------|-----------|
| 1 | Planning, regulation and development | 12 | 19 | 10 | - |
| 2 | Environment, flora and fauna conservation | 12 | 16 | 17 | 6 |
| 3 | Town promotion and tourism development | 13 | 28 | 10 | 2 |
| 4 | Recreation | 16 | 38 | 22 | 4 |
| 5 | Town services and facilities | 9 | 31 | 37 | 4 |
| 6 | Roads, access, safety and parking | 15 | 23 | 16 | 1 |
| 7 | Other | 2 | 2 | - | - |
| | Total survey responses = 25 Public meeting attendees = 22 | 79 | 157 | 112 | 17 |

Minimum estimated participation of 33 people or 9.4 per cent of Princetown State Suburb ERP of 350 (ABS, 2011)

THEMES



| | |
|--------------------------|--|
| <p>VALUES AND VISION</p> | <p>VALUES The PRIMARY value is the outstanding tranquil natural environment provided by the unpolluted Gellibrand River, Wetlands, Estuary, Beachfront and the native Flora and Fauna.</p> <p>The SECONDARY values are: The small rural/coastal, community, enjoying a simplistic life, in a relaxed atmosphere. A small village / township, with limited housing and business development, providing a connection between the town, river and National Parks.</p> <p>VISION <i>How the above values will be retained and maintained to control the type and extent of development within the Township.</i></p> <p>Provide appropriate basic community facilities (examples are Community Function Room/s, Community Swimming Area/s) and services (examples are Town Water, reliable Town electricity, ADSL 2 / NBN).</p> <p>Provide a clean township with an attractive and appropriate safe entry.</p> <p>Provision of a limited number of appropriately designed, established and maintained connections (trails, paths and board walks) between the Township, Great Ocean Road, Recreation Reserve, river, wetlands, ocean, National Parks and Great Ocean Walk.</p> |
|--------------------------|--|

SUMMARY OF PRIORITIES

| No | Project | Description | S | V | G | AGENCY |
|----|-------------------------|---|----|----|---|---|
| 1 | COMMUNITY SPACE | Create a community space where people can gather for meetings and events, Establish community meeting rooms for community get-togethers, with movie projector and screen, | 10 | 12 | 3 | Rec Reserve Committee/ DEPI/ BSCC Project |
| 2 | NEW TOILETS AT BRIDGE | Construct toilets near bridge, Find a solution to informal toilet use and toilet litter, Insufficient toilets for walkers, water sports and visitors | 8 | 12 | - | PARKS VICTORIA (Shipwreck Coast MP) |
| 3 | TOWN ENTRY INTERSECTION | Fix the dangerous Princetown intersection ASAP, Improve the entrance to Princetown, town entrance unattractive and dangerous, Widen and upgrade Post Office Road, Safe entry and exit | 5 | 12 | - | VICROADS/ PARKS VICTORIA (Shipwreck Coast MP) |
| 4 | SWIMMING AREA | Construct floating pontoons for second swimming area, Proper swimming area near bridge, Develop swimming facilities with decks, picnic tables, seating and car-parking | 11 | 4 | - | PARKS VICTORIA (Shipwreck Coast MP) |
| 5 | POWER AND WATER | Fix water supply to town when power is out, Upgrade power supply to Recreation Reserve, More reliable supply of power and water, | 3 | 8 | 1 | POWERCOR/ Rec Reserve Committee/ BSCC Project |
| 6 | TOWN ENTRANCE | Improve appearance of town entrance (remove signage, landscaping and strategic plantings), Create an entrance statement fitting for a town bordered by three national parks | 7 | 7 | 1 | BSCC Project (with VICROADS and COUNCIL) |
| 7 | WETLANDS | Protect, maintain and promote wetlands sanctuary, Upgrade classification (to international) | 3 | 7 | 3 | PARKS VICTORIA/ Corangamite CMA |
| 8 | FISHING PLATFORM | Construct fishing platform opposite Rec Reserve, small fishing platform to protect river bank, Provide expanded fishing areas around river | 6 | 4 | 1 | PARKS VICTORIA (Shipwreck Coast MP) V R FISH |
| 9 | AGREED VISION | Develop an agreed vision for Princetown and an agreed plan to achieve it, Establish a more unified approach to long-term planning and decisions | 3 | 6 | - | BSCC Project |
| 10 | BOARDWALK | Extend boardwalk to Rec Reserve oval for safety and access to Great Ocean walkers | 2 | 5 | 2 | PARKS VICTORIA (Shipwreck Coast MP) |

['S' means survey mentions, 'V' means votes, 'G' means gold (top individual priority)]

SUMMARY OF PRIORITIES

| | | | | | | |
|----|---------------------|---|---|---|---|--|
| 11 | BEACH ACCESS | Maintain and improve beach access, All weather road right round to large sand dunes | 3 | 5 | 1 | PARKS VICTORIA/ DEPI |
| 12 | POST OFFICE | Return Post Office to Princetown | 5 | 4 | - | PRIVATE INTERESTS |
| 13 | BETTER SIGNAGE | Better signage on Great Ocean Road pointing to Princetown, better signage for directions, Better town signage, | 5 | - | - | VICROADS |
| 14 | NO DEVELOPMENT | No development needed – protect Princetown rather than exploit it, Further development would be a bad thing for tourism | 4 | 2 | - | COUNCIL (PLANNING SCHEME) |
| 15 | LITTERING | Fine tourists for littering, Educate tourists re littering of wetlands, removal of rubbish | 4 | | | EPA (Dob in litterers) |
| 16 | CULL KANGAROOS | Cull kangaroos at Rec Reserve | 1 | 3 | 3 | DEPI/ Recreation Reserve Committee |
| 17 | WALKING TRACKS | Construct more walking tracks, Wetlands and parks walking tracks, Maintain walkways | 3 | 2 | - | PARKS VICTORIA (Shipwreck Coast MP) |
| 18 | BRIDGE SAFETY | Improve safety around bridge area (children, swimming, cars, and trucks and vans), Pedestrian access across bridge | 3 | 1 | - | PARKS VICTORIA/ DEPI |
| 19 | MAINTAIN FACILITIES | Maintain upkeep of facilities for tourists (eg toilets, rubbish removal, bins, signs, More bins down at the Jetty) | 3 | - | - | COUNCIL PARKS VICTORIA (Bins) |
| | | | | | | |

['S' means survey mentions, 'V' means votes, 'G' means gold (top individual priority)]

IMPLEMENTATION PROCESS

A primary 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. This is on the premise that development of local capacity may be achieved through the sharing and utilisation of talents and skills within the community as well as through linkages to expertise not readily accessible to local organisations. This includes access to assistance from local and State government agencies to seek out advice and financial and other resources to support local initiatives.

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

Because of its location on the Gellibrand River and La Trobe Creek estuaries, bordering the Port Campbell National Park and the Southern Ocean, the Princetown area has special environmental significance. Much of the surrounding area is managed by Parks Victoria or the Department of Environment and Primary Industry, and 12 of the 19 projects identified by the community intersect with the responsibilities of these authorities. Steps have been taken to connect *Planning for Princetown* with the Shipwreck Coast Masterplan activity commissioned by Parks Victoria.

Having arrived at a ranked list of project priorities it is evident that a deal of detailed work is required to specify and scope these shared objectives. This will provide opportunities to include additional voices in the conversation about how these priorities can be realised, and in which order.



REVIEW

It is proposed to formally review *Planning for Princetown* after a period of two years, perhaps towards the middle of 2016, to assess project achievements against objectives and to formulate revised objectives as required.

APPENDICES

- Survey instrument
- Ranking of issues and projects
- Summary of survey responses
- Detailed survey and voting results

If you think about it, the best things about local communities didn't just happen – they were made to happen – by energetic and committed people with a belief in each other and a shared idea of what they could achieve.

This is your chance to get involved and to get active in building a better future for your town and your community.



what does Princetown need?

Building Stronger Corangamite Communities

The Corangamite Shire has partnered with the Department of Planning and Community Development in a four-year project to support communities to plan and implement improvements to their towns.

The project provides access to funding and support to enable each of the Shire's 12 towns to prepare a Town Plan to protect those assets most valued by local communities and to make changes and improvements to secure their future prosperity.



CORANGAMITE SHIRE



KEEP THESE DATES FREE

BACK TO PRINCETOWN

Saturday 8 and Sunday 9 March 2014, Princetown Recreation Reserve

PRINCETOWN COMMUNITY MEETING

Tuesday 15 April 2014, 7.30 pm, Princetown Recreation Reserve

CORANGAMITE SHIRE COUNCIL BRIEFING

Tuesday 22 April 2014, 3.30 pm, Killara Centre, Camperdown

CORANGAMITE SHIRE COUNCIL MEETING

Tuesday 27 May 2014, 7.00 pm, Killara Centre, Camperdown