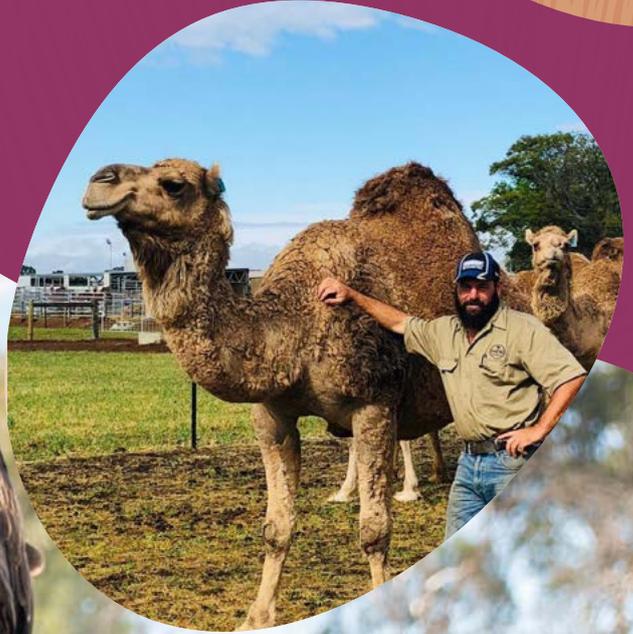


# Kyabram Place Based Plan

2021-2030

Kyabram is a welcoming,  
inclusive and progressive  
community that embraces  
modern regional living.





We respect and acknowledge the unique Aboriginal cultural heritage of the Bangarang and Yorta Yorta peoples, on whose land Kyabram is situated. We pay our respects to their ancestors, descendants and emerging leaders. We also acknowledge their living culture and their unique role in the life of this region.

We commit to ensuring that we work in partnership and consult with the indigenous community in relation to the projects contained within this Place-based Plan to ensure that we honour their culture and meet the needs of their community.

# Contents

<b>1.0 Executive summary</b>	<b>3</b>	<b>6.0 Our four key focus areas, objectives and actions</b>	<b>13</b>
Quick win (3-12 months)	5	<b>6.1 Health, welfare and social wellbeing</b>	<b>14</b>
Medium term projects (1-3 years)	6	How we aim to achieve this:	15
Long term projects (4-10 years)	7	<b>6.2 Industry, education and training</b>	<b>17</b>
Advocacy and support projects	7	How we aim to achieve this:	18
<b>2.0 Introduction</b>	<b>8</b>	<b>6.3 Natural and built environment</b>	<b>19</b>
<b>3.0 Our town</b>	<b>9</b>	How we aim to achieve this:	20
<b>4.0 Our history</b>	<b>12</b>	<b>6.4 Retail and tourism</b>	<b>21</b>
<b>5.0 Our vision</b>	<b>13</b>	How we aim to achieve this:	22
		<b>7.0 Our monitoring and evaluation</b>	<b>23</b>

# 1.0 Executive summary

The Kyabram Place Based Plan identifies the key priorities of the Kyabram community over the next ten years to help it become an even more liveable, inclusive, adaptive and resilient community.

The traditional owners of the land on which Kyabram is situated, i.e. the Bangarang and Yorta Yorta people, continue to care for the land and retain their very strong attachment to country. Since European settlement 180 years ago, Kyabram has experienced a range of ups and downs, but has always shown a high level of resilience and kept growing and developing the town and the surrounding farming communities. Recent years have seen some significant challenges including:

- Drought
- Deregulation of the dairy industry
- High cost of accessing water for farming, horticulture and industry
- Changing demand for commodities on the international market
- Impacts of climate change including higher temperatures in summer, more intense rainfall events and an increase in the number of extreme fire risk days
- Impacts of COVID-19 including job losses, decreased household incomes, social isolation, delays to other medical treatments and illness
- Rapidly changing technology, e.g. telecommunications and online environments
- Ageing infrastructure and lack of funds to renew this infrastructure
- Greater competition for grants
- Decreasing volunteerism of a traditional nature

In addition, the town and district has experienced what many other rural communities have experienced, e.g.

- An ageing community
- Relocation of young people to other locations such as Shepparton, Bendigo or Melbourne for work and study
- Increased cost of living and housing
- Smaller residential blocks with limited back yards
- Lack of some essential services, e.g. mental health services
- Shift towards renewable power sources, e.g. solar electricity and water.

Although faced with various challenges over the years, Kyabram has also maintained its very strong sense of community and is proud of its people, organisations and natural assets, including:

- Health services, e.g. Kyabram & District Health Services
- Community facilities, e.g. Kyabram Community and Learning Centre
- Sports facilities, e.g. Wilf Cox Complex, bocce, skate park, and indoor stadium
- Parks, gardens and playgrounds, e.g. Edis Park
- Service organisations
- Places of worship, e.g. Anglican Church of Australia
- Industries, e.g. Kyvalley Dairy Group and the camel dairy
- Education institutions, e.g. Kyabram P-12 School, St Augustine's and kindergartens
- Tourism, e.g. Kyabram Fauna Park, caravan parks and motels
- Arts and culture, e.g. Kyabram Town Hall and Kyabram Plaza Theatre
- Event spaces, e.g. Kyabram Showgrounds
- Retail sector, e.g. Knights Store (opened in 1886)
- Media, e.g. Kyabram Free Press.

The Kyabram Place Based Plan was driven by the community and will help to guide decision making by Kyabram Development Committee and other key stakeholders in relation to initiatives in Kyabram. More than 900 local residents had their say in the future of their town through an array of community engagement activities undertaken throughout 2020 including:

- Online engagement – 2,868 total visits, with 784 unique users and 86 unique stakeholders. There were 144 individual comments on the ideas wall and 63 completed surveys
- 37 postcards
- 11 workshops featuring 73 people
- 10 key stakeholder interviews with 10 people
- 2 written submissions.

Together the community has agreed upon a shared vision for the town and surrounding region:

**Kyabram is an inclusive and progressive community that embraces modern regional living.**

To help achieve the vision, four key focus areas were developed. Each of the four key focus areas are supported by at least one objective:



Many potential projects were identified by the community throughout the engagement period. The list of potential projects was assessed by a community think tank (made up of a broad cross representative group of community members). Below is a summary of each of the proposed projects.

## Quick win (3-12 months)

1. Develop an **off-leash dog park** in Kyabram
2. Secure a **wheelchair accessible taxi** for Kyabram to enable residents in wheelchairs to more easily participate in all aspects of community life
3. Establish a **community website** to promote the liveability and unique attributes and attractions of Kyabram to local residents and to residents of other towns in the region and across Victoria. Through this site:
  - a. actively promote clubs and organisations such as sports clubs, service clubs and the Kyabram Community and Learning Centre
  - b. actively promote training, employment and volunteer opportunities available within Kyabram.
  - c. actively promote Kyabram businesses and products to help grow the market for these goods and services.
4. Install a **sign that welcomes people to Yorta Yorta country** and incorporate our indigenous culture into various initiatives around the town including public art works.
5. Establish **new social and support groups** for our local residents such as mothers groups and young professionals groups.
6. Introduce a **'shop local' campaign** to enable local businesses to survive and thrive.
7. Encourage **some local retail businesses to open on weekends** to support visitors to the area and encouraging local residents to shop on weekends.
8. Encourage the establishment of **pop-up businesses in empty shops** to enable local people with a business idea to test the market and see how well their products or services are received
9. Develop an **education and training centre** in Kyabram to train local residents to deliver quality health services in our community.
10. Develop a **calendar of events** to promote existing events and activities in the town
11. Create, facilitate and support **more events and activities** in Kyabram such as an Italian Fiesta, youth FReeZA events (drug and alcohol-free music events), Fun Runs (colour run), art / music festivals, piano festival and wine and food events (also medium term)
12. Establish an **art house cinema** at the Plaza Theatre in Kyabram to show attract non-mainstream and international films that attract both local residents and people from further away.

## Medium term projects (1-3 years)

1. Develop an exciting and inspiring **regional park** in Kyabram
2. Aspire to maintain and improve **aquatic facilities** in Kyabram
3. Monitor the completion of the **Breen Avenue shared path**
4. Further develop **sports facilities** at the Kyabram Northern Oval Recreation Reserve and Kyabram Recreation Reserve (also long term)
5. Organise or facilitate **sustainability events** in Kyabram to profile farmers, businesses or residents who have adopted sustainable practices.
6. Community groups running events and activities will be supported to incorporate **sustainable environmental and economic practices**.
7. Create, facilitate and support **more events and activities** in Kyabram such as an Italian Fiesta, youth FReeZA events (drug and alcohol-free music events), Fun Runs (colour run), art / music festivals, piano festival and wine and food events (also a quick win)
8. Improve the visual appeal of **town entrances** and install informational and directional signage to let visitors to the area know what is available within the town



## Long term projects (4-10 years)

1. Develop a **rail trail** between Kyabram and Echuca via Ky Valley and Tongala
2. Further develop **sports facilities** at the Kyabram Northern Oval Recreation Reserve and Kyabram Recreation Reserve (also medium term)

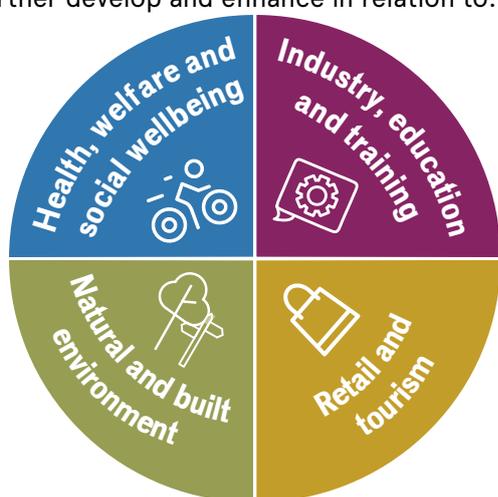
## Advocacy and support projects

1. Support the expansion of Kyabram and District Health Service and the attraction of additional health and wellbeing services
2. Support the development of an Aboriginal Community Controlled Health Organisation (ACCHO) in Kyabram
3. Advocate for improved educational facilities in Kyabram to ensure that our children's learning environments are compatible with or better than early years facilities and schools in neighbouring towns / cities.
4. Advocate to the Federal Government to keep the price of water for farming and industry affordable.
5. Advocate for increased water pressure in Kyabram to improve business operations and to attract more businesses to relocate to the industrial estate.
6. Advocate to the Department of Transport for improved public transport services and timetables to destinations such as Melbourne, Bendigo, Echuca and Shepparton.
7. Advocate to Goulburn Valley Water and Goulburn Murray Water for improved water pressure in existing and new residential developments.
8. Support the implementation of recommendations contained within the Kyabram Fauna Park Master Plan.

# 2.0 Introduction

The overall aim of the Kyabram Place Based Plan is to strengthen and build the adaptive capacity and resilience of Kyabram and the community. It will achieve this through the establishment of a vision which reflects the Kyabram community's future ambitions. It also incorporates clear objectives and actions to guide decision making to support implementation of the vision.

The plan will be used in many ways. It will clearly identify the direction the Kyabram community wishes to further develop and enhance in relation to:



It will also be used to:

- identify partnerships
- stimulate economic growth and investment
- provide an evidence base of need
- attract funding
- advocate for specific resources and initiatives
- guide the provision and management of programs, services and facilities for the community.

To maintain momentum and to ensure continued engagement by the community, the plan has identified some quick wins, as well as some medium and longer-term actions. There are also some advocacy projects incorporated into the plan.

In order to prepare the Kyabram Place Based Plan, an extensive community engagement plan was undertaken including:



The Kyabram Development Committee promoted engagement opportunities extensively through its facebook page and drove a considerable amount of people to the online site to respond.

In addition to community engagement, a broad range of relevant documents including Campaspe Shire Council's Plan and the Kyabram Fauna Park Master Plan were reviewed and a demographic analysis undertaken.

# 3.0 Our town

## Overview

Kyabram is situated in the 'food bowl' of northern Victoria and is the Shire of Campaspe's second largest town. Located between Echuca and Shepparton and 200km north of Melbourne, it is renowned for its friendly, welcoming atmosphere and strong community spirit. First settled in the late 1800s, Kyabram has a rich history in agriculture, particularly horticulture.

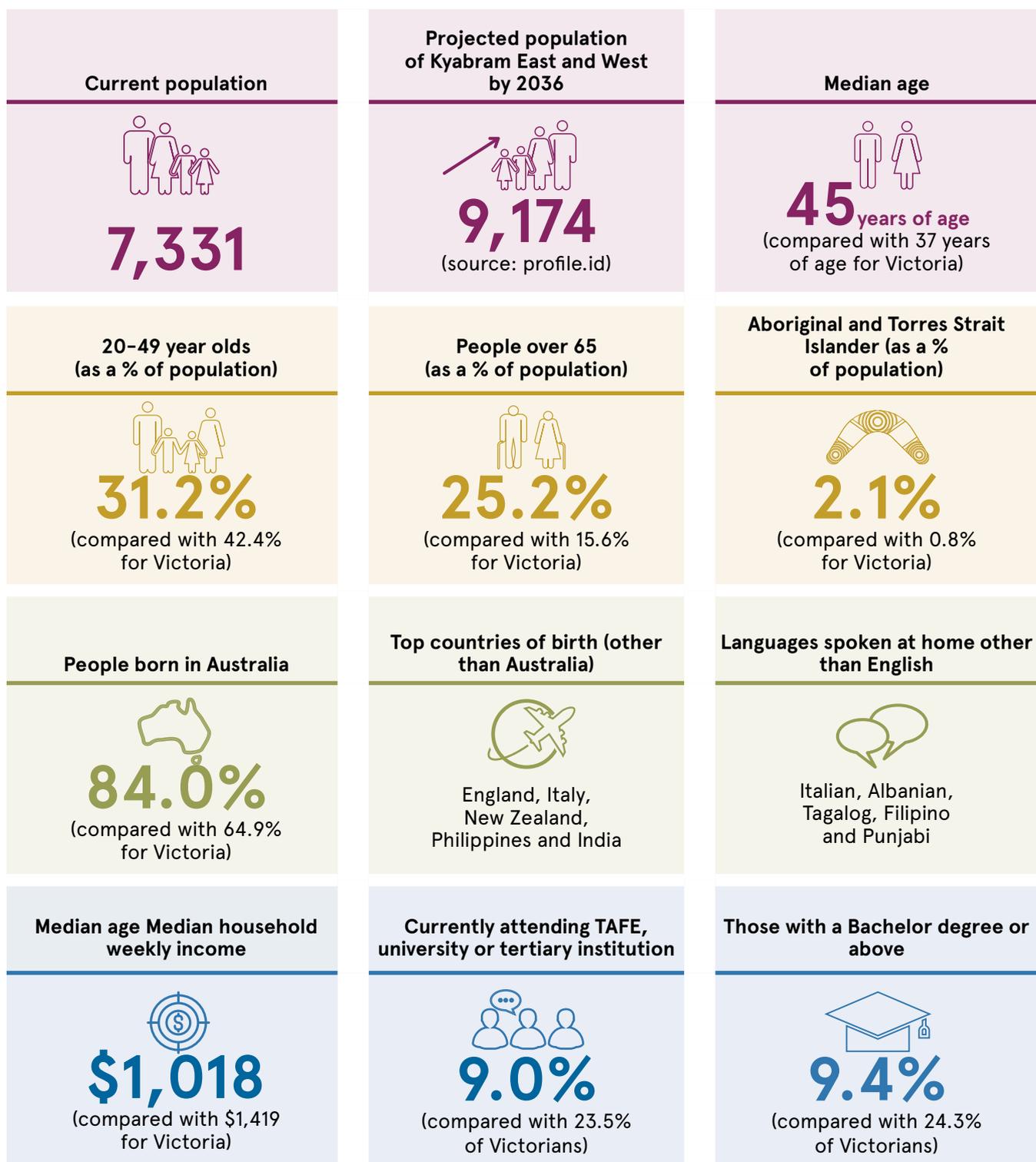
Kyabram is Campaspe Shire's most multicultural community with a significant proportion of the community immigrating from Italy, Albania, India, Germany and the Philippines. These groups are well established with many being a part of the Kyabram community for multiple generations.

### Shire of Campaspe



## Our people

The following table provides an overview of the Kyabram community, based on the 2016 Australian Bureau of Statistics Census.<sup>1</sup>



<sup>1</sup> Australian Bureau of Statistics, 2016 Census QuickStats – Kyabram (State Suburb): [https://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/SSC21404](https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC21404)

## Changing economic environment

Traditionally Kyabram's economy was focused on agricultural, horticultural, dairy industries and food production. The township has grown and diversified and in addition to its farming industries now boasts a range of retail, industrial, commercial, health and community services. It has recently seen the development of innovative industries such as a camel farm.

Local families are able to access a broad range of services and opportunities within the town, enabling a high standard of living. As well as servicing local residents, Kyabram is an economic, retail and social hub for a number of smaller communities that surround the township, including Lancaster, Kyvalley and Wyuna.

## Emerging employment trends

Between 2011 and 2016 Census's employment growth was recorded in the following six industries in Kyabram:

Industry		Growth rate (2011-2016)
Health		+2.6%
Administrative and Support Services		+1.3%
Professional Scientific and technical Services		+0.5%
Wholesale Trade		+0.4%
Information Media and Telecommunications		+0.2%
Public Administration and Safety		+0.1%

## Arts and cultural opportunities

The Kyabram Town Hall is a Council owned building which houses a community run arts space with three distinct galleries focussing on contemporary art, historical fashion and visiting exhibitions. The volunteer group that governs and manages the hall has transitioned from being a Section 86 Committee of Council to an Incorporated Association with the aim of becoming a sustainable business into the future.

Kyabram Plaza Theatre is licenced to an incorporated body. The building was temporarily closed while repairs were undertaken and was also closed during COVID-19 restrictions. The site has great potential but is currently under-utilised at present.

The Clearwater Mural Project, located at the Goulburn Valley Water site, is another community-led art project.

## Tourism

The Kyabram Fauna Park is home to over 500 varieties of birds and animals. It is recognised for its breeding of Australian endangered species program. The park includes a café, playground, barbeques and a tourist information centre. A new masterplan was developed for the site by the Department of Environment Land, Water and Planning (DELWP) and Campaspe Shire Council, in consultation with the community.

The Kyabram Showgrounds also hold a number of events that draw a large number of local residents and visitors. These events include a rodeo; agricultural and pastoral show; country music festival; and engine and machinery rallies.

A comprehensive display of tourist information brochures can be found at the Kyabram Town Hall Gallery.

## Sport and recreation

Kyabram is well serviced in relation to sporting facilities. It features numerous parks, gardens and play spaces; walking / cycling tracks; two golf courses; an Olympic sized outdoor swimming pool; bowls; croquet; a bocce complex; tennis courts; a multi-purpose sports stadium; and sporting reserves that host traditional sports such as football, netball, soccer and cricket. In addition, there are several privately operated facilities offering dancing and martial arts.

## 4.0 Our history

For some 40,000 years prior to the arrival of Europeans, the Yorta Yorta peoples lived on the land. We recognise and respect their rich cultural history, care of the land and their elders past present and emerging.

The following table provides a timeline of Kyabram's history:

1840	The first squatter, M.F. Scobie, took up land in the district
1869-1872	The district was a single and huge sheep run owned by James McBain.
1875	School established at Kyabram South (later Cooma)
1876	First sale of town blocks
1876	A general store opened (the first business in town)
1878	Opening of Kyabram Post Office
1883	Quoits matches were held
1884	Opening of Sheridan Post Office
1886	Kyabram was renamed Kyabram East
1886	Knights' store opened
1886	Sheridan was renamed Kyabram
1887	The railway line reached Kyabram
1888	A skating rink was opened
1890's	Fruit orchards were established along with irrigation water
1891	Kyabram Mechanic's Institute was built. Already the town had 4 churches, 3 hotels, cordial and coach factories and several stores
1891	Kyabram Railway School opened
1915	School opened in Haslem St
1918	Soldier settlers took up orchards
1922	Kyabram Co-operative Fruit Cannery established
1924	Local resident John Allan became Premier of Victoria
1926	State-generated electricity was made available for the butter factory
1927	Kyabram Cinema opened
1933	A bush nursing hospital was established
1937	Council stockyard developed
1939	Cummeragunja Walk Off
1954	Kyabram was gazetted as a borough
1955	Kyabram High School opened
1959	Kyabram Irrigation Research Station was opened (and closed in 2008)
1960	Kyabram District Memorial Hospital opened
1967	Australian Referendum – allowing Aboriginal people to be included in the census.
1973	Kyabram was proclaimed a town
1974	Njernda was created
1994	Kyabram town formed part of Campaspe Shire

### Sources:

Victorian Places: <https://www.victorianplaces.com.au/kyabram>

Wikipedia: <https://en.wikipedia.org/wiki/Kyabram>

Britannica: <https://www.britannica.com/place/Kyabram>

Aussie Towns: <https://www.aussietowns.com.au/town/kyabram-vic>

Kyabram 3620 My Kind of Town: <http://www.kyabramtown.com.au/history.html>

## 5.0 Our vision

Kyabram is a welcoming, inclusive and progressive community that embraces modern regional living.

## 6.0 Our four key focus areas, objectives and actions

Our focus areas and objectives tell everyone what we want to achieve and relate directly to our vision.

# 6.1 Health, welfare and social wellbeing



## Objective: A healthy, active and connected community

Kyabram is a caring town where health and wellbeing services are inclusive, accessible and readily available to all.

Our people understand the importance of health and have embraced healthy and active lifestyles.

Our people have a strong sense of belonging and look out for one another. We know our neighbours and feel safe and supported at all times. Our people never hesitate to lend a hand to those in need.

We provide opportunities for the community to participate in a range of different indoor and outdoor activities to improve their health and wellbeing, enjoy our beautiful natural environment, have fun, develop their skills and make new social connections. These activities are located at quality spaces and places throughout the town such as parks, sports grounds, trails and halls. These activities are locally based and low cost to ensure maximum accessibility.

There are opportunities to connect with others in the community and make life-long friendships through our extensive range of clubs, organisations and casual meeting spaces. Our community-based organisations and clubs provide inclusive and welcoming environments for people of all backgrounds, ages, genders and abilities. There are ample opportunities for volunteering and 'giving back' to the community. Young people are included in planning and decision making.



## How we aim to achieve this:

- 1.** The Kyabram community will develop an exciting and inspiring **regional park** in Kyabram featuring items such as: play opportunities for all ages and abilities, nature play, skate park, pump track, community art, BBQ and picnic facilities, shelters, performance space / activity space for free or low-cost family activities such as bands, seats, accessible shared pathways, accessible toilets, landscaping and free Wi-Fi.
- 2.** The Kyabram community will aspire to maintaining and improving **aquatic facilities** in Kyabram so that our residents have access to lap swimming, learn to swim programs, water exercises and water play throughout summer and potentially through an extended season.
- 3.** The Kyabram community will monitor the completion of the Breen Avenue shared path and aspire to develop a rail trail between Kyabram and Echuca via Ky Valley and Tongala to enable healthy recreational activities for local people and an attraction for visitors to the area. The rail trail will have a fauna theme to create a strong linkage to Kyabram Fauna Park and will help to entice visitors from Echuca. It will also feature interpretive information about our local indigenous history, post European settlement history, our unique agricultural features, local flora and fauna. Potentially there will be opportunities for local business development surrounding the rail trail such as bicycle hire and shuttle services, as well as farm gate sales and on trail accommodation.
- 4.** The Kyabram community will aspire to develop an off-leash dog park in Kyabram where people and their dogs will feel welcome to exercise and socialise with other dogs and their owners. The site will feature a secure fence and gates, agility equipment, community art designed by local children with a dog theme, paths, seats, shade trees, bins, water and dog bags. We will support dog obedience training and dog related events at this site.



## 5.

The Kyabram community will work with stakeholders to develop sports facilities at the Kyabram Northern Oval Recreation Reserve and Kyabram Recreation Reserve (after reviewing existing master plans) so that they provide the best possible playing opportunities for our residents and visiting sports teams and enable us to retain and attract more sporting events to the town. Works, which have been identified in the master plans for each of these sites include:

a. Kyabram Northern Oval –

- extend and redevelop the sports pavilion to incorporate female and umpire change facilities, additional undercover spectator areas and storage for all user groups.
- relocate the boundary fence and construct an irrigated and lit rectangular multi-use playing area that can accommodate one oval and two senior soccer pitches
- redevelop the outdoor courts to achieve nine lit netball courts (with potential for 6 multi-use netball / tennis courts) and a shelter
- car parking, roadway and landscape works

b. Kyabram Recreation Reserve –

- renew the playing field and incorporate player shelters and digital scoreboard
- upgrade Wilf Cox Pavilion and grandstand – including female friendly change facilities
- construct an additional netball court, shelters and digital scoreboard
- construct cricket practice net and safety fence
- car parking, roadway and landscape works.

## 6.

The Kyabram community will support the expansion of Kyabram and District Health Service and the attraction of additional health and wellbeing services for all members of our community including mental health and dental services, more doctors and an emergency department attended by doctors on call.

## 7.

The Kyabram community will support the development of an Aboriginal Community Controlled Health Organisation (ACCHO) in Kyabram to develop community-led solutions to improve the quality of life and health outcomes for our indigenous residents.

## 8.

The Kyabram community will aspire to secure a wheelchair accessible taxi for Kyabram to enable residents in wheelchairs to more easily participate in all aspects of community life.

## 9.

The Kyabram community will actively promote clubs and organisations such as sports clubs, service clubs and the Kyabram Community and Learning Centre through our promotional channels.

## 10.

The Kyabram community will work in partnership with Campaspe Shire to help establish new social and support groups for our local residents such as mothers groups and young professionals groups.

## 6.2 Industry, education and training



### **Objective: Innovative industry, education and training opportunities that meet the needs of our community and beyond**

Despite adversity and change, Kyabram continues to reinvent itself by developing innovative new industries and farming enterprises that produce unique and quality products sold throughout Australia and internationally. Our businesses and farming enterprises embrace technology, new markets and new ways of doing things to continually enhance their viability.

Our early years' centres, primary schools and secondary schools provide a high standard of education for children across the district from birth to the completion of secondary college. These educational centres are attractive and welcoming and are equipped with the latest technology. Our educators genuinely care and do everything that they can to ensure that our children and young people can achieve their potential. As a result, families choose to utilise local educational facilities and our children and young people achieve excellent academic results, stay in school longer and are equipped with the skills to undertake further study or employment once their early years, primary and secondary schooling is complete.

Training and employment opportunities are also offered locally for residents through apprenticeships; traineeships; partnerships with universities, TAFE and health service providers; and a range of courses that are available through the Kyabram Community and Learning Centre. Young people in our community who want to remain in town once their education is completed are able to find work locally.



## How we aim to achieve this:

- 1.** The Kyabram community will advocate for improved educational facilities in Kyabram to ensure that our children's learning environments are compatible with or better than early years facilities and schools in neighbouring towns / cities. Through the establishment of better-quality facilities, we may be in a position to encourage more local families to send their children to school in Kyabram and may also attract more families to relocate to Kyabram, thereby growing the town. As a consequence, there will be increased demand for additional teachers and a greater breadth of educational opportunities available locally.
- 2.** The Kyabram community will support Kyabram District Health to develop an education and training centre in Kyabram to train local residents to deliver quality health services in our community. This training centre will incorporate partnerships with tertiary education providers.
- 3.** The Kyabram community will actively promote training, employment and volunteer opportunities available within Kyabram through our promotional channels.
- 4.** The Kyabram community will actively promote Kyabram businesses and products through our promotional channels to help grow the market for these goods and services.
- 5.** The Kyabram community will seek Campaspe Shire Council support to advocate with us to keep water prices affordable for farming and industry.
- 6.** The Kyabram community will seek Campaspe Shire Council support to advocate with us for increased water pressure in Kyabram to improve business operations and to attract more businesses to relocate to the industrial estate.



## 6.3 Natural and built environment



### Objective: A sustainable natural and built environment

Our parks, gardens and streetscapes are attractive and well maintained, predominantly featuring a variety of different native and indigenous plantings that are drought tolerant and easy to maintain. These spaces provide accessible paths, seats and shade, and depending on their size and purpose, may also feature toilets, BBQs, play equipment and picnic facilities. Local residents and visitors use these spaces for activities and events year-round.

Our roads and footpaths are safe and well maintained and connect people to key locations in the town. People are able to find their way around town and to key locations through well thought out wayfinding signage.

Public transport is an affordable, safe, reliable and practical transportation option for local residents. Timetables meet the needs of people travelling to destinations such as Melbourne, Bendigo, Echuca and Shepparton for work, study or leisure.

New residents are attracted to the town as additional residential land is opened up. Local residents involved directly or indirectly in housing construction have increased employment opportunities as a result of demand for new housing developments in Kyabram.

Water pressure in existing and new residential developments is improved and flood mitigation works have been implemented to reduce the impact of high-water events.

Our community has a high level of awareness of environmental sustainability, including recycling, composting, solar energy, recycled water, etc. Environmentally sustainable design components are included in all public works and public spaces, accompanied by an education process.

We recognise that the land on which we live is Yorta Yorta country. We have great respect for the traditions and customs of the Yorta Yorta people and embrace opportunities for indigenous members of the community to continue to share their culture with us all.



## How we aim to achieve this:

- 1.** The Kyabram community will work in partnership with Campaspe Shire to advocate to the Department of Transport for improved public transport services and timetables to destinations such as Melbourne, Bendigo, Echuca and Shepparton.
- 2.** The Kyabram community will work in partnership with Campaspe Shire to advocate to Goulburn Valley Water and Goulburn Murray Water for improved water pressure in existing and new residential developments. This will further enhance the appeal of Kyabram to attract new residents and will ensure that existing and future local residents have adequate water pressure for their daily activities.
- 3.** The Kyabram community aspires to organise or facilitate sustainability events in Kyabram to profile farmers, businesses or residents who have adopted sustainable practices. This may include a festival or open days where interested people can visit homes or businesses that are operating in a sustainable manner. It may also include running workshops on how to become more sustainable, potentially linked with local organisations.
- 4.** The Kyabram community will develop a policy on sustainability and incorporate sustainability practices into all of our events and activities.
- 5.** The Kyabram community will support the installation of a sign that welcomes people to Yorta Yorta country and we will incorporate the indigenous culture into various initiatives around the town including public artworks.



## 6.4 Retail and tourism



### Objective: A thriving retail, service and tourism sector

Our existing shops are well supported by local people and some of these businesses will choose to open on weekends to service both local residents and visitors to the area. People are able to purchase almost everything that they need locally. People from neighbouring towns choose to shop in Kyabram rather than larger towns or cities nearby and enjoy the variety of unique family-run businesses.

New businesses will be encouraged to establish themselves in Kyabram through a range of incentives such as pop-up shop opportunities. Family-friendly food and beverage businesses focussed on creating opportunities for social interactions between local residents and incorporating the nature environment will also be encouraged.

We will become renowned throughout the region for our unique art house cinema. People from as far away as Shepparton and Echuca will regularly visit the cinema to view non-mainstream and international films. Local clubs will be able to work in partnership with the cinema to hold fundraising nights at the art house cinema.

The Kyabram Fauna Park will become one of the highest visited tourist attractions in the region. In accordance with its master plan, it will continue to grow and expand its offerings and encourage repeat visitation.

We will promote existing events and activities across the region and will instigate a number of new events to highlight our unique attributes and location.

Our town will also be recognised for its unique public art on the water tower and through murals throughout the town. Arts events and displays will become frequent additions to our community calendar of events.

Services that are integral to our community's safety and wellbeing, such as police, ambulance, hospital, health services and fire services, will be retained.



## How we aim to achieve this:

- 1.** The Kyabram community will introduce a 'shop local' campaign to enable local businesses to survive and thrive. By encouraging local people to shop locally, it will reduce the need (particularly for those with no transport or limited transport options) to travel to Shepparton or Echuca if they can buy goods locally. It will also help to create more local employment opportunities. In addition, it will enable people to help local businesses who are often sponsors of local sport and community groups (i.e. give back to those who give).
- 2.** The Kyabram community will encourage some local retail businesses to open on weekends to support visitors to the area (e.g. those who may be visiting Kyabram Fauna Park or attending an event) and encouraging local residents to shop on weekends. This will involve identifying businesses who may be keen to undertake a trial for a certain period of time (or when events are on) to determine viability of weekend openings.
- 3.** The Kyabram community will encourage the establishment of pop-up businesses in empty shops to enable local people with a business idea to test the market and see how well their products or services are received. This will also create a sense of activity and busyness in the town centre.
- 4.** The Kyabram community will support the implementation of recommendations contained within the Kyabram Fauna Park Master Plan including: new animal displays (non-Australian wildlife); new nature-themed water play area; improved animal display areas, animal encounters and viewing experiences; tented safari camp; event centre and restaurant; green garden zone; and various other infrastructure developments. This upgrade will enable the Fauna Park to further enhance its appeal to visitors, thereby providing economic benefits to local businesses and the broader community.
- 5.** The Kyabram community will develop a calendar of events to promote existing events and activities in the town. This calendar will be promoted through our promotional channels.
- 6.** The Kyabram community will aspire to create, facilitate and support more events and activities in Kyabram such as an Italian Fiesta, youth FReeZA events (drug and alcohol-free music events), Fun Runs (colour run), art / music festivals, piano festival and wine and food events. We will utilise the Plaza Theatre, Kyabram Town Hall, the main street and parks for these events and activities.
- 7.** The Kyabram community will aspire to establish an art house cinema in Kyabram at the Plaza Theatre in Kyabram to show attract non-mainstream and international films that attract both local residents and people from further away. Local clubs will be encouraged to work in partnership with the cinema to hold fundraising nights.
- 8.** The Kyabram community will work with Campaspe Shire Council and VicRoads to improve the visual appeal of town entrances through installation of informational and directional signage to let visitors to the area know what is available within the town. The key town entrances to transform include: Lancaster Road; McEwen Road (either side of McCormick Road to capture motorists coming north from Echuca along this road or south from Rochester along this road; John Allan Road / Albion Street from Wyuna; and Cooma Road. Directional signage will also be installed to show the location of the art trail and any other relevant attractions that do not currently have sufficient signage. Key features to include on town signs include town hall, Kyabram Fauna Park, water tank (as part of the art trail), food and retail.
- 9.** The Kyabram community will establish a community website to promote the liveability and unique attributes and attractions of Kyabram to local residents and to residents of other towns in the region and across Victoria. This website will also have capacity for volunteers to be matched with volunteering opportunities.

# 7.0 Our monitoring and evaluation

A Kyabram Place Based Plan Implementation Committee, comprising of a broad cross section of the community (i.e. representative of the demographics of the community in terms of age, gender, background, abilities and experience) will be established to take on the role of implementing the plan, supported by Community Support Officers from Campaspe Shire Council.

An implementation plan has been produced to assist the Implementation Committee to progress projects. It incorporates the following information for each project:



The Kyabram Place Based Plan should be reviewed annually. There may also be a requirement to establish baseline data for some projects so that the impact of specific actions or initiatives can be measured.

