



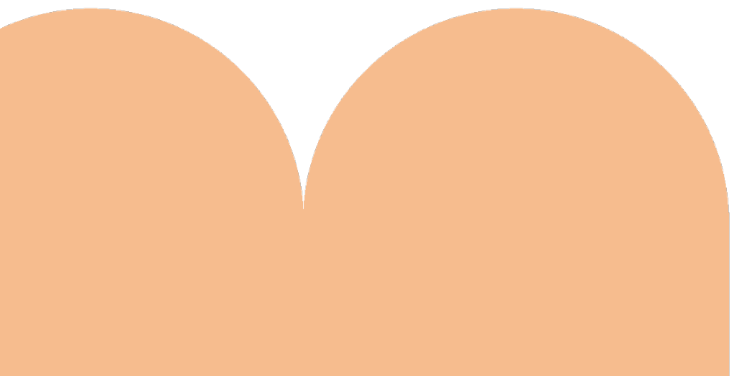
STANHOPE PLACE PLAN

November 2019



Campaspe
Shire Council

projectura



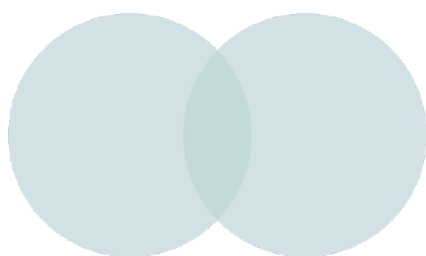
The Shire of Campaspe is the traditional lands of the Dja Dja Wurrung, Taungurung and Yorta Yorta peoples.

We respect and acknowledge their unique Aboriginal cultural heritage and pay our respects to their ancestors, descendants and emerging leaders as the Traditional Owners of this country.

We acknowledge their living culture and their unique role in the life of this region.

Stanhope Place Plan

Prepared for	Campaspe Shire Council
Date	25 November 2019
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EXECUTIVE SUMMARY

Introduction

“The Stanhope Place Plan (The Plan) is designed to strengthen the community’s sense of place in Stanhope by engaging with the community to develop a vision for the town’s future.

Residents were clear that they wanted to retain their rural identity and community connectedness. This will be achieved by concentrating on the four key objectives which provide the framework for the Plan: strong community connections, recreation and lifestyle, dairy culture and investment and industry.

Challenges

Stanhope is a rural, agriculturally based town located in the Goulburn Valley, Victoria. Like many rural townships the Stanhope community is experiencing issues related to an ageing population, access to place based services, ageing infrastructure and population decrease. Stanhope has also been subject to economic and natural disaster shocks including drought, access to water – particularly for irrigators and the volatile nature of the dairy industry and agricultural commodity markets.

The impact of these shocks can be seen through several indicators. Population growth has decreased, and there are a number of retail vacancies in the town centre. Stanhope’s SEIFA index score is comparably better than that of the broader Campaspe Shire. However, when benchmarked against the national index ratings Stanhope is more socio-economically disadvantaged than 72 percent of Australia’s suburbs. Stanhope has a 4.9 percent unemployment rate which is in line with the Campaspe Shire unemployment rate – but lower than the Victorian unemployment rate of 6.6 percent.

Strengths

While Stanhope is experiencing some challenges and shocks, there is a strong sense of pride in the community and appreciation of their strong and historical links to the dairy industry. Stanhope is proud of and uses its built community infrastructure – particularly for sports and recreation. Stanhope’s location provides it with the benefit of diverse strengths including links it to regional centres which are close and having access to natural attractions such as the Stanhope wetlands and Waranga basin.

Developing the Plan

Projectura partnered with the project team and community in the first stage of the Plan’s development to create a shared understanding of the local environment and refine what areas the Plan would focus on. The output from this stage was the issues and opportunities paper.

Projectura then worked with the project team and community through Stage 2 of the Plans development to consider the main areas of concern, seek input on the vision for Stanhope and potential projects and develop and action plan.

Community input

The Plan has been developed with the Stanhope community to ensure that it is relevant, sensitive to local goals and aspirations and achievable. Approximately 300 people have attended engagements or completed an online survey to contribute to the development of this plan. The purpose of the engagement was to ensure that the communities voice was heard in the development of the Plan and the framing of the vision, objectives, addressing challenges and project identification to inform that action plan. The community will again be engaged again to test and receive feedback on The Plan.

Residents, visitors, community groups, service providers, and businesses provided input through a diverse range of community engagement activities. This included phone and face-to face interviews, pop up stalls, pop up engagements at local football games, school based engagement, community workshops and an online survey.



EXECUTIVE SUMMARY

The Vision

“Stanhope is a thriving and innovative rural community ready to embrace the future.”

Guiding principles

Together with the community we have identified guiding principles which informs decision making regarding suitable projects.

The guiding principles are:

- Strong community connections.
- Recreation and lifestyle.
- Modern rural identity.
- Investment and industry.

The Plan

This Plan documents the projects prioritised by the community during engagement activities. These projects align with the resilience focus areas and are categorised by time frame.

Quick wins (under 6 months)

Stanhope alive and thriving
 Grow and share together
 Camping in comfort
 Open arts space – Stage 1 (activation)
 Education connection – Stage 1 (Community House extension)
 Recreation Reserve Masterplan mentoring

Medium term (6 months to three years)

Welcome to Stanhope
 Open Shop makers space
 Festival fun
 Open arts space – Stage 2 (land tenure)
 Community asset review
 Open arts space – Stage 2 (amenity)

Long term (three to ten years)

Education connection – Stage 2 (Kindergarten relocation)
 Wetlands discovery
 Community recreation precinct masterplan
 Rail trail.

Governance

To direct the facilitation of the Plan a local governance committee will be established, with representation from Community, local Industry and Council. It will take a leadership role in implementing, reviewing and evaluating the plan. For the implementation of the Plan to be successful, clear governance and executive oversight is required. Campaspe Shire Council will support the governance committee of the Stanhope Place Plan. All sectors of the community have input into its implementation. The community, Council, local businesses, service providers, and community groups will need to join forces in various capacities to deliver projects. Stakeholders will be brought together on a project-by-project delivery basis.

Measuring success

Measures will be reviewed annually to determine the status of progress. This will be provided to Council to assist in community planning, budget development and community needs assessment.



1. Introduction

Project summary

This document is the Stanhope Place Plan (the Plan). The purpose of The Plan is to enhance the liveability, and uncover the potential, of the Stanhope community. This document provides an overview of key demographics and characteristics of the town, articulates the 10 year vision for the township, develops clear objectives to guide decision making when implementing the vision, and documents placemaking and community projects based on the needs and wants of the community.

Projectura were engaged by Campaspe Shire Council to work with the community to prepare The Plan. The Plan was developed between March and December 2019.

In recent years Stanhope has been facing issues consistent with other small towns in northern Victoria, including an ageing population, limited access to services, population decreases due to industrialisation of agriculture, volatile commodity markets, declining viability of local retail and ageing infrastructure.

Stanhope also has issues specific to the town. Fonterra recently redeveloped its dairy production facility. Limited housing blocks are also an ongoing concern for the community. The configuration of the township also presents challenges and opportunities, as the Midland Highway goes directly through the centre of town, effectively segregating the Fonterra Plant, primary school and recreation reserve away from the retail strip and most residential homes.





1. Introduction

Community engagement snapshot

Over 300 Stanhope residents and visitors contributed to the development of the Plan. The engagement aimed to:

- Gather a broad and deep understanding of Stanhope’s local environment.
- Develop a community vision and principles to guide decision making.
- Analyse opportunities and develop actionable projects.
- Test and receive feedback on The Plan.

Further community engagement will take place to allow the community to review the Plan and provide feedback.

Table 1. Community engagement outline

Method	Date	Summary	Participation
Stage 2: Issues and opportunities			
Focus group.	9 May 2019.	Focus group meeting to introduce the project and discuss issues and opportunities.	15 participants.
Stage 3: Vision and guiding principles			
Pop up stall at Stanhope football match.	8 Jun 2019.	Pop up engagement with residents and visitors to the Stanhope FNC v Dookie United match at Stanhope.	70 residents and visitors (estimated).
Online survey	8-30 Jun 2019	Survey was available online through Council’s website, at the Stanhope football pop up, and at the main street pop up stall.	145 responses.
Primary school sessions	13 Jun 2019	One 1.5 hour workshop with Grade 5 and 6 students from Stanhope Primary School.	15 participants.
Stanhope Development Committee meeting.	13 Jun 2019	Meeting with members of Stanhope Development Committee meeting.	15 participants.
Street pop up.	20 Jun 2019.	Open street stall on Birdwood Avenue.	20 participants approximately.
Focus group.	4 Jul 2019	Focus group meeting to share insights and define vision and guiding principles.	11 participants.
Staff and agency meetings.	18 Jul 2019.	Two 60-minute meetings to share insights and workshop current and potential projects.	10 participants including CSC staff.
Stage 4: Draft Stanhope Place Plan			
Focus group.	To be completed.	Focus group meeting to gather feedback on the Draft Stanhope Place Plan.	



Context

State

The *Public Health and Wellbeing Plan 2015-2019* uses an evidence-based approach to improve health and wellbeing by engaging communities and strengthening systems for health protection, health promotion and preventative healthcare. Key priorities include healthier eating and active living; tobacco-free living; reducing harmful alcohol and drug use; improving mental health; preventing violence and injury; improving sexual and reproductive health. The plan also identifies platforms to deliver health benefits, which include healthy environments, place-based approaches and people-centred approaches.

Local

In the *Campaspe Shire Council Plan 2017-2021*, the Shire announces its mission: ‘... Council will provide services, facilities, support and advocacy to enable our community to be healthy, connected, prosperous and resilient’. The five strategic objectives in the plan are strong and engaged communities, resilient economy, healthy environment, balanced services and infrastructure, and responsible management.

Published in 2015, *Campaspe: Our Future* is a strategic plan developed in direct response to community input. The plan informs the development of all strategic and operational plans. Five key principles were developed: healthy environment, land use, community facilities, business growth and accountability.

Campaspe’s Environment Strategy 2018-2022 aims to protect the Shire’s environment through delivery of programs and services to support a healthy and connected community. Four themes were identified in the Strategy: conservation, climate change adaptation and mitigation, community engagement and partnerships, and Council’s responsibilities.

Campaspe’s Economic Development Strategy 2014-2019 guides and directs Council’s implementation of economic development priorities. The Strategy also informs day-to-day Council tasks aimed at promoting the Shire, attracting investment and supporting business and industry growth. Key areas for focus include improving business and investor confidence, diversifying the economy, improving productivity and improving connectivity.

Campaspe Shire plays an important role in facilitating the growth and development of children. For example, the Shire coordinates kindergarten enrolment, maintains parks and playgrounds, and is the direct provider of the Shire’s Maternal and Child Health service. The *Campaspe Shire Municipal Early Years Plan 2017-2022* involves four themes: ‘the best possible start’, ‘high quality, sustainable services and infrastructure’, ‘support vulnerable children’ and ‘family friendly places’. Goals for the 2017-2021 period are set around each of these themes.

The *Places of Assembly/ Council Facilities* Council policy informs decisions on planning, provision and management of places of assembly and community facilities across the Shire. Seven principles are to be applied for future planning: ‘diverse’, ‘maximum use’, ‘accessible’, ‘sustainable’, ‘adaptable’, ‘partnerships’ and ‘financially responsible’. The policy also categorises facilities into a hierarchy based on capacity and level of amenity: ‘local’, ‘township’ and ‘district’.

The *Road Management Plan* establishes a management system for the inspection of municipal roads and road related infrastructure, as well as identification and repair of defects. The key elements of the Plan include a system of management, a public road register, powers and duties of road authorities, civil liability, protection against damage, and processes for inspection, maintenance and repair.

Campaspe Open Space Strategy is a long-term planning document guiding Council decisions about use, development and management of open spaces across the municipality. Four strategies were identified: ‘develop effective policy and planning mechanisms’, ‘improving the quality of and access to open space’, ‘develop a sustainable open space system’ and ‘promoting open space and activity within open space’. Eight recommendations fit into these four strategies and are listed in the strategy document.

Campaspe Shire Council recently adopted the *Active Transport Strategy 2019* to dramatically increase the number of people walking and cycling. The strategy also aims to make getting to school by walking or cycling more attractive, and to create walking and cycling towns, and connected and liveable developments.





2. About Stanhope

About Stanhope

Stanhope is an agriculture-based town in North Central Victoria, Australia with a population of 828 (ABS Census 2016). Stanhope is situated on Yorta Yorta land, and is centrally located to Shepparton, Echuca and Kyabram where residents can access services.

Stanhope is known for its cheese production. The largest employer in town is the cheese factory, closely followed by other parts of the dairy industry. In 2015, Stanhope became the first LEGENDAIRY capital of Australia, recognising the contribution the dairy industry has made to the district.

The main commercial and retail area is centred around Birdwood Avenue and includes several retail and commercial offerings.



Built identity

Stanhope enjoys rural vistas, mixed with the strong industrial influence of the Fonterra factory within the township. The Midland Highway goes directly through the centre of town, bringing visitors directly past the Fonterra Plant, primary school and recreation reserve.

Stanhope has a mix of buildings including heritage homes and shops, housing from diverse eras and new builds. The 2016 Census advised us that there are 397 private dwellings in Stanhope. Stanhope places great pride in its historical links to William Winter-Irving who owned the 'Stanhope', and 'Colbinabbin' homesteads in central Victoria.

Stanhope has good community infrastructure that is valued by the Stanhope community. Stanhope is proud of its facilities like the Stanhope Recreation Reserve, Stanhope Swimming Pool, Stanhope Primary School, Stanhope Bowls Club, Tennis Club, Stanhope and District Men's Shed, and Stanhope Senior Citizens Centre.

Landscape identity

Stanhope is a rural community which is surrounded by farmland and agricultural industry. The vista is expansive and defined by dairies, cropping and other agricultural activities. The landscape identity of Stanhope is intrinsically linked to the prosperity of the town with dairy cattle farming and cheese and other dairy product manufacturing being the largest industries of employment for Stanhope (2016 Census).

Stanhope has an elevation of 108 meters. Stanhope's climate is relatively stable with an average yearly temperature of 21 degrees (BOM). The average annual rainfall is 445 millimetres.

Community activity and events

The Stanhope and District Development Committee has been responsible for many community initiatives and projects, including the Stanhope and District Men's Shed, the monthly Monster Garage Sale, and the publication of the monthly newsletter About Town.

Stanhope has active football, netball and cricket clubs. In 2019, Stanhope Lions Club celebrated its 50th anniversary. The Stanhope Fire Brigade in its efforts with fire prevention and raising awareness.

Stanhope had the town's first 'Show and Shine' event in 2019, attracting around 200-300 visitors. The volunteer run event featured over 125 impressive utes, cars, trucks and bikes from across Victoria.

Stanhope's community spaces include Stanhope Senior Citizens Club, Stanhope Recreation Reserve, and Stanhope Hall.

According to ABS data, Stanhope has high levels of volunteering compared with both Campaspe and Victoria.



Our history

- 
- 1867 Stanhope Homestead was built on a property of 6,000 hectares by James Winter.
 - 1905 Waranga Basin reservoir built, and farm irrigation extended.
 - 1913 The Commission acquired the Stanhope estate.
 - 1916 A school was opened in Stanhope.
 - 1917 A railway line was built from Rushworth to Girgarre via Stanhope.
 - 1918 First World War soldier settlers established farms for citrus growing, lucerne and dairy.
 - 1918 John McEwen takes up a soldiers farm in Stanhope.
 - 1920 The first store was established in 1920.
 - 1921 The Stanhope dairy factory was built and first operated by the Stanhope and District Co-operative Dairy Company.
 - 1922 Fruit was transported from Stanhope to Kyabram when its cooperative fruit cannery opened in.
 - 1922 Anglican, Methodist and Presbyterian churches were established.
 - 1967 John McEwen briefly became Prime Minister of Australia after the drowning of Harold Holt off Portsea.
 - 1970 Stanhope maintained the town's Co-op Dairy Company processing plant.
 - 1971 Ibis Milk Products took over dairy operations from the Stanhope and District Co-operative Dairy Company.
 - 1986 Bonlac Foods took over dairy operations from the Ibis Milk Products.
 - 2001 Fonterra took over dairy operations from the Bonlac Foods.
 - 2006 Memorial bust of John McEwan was unveiled near the centre of town
 - 2014 Factory fire at Fonterra factory.
 - 2015 Stanhope named Australia's LegenDAIRY Capital, and built a playground in the Stanhope Recreational Reserve.
 - 2017 Fonterra opened a new \$140 million mozzarella processing plant at Stanhope.
 - 2018 A mural on the Fonterra plant was unveiled, comprising of 11,000 local photographs but 22,000 images in total.
 - 2019 Stanhope Lions Club celebrated its 50th anniversary



2. About Stanhope

Living here

The population and demographic information in this document has been sourced from the Australian Bureau of Statistics, 2016 Census of Population and Housing, General Community Profile, Catalogue number 2001.0

Who lives here?

There are approximately 838 people residing in Stanhope (SSC) across 397 dwellings. In 2006 the population was 1,014 people, indicating an 18.3 percent population decrease.

The median age of Stanhope residents is 52 years (Campaspe 45 years). Stanhope has a lower proportion of people aged under 34 years (32.1 percent, Campaspe 49.1 percent) and a higher proportion aged 35 years or over (68.2 percent, Campaspe 61.5 percent).

The gender mix is 48.2 percent females and 51.8 percent males.

Stanhope's family composition consists of 69.3 percent of people living in family households, 27 percent living in single (or lone) person households, and 3.7 percent living in group households.

Across Stanhope 26.7 percent of the population have completed Year 12 or equivalent (Campaspe 30.6 percent). 18.8 percent of the population have a vocational qualification, and 3.9 percent completed a Bachelor or Higher Degree.

Of all dwellings in Stanhope 70.6 percent have internet access (Campaspe 74.6 percent, Victoria 83.7 percent).

The percentage of Stanhope residents born in Australia is 80.3 percent, compared to 84.3 percent of Campaspe Shire's population.

The median weekly household income across Stanhope is \$903, which is relatively low compared to Campaspe Shire (\$1,081). Over a third of people aged 15 years and over (37.9 percent) have an individual income less than \$400 per week.

Home ownership in Stanhope is high, with 83.0 percent of residents who own or mortgage a house or other dwelling (Campaspe 72.1 percent; Victoria 67.7 percent). Of these 47.4 percent people fully own their home (Campaspe 37.3 percent; Victoria 30.7 percent), and 35.6 percent people mortgage their home (Campaspe 30.8 percent; Victoria: 33.5 percent).

Stanhope has a lower concentration of private renters (13.9 percent) compared to Victoria (27.5 percent), and no persons living in social housing (Campaspe 3.5 percent; Victoria 2.6 percent).

Where do we work?

There are 693 people aged over 15 years who form Stanhope's eligible workforce. 346 people reported being in the labour force. Of these 62.4 percent are employed full time (Campaspe 74.1 percent; Victoria 74.1 percent), 28.6 percent work part time (Campaspe 19.6 percent; Victoria 21.3 percent), and 4.9 percent were unemployed (Campaspe 4.9 percent, Victoria 6.6%).

Stanhope's key employment industries are Dairy cattle farming, cheese and other dairy product manufacturing, hospitals, beef cattle farming, and road freight transport

For men in Stanhope, the most common industries of employment are agriculture, forestry and fishing, manufacturing and construction. For women, the most common industries of employment are health care and social assistance, agriculture, forestry and fishing and retail trade.

Our community

In 2016, the SEIFA index score for Stanhope was 967.5. This score places Stanhope in the 28th percentile of the index, meaning 72 percent of Australia's suburbs are more socio-economically advantaged. Stanhope's SEIFA score is higher than nearby Kyabram (958.1), Rochester (938.4) and broader Campaspe Shire (967). Nearby towns with a SEIFA score higher than Stanhope include Echuca (968.6) and Moama (1,011.5).

According to the Crimes Statistics Agency, the number of criminal offences in the Shire of Campaspe increased from 2017 to 2018. In 2017, there was a rate per 100,000 population of 6,691.9; in 2018 the rate was 7,574.8.

Stanhope has a relatively high level of volunteerism. 28.4 percent of Stanhope's population volunteers (Campaspe 25.7 percent; Victoria 19.2 percent).

































2. About Stanhope

Our special places

The community identified the places they held dear within their township. This map seeks to understand the places people have an emotional connection to.

LEGEND

-  Places you have memories.
-  Places you interact.
-  Places you are proud of.
-  Places you love.

- | | | |
|----|------------------------------|---|
| 1 | Stanhope Motors |  |
| 2 | Retail and commercial centre |  |
| 3 | Fonterra Factory |   |
| 4 | Stanhope Memorial Park |   |
| 5 | Hall |    |
| 6 | Stanhope Swimming Pool |    |
| 7 | Stanhope Tennis Club |   |
| 8 | Stanhope Bowls |    |
| 9 | Stanhope Primary School |   |
| 10 | Stanhope Recreation Reserve |     |
| 11 | Stanhope Hotel Motel (pub) |    |



2. About Stanhope





2. About Stanhope

Why we love living here

The Stanhope community has many strengths, including:

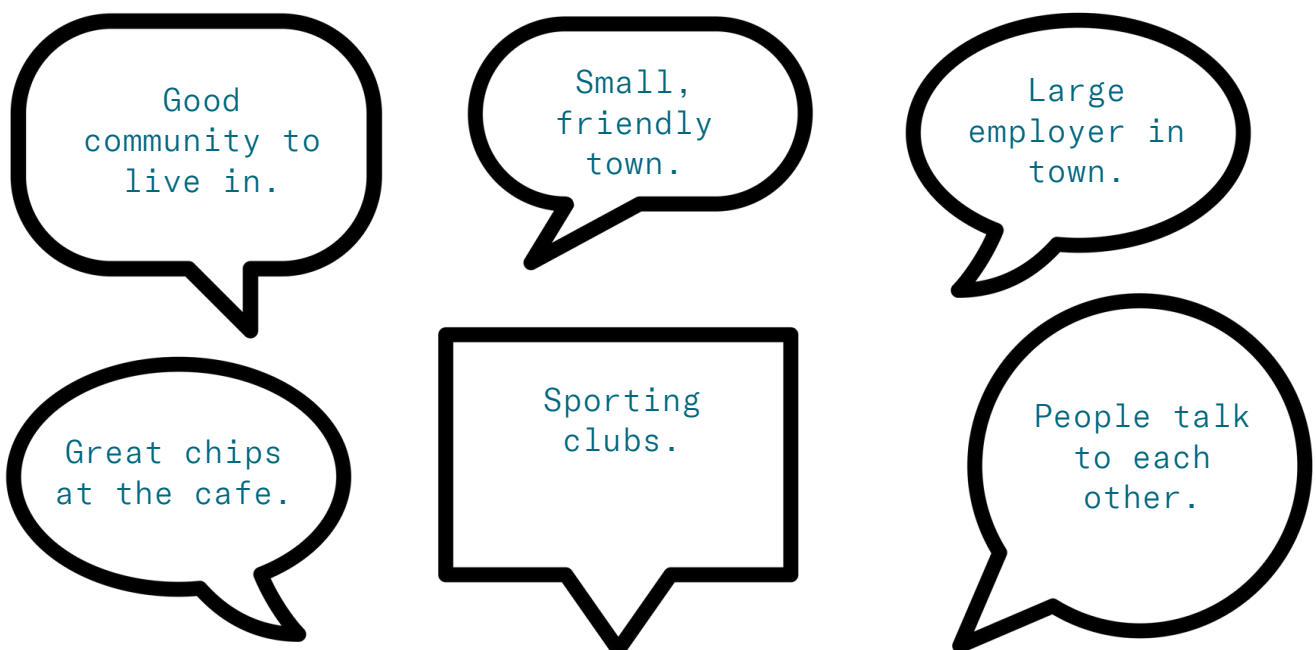
Built infrastructure: Stanhope Recreation Reserve, the business centre layout and the proximity to the highway, and sport and recreation facilities are all assets to the community.

Agriculture, industry and economy: Locals place great value on the industries and employers in Stanhope including dairy farming, agriculture generally and dairy product manufacturing. These industries are anchored to Stanhope by the natural assets of the community including high value irrigated agricultural land, biodiversity, good climate, and the nearby Waranga Basin. Stanhope residents' value and support small business and agencies in Stanhope. The community has a strong desire to see services such as their kindergarten and primary school thrive. Residents are looking forward to the newly funded health service.

Location: Stanhope is central to large regional cities and close to larger towns with proximity to highways. Housing in Stanhope is affordable. Stanhope's central location could offer new residents the benefit of the rural location, safety and community connection, while still having good access to regional centres and services. Stanhope's access to essential services and retail, the townships general location.

Sense of community: People in Stanhope are friendly, resilient and pro-active. Stanhope is a safe place to raise a family. There is strong community involvement represented in how much the local community achieves. Stanhope has a strong sporting culture including the Football Netball Club. The community values their CFA and other community organisations. Respondents in the community survey ranked the sense of community fourth in the list of Stanhope's strengths.

Arts, culture and identity: The Stanhope community attaches pride to local murals at Fonterra and the toilet block, architectural sites designed by William Winter Irving, and to former Prime Minister John McEwen having lived in Stanhope. The Stanhope community is very supportive of events including the Monthly Garage Sale and the Stanhope Show and Shine.





2. About Stanhope

Key opportunities

Improving housing availability and affordability

For a number of years there has been a clear dialogue between Council and Community in relation to the availability of affordable housing. The community engagement undertaken during the development of this plan has reinforced that improving availability of residential land and housing accessibility as an opportunity that required further effort. It is recommended that further consultation discusses how centrally located public land in Stanhope can be refocused for the use of residential housing.

Increasing connectivity between both sides of the highway

Stanhope is divided by the Midland Highway, effectively segregating the Fonterra Plant, Stanhope Primary School and the Stanhope Recreation Reserve away from the retail area and most residential homes.

The division of the town from the Highway currently limits the potential for attracting more people to stop when driving through. There may be opportunity to consider different ways of linking the retail centre to and across the highway.

Population demographics

Stanhope is an ageing community. According to ABS data, the largest age group is 55 to 64 years, making up 18.7 percent of Stanhope's population. The percentage of over 65s in Stanhope is significantly higher than both Campaspe Shire and Victoria as a whole. 3.4 percent of Stanhope's population is aged over 85 years.

In older age groups, fewer people in Stanhope require help with core activities compared with their Campaspe and Victorian counterparts, suggesting Stanhope's elderly are relatively healthy.

There is strong support within the community to attract young people and families to live in Stanhope. This could be facilitated through affordable land for residential housing, upgrade of playground infrastructure and development of local health and education services.

Revitalising economic productivity

Stanhope was established as a farming town in the early 20th century. Today, agriculture, forestry and fishing are still the main industries of employment for men in Stanhope, and the second most common area of employment for women. There remains a heightened anxiety of Stanhope residents regarding the impact of drought, availability of irrigation water and water reform generally and the continuing shocks affecting the dairy industry. Some members of the community have expressed an appetite to investigate alternative farming practices, product development and biodiversity practices to diversify the agricultural offering from the Stanhope area and build resilience into the sector.

Recently, Fonterra completed a \$140 million expansion of their dairy processing facility in 2017 and announced another \$125 million expansion in 2018. The facility produces a high volume of product and in August 2019 employed approximately 200 staff. Given the recent closure of dairying operations in Victoria, some concerns were expressed about the long term viability of Fonterra and its operations.

Stanhope Recreation Reserve Master Plan

The Stanhope Recreation Reserve has recently developed a Master Plan to address the age and condition of the existing assets that limit the flexibility and operational effectiveness of the site.

The Master Plan presents opportunities to maximise use of the reserve, including the potential consideration of other active recreation activities at the reserve. The Master Plan also improves integration with the adjacent Primary School, promoting shared use and improved standard of assets for all, as well as creation of a contemporary community meeting / function space in the proposed pavilion.

Improved retail mix

The attraction and development of a strong retail mix was a priority for the community. The vibrancy of the central business area of town is linked by the community with the vibrancy of the township and its economic and social wellbeing.

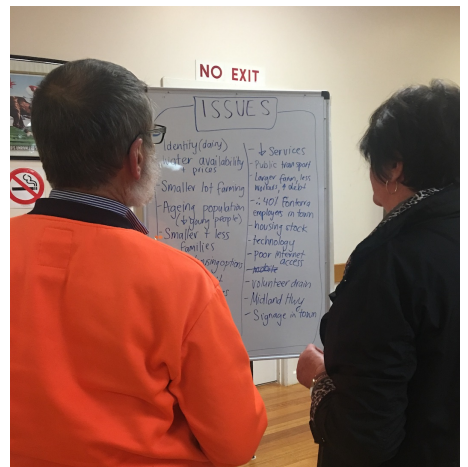


3. The Stanhope vision

Vision

Stanhope is a thriving and innovative rural community ready to embrace the future.







4. Guiding principles

The vision will be achieved by implementing large placemaking projects and smaller projects identified by the community. The following guiding principles will build the framework for the development and prioritisation of projects. It will also enable the community to measure the progress they are making to achieve their vision.

Strong community connections

People in Stanhope deeply value their community connections; demonstrated by their involvement in local community organisations, sporting groups, volunteering and local business engagement.

CC

Objectives

- Welcoming, friendly, safe and a great place to raise a family.
- Pro-active and resilient to change.
- The community works together for a common purpose.
- Articulate a strong and cohesive vision.

Recreation and lifestyle

People in Stanhope recognise the importance of recreation and lifestyle which are intrinsic characteristics of the community.

R+L

Objectives

- Regular dynamic and vibrant community events.
- All community members enjoy lifestyle living that supports wellness and reablement.
- Community, education and transport links with other places.
- A destination and stop over rather than a town you pass through.
- Satellite town.

Modern rural identity

Stanhope recognises and embraces the significant contribution the local 'dairy culture' has made to the development of Stanhope community.

MRI

Objectives

- Showcase past, current and future dairy and farm gate products, practices and innovations.
- Recognises the significant contribution of dairy farming and manufacturing industries.
- Pride in agriculture and food production.

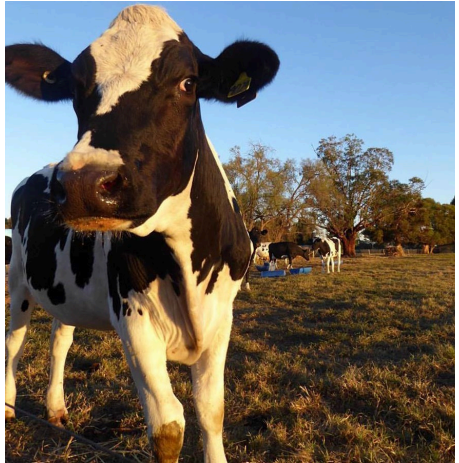
Investment and industry

Stanhope's vibrant community will attract population growth to stimulate the local economy and attract the businesses to service its current and new residents.

I+I

Objectives

- Modern businesses opportunities and support.
- Nucleus of agricultural innovation.
- Early adopter of technology
- Connected energy and NBN.





5. Our projects

Projects at a glance

Below is an overview of the projects prioritised by the community to achieve their vision. They are categorised into short term or quick wins, medium term, and long term projects.

QUICK WINS

Actions to be achieved in under 6 months.

Stanhope alive and thriving

Grow and share together

Camping in comfort

Open arts space – Stage 1 (activation)

Education connection – Stage 1 (Community House extension)

Recreation Reserve Masterplan mentoring

MEDIUM TERM

Actions to be achieved in 6 months to three years.

Welcome to Stanhope

Open Shop makers space

Festival fun

Open arts space – Stage 2 (land tenure)

Community asset review

Open arts space – Stage 3 (amenity)

LONG TERM

Actions to be achieved in three to ten years.

Education connection – Stage 2 (Kindergarten relocation)

Wetlands discovery

Community Recreation Precinct Masterplan

Rail trail



5. Our projects

Quick wins

A quick win is an improvement that is visible, has immediate benefit, and can be delivered in the short term. The quick win needs to be something stakeholders agree to and works towards the combined vision for the community.

Timeframe: Can be achieved in under 6 months.



Stanhope alive and thriving

Position Stanhope in the market as a small and friendly place to live, work, play and stay by delivering marketing activities such as physical branding, positive news stories, and promotion through various media.

Stanhope has a unique identity and community which is not promoted to its fullest.

How

1. Design a brand for Stanhope.
2. Create and promote an events calendar.
3. Support the Stanhope Newsletter to enhance readership.
4. Develop a website, implement a social media campaign, and create local newspaper stories to promote positive stories, events, businesses, and community activities.

Partners

Community, Campaspe Shire Council, Stanhope Development Committee, community groups and organisations, media outlets, Stanhope Health.



Grow and share together

Build a sensory garden on Stanhope Primary School grounds to allow students and visitors to enjoy a wide variety of sensory experiences. The general public could access the garden through the Stanhope Recreation Reserve.

Sensory gardens are designed to provide opportunities to stimulate the five senses, both individually and in combination, in ways that users may not usually encounter.

How

1. Develop a plan of soft and hard scape elements.
2. Incorporate items to entice all five senses.
3. Seek funding if required.
4. Identify implementation approach, build and commission.

Partners

Stanhope Primary School, Department of Education, Campaspe Shire Council, Stanhope Recreation Reserve Committee of Management, Girgarre Stanhope Landcare, Keegan's Nursery, Stanhope Men's Shed.





5. Our projects



Camping in comfort

Begin an on-demand grocery delivery service from Stanhope which services the Girgarre camping site.

Girgarre has a camping site with free RV dump point, toilets and barbecue facilities. There is no charge to use this facility and it attracts a good number of visitors. Without a retail shop in town, there is an opportunity for the Stanhope retailers to provide a structured delivery service. It also could become an opportunity for residents within Girgarre and Corop with mobility issues to come to Stanhope to access retail outlets and other services.

The concept, once tested, could be extended to Corop.

How

1. Stanhope retailers to work with Girgarre Development Group to identify need for service.
2. Stanhope retailers to plan and deliver service.

Partners

Stanhope retailers, Stanhope Men’s Shed, Campaspe Shire Council, Girgarre Development Group, Girgarre Community House, Corop Committee Action Group.



Open arts space – Stage 1 (activation)

Activate the art space with a calendar or regular exhibitions and activations.

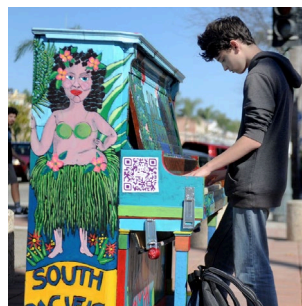
The community had a desire for the arts space to be strengthened focusing on the uses and activities, comfort and image, access and linkages, and sociability of the space. Multiple reasons to stay will encourage people to ‘be’.

How

1. Establish a coordinating committee.
2. Develop calendar/program of regular exhibitions and activations.

Partners

Community members, Stanhope Development Group, Campaspe Shire Council, Regional Arts Victoria, Fonterra, Rushworth District Bendigo Bank.





5. Our projects



Education Connection – Stage 1 (Community House extension)

Develop a model and identify funding to enable Girgarre Community House to extend services into Stanhope.

How

1. Identify funding opportunities to support hours being allocated to enable Community House services into Stanhope.
2. Establish appropriate site(s).
3. Trial the concept and evaluate effect and impact on all partners.

Partners

Community members, Girgarre Community House, RANCH, Campaspe Shire Council, DHHS.



Recreation Reserve Masterplan mentoring

Twice yearly meetings to review the Stanhope Recreation Reserve Masterplan, and provide support and mentoring to the team delivering the Masterplan.

How

1. Council to organise and facilitate two meetings a year.
2. Council to discuss needs with project team prior to the meeting, and invite relevant external stakeholders as required.
3. Meeting to review the progress of the Masterplan, troubleshoot issues, provide mentoring and advocacy when and if required, and identify funding opportunities to support key projects within the Masterplan.

Partners

Campaspe Shire Council, Stanhope Recreation Reserve Committee and Management, Department of Environment, Land, Water and Planning,





5. Our projects

Medium term

These actions are priorities for the next three years. They mobilise the community and develop confidence to invest further in the community. Partnerships with key organisations, government and community groups will be required to deliver these projects.

Timeframe: Can be achieved in 6 months to three years.



Welcome to Stanhope

Create inviting entry features and improved beautification through the township, and provide wayfinding and information signage for residents, visitors and people passing through.

Stanhope is positioned on the busy Midland Highway and more reasons to stop and stay are required. Current roadsides of Midland Highway within the town are unloved. All signage should reflect the identity of Stanhope and to create a talking point and encourage top-of-mind recall.

How

1. Clean up the highway surrounds.
2. Create inviting entry points across the township.
3. Engage relevant stakeholders to look at signage opportunities.
4. Develop signage to create connections to key places.

Partners

Stanhope Primary School, Stanhope Men’s Shed, Campaspe Shire Council, Rural Roads Victoria.



Open Shop Makers Space

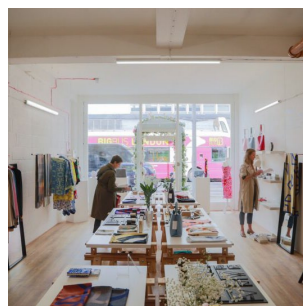
Activate and redesign a shop to create a space that showcases local and regional produce, promotes Stanhope’s culture, and brings people together through capacity building and fun.

How

1. Establish management group.
2. Ensure proposed facility meets all legislative requirements.
3. Establish business plan and fee structure.
4. Create branding and social media plan.
5. Prepare for the pop up.
6. Set up calendar of sessions.
7. Prepare and promote for the pop ups.

Partners

Community members, Stanhope Primary School, Regional Arts Victoria, regional youth services, agricultural services, Girgarre Market, Girgarre Community House, Stanhope/Kyabram Health, Stanhope Business Centre, Stanhope Men’s Shed.





5. Our projects



Festival fun

Celebrate and showcase Stanhope’s culture through a one-day cheese and farm gate festival. The festival should be community-focused and showcase the area’s finest products and food. A program could be developed featuring cooking demonstrations, foodlabs, food sales, and niche food outlets.

Following the success of 2019’s Show and Shine and Monster Garage Sale, the community desires more large community events to bring people together and celebrate.

How

1. Create the idea and concept and determine the audience.
2. Establish an organising committee
3. Organise the event (create a program, find a venue, seek partners, sponsors, operators and contractors)
4. Marketing and deliver the event.

Partners

Community, Stanhope Primary School, Campaspe Shire Council, sporting and community groups, artisans, producers and farmers.



Open arts space – Stage 2 (land tenure)

The art space and park together with the retarding basin are set upon VicTrack land. This project is for Campaspe Shire Council to secure land tenure over these multiple parcels of VicTrack land.

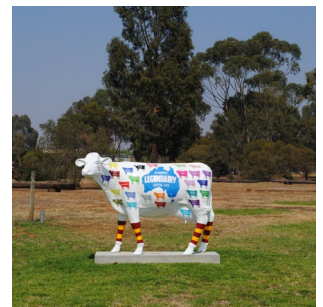
Securing land tenure will allow for further recreational and community development and amenity to be provided.

How

1. Approach VicTrack to discuss community’s long-term aspiration.
2. Establish a Masterplan for the space in partnership with the community.
3. Identify potential opportunities for funding, including through the Integrated Water Management program.
4. Secure land tenure.

Partners

Community, Campaspe Shire Council, VicTrack.





5. Our projects



Community asset review

Undertake a review of community assets within Stanhope to identify priority assets that support the Plan's Vision.

Council will provide transparent advice on the opportunities and barriers impacting assets it manages and advocate to external agencies on behalf of the community for various outcomes as established through the consultation process.

How

1. Council will work with the community to identify community assets and their priority and establish priority setting.
2. Council to advocate to and work with other external agencies that own and or manage community assets for better outcomes in line with Stanhope Place Plan strategic objectives.

Partners

Community, Campaspe Shire Council, sporting and community user groups, Department of Environment, Land, Water and Planning, Department of Jobs, Precincts and Regions, Regional Arts Victoria, Rural Roads Victoria, Public Transport.



Open arts space – Stage 3 (amenity)

Practical improvements to the arts space and park could include barbecues and seating, and a local playground.

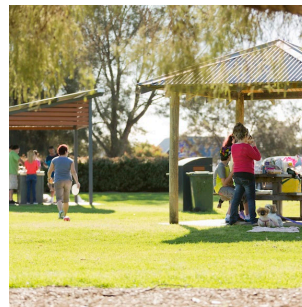
The community had a desire for the arts space to be strengthened focusing on the uses and activities, comfort and image, access and linkages, and sociability of the space. Multiple reasons to stay will encourage people to 'be'.

How

1. Establish working party (community representatives and council staff).
2. Through consultation process develop Concept Plan representing community aspiration and Council policy.
3. Obtain funding and develop detail design.
4. Seek funding to facilitate works.

Partners

Community members, Campaspe Shire Council, Fonterra, Rushworth District Bendigo Bank.





5. Our projects

Long term

These actions are priorities for the next ten years. They provide opportunities for investment and lead to real change, long lasting impact and community strengthening. Partnerships with key organisations, government and community groups will be required.

Timeframe: Can be achieved in three to ten years.



Education connection – Stage 2 (kindergarten relocation)

Relocation of the kindergarten on Godley Place to the Stanhope Primary School site. Colocation of early years services will improve accessibility for parents, encourage greater enrolment, and open valuable space up in the town centre for other uses.

The Stanhope Shine Bright Kindergarten is in an older facility and is disconnected from other education facilities within the town. Creating an early year’s hub at the Primary School will increase cohesion between services, enable other early years’ and service access to flexible consulting rooms.

How

1. Gain in-principle support from all stakeholders.
2. Develop concept plans and cost plan, and seek funding.
3. Construct and commission.

Partners

Stanhope Primary School, Department of Education, Campaspe Shire Council, Maternal and Child Health Service, Stanhope Shine Bright Kindergarten.



Wetlands discovery

Deliver a beautified area for passive recreation at the nationally significant wetlands at Corop, between Stanhope and Elmore. This will provide a valuable environment for educating and engaging the community.

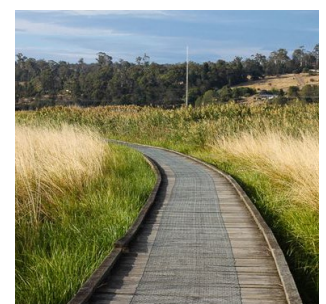
The wetlands are amongst the most important, productive and valuable ecosystems with the Stanhope area. The wetlands will provide an educational destination for students and visitors to learn about the abundant bird life and native vegetation.

How

1. Establish a working party and conduct community consultation.
2. Create Concept design
3. Seek funding and in-kind support from the community.
4. Facilitate works and promote to the community.

Partners

Goulburn Broken Catchment Management Authority, Parks Victoria, DELWP, Campaspe Shire Council, Stanhope Primary School, Stanhope Girgarre Landcare, Stanhope Men’s Shed, Corop community.





5. Our projects



Community Recreation Precinct Masterplan

Continue to develop the Stanhope Community Recreation Precinct Masterplan. The Masterplan aims to develop a sporting hub bringing all sporting clubs together in one location with modern facilities. This will improve participation in active recreation and provide an accessible and safe facility for all.

Commissioned by the Stanhope Recreation Reserve Committee of Management, the Stanhope Community Recreation Precinct Masterplan was completed in early 2019. The Masterplan recognises the needs of the community.

How

Implement the Stanhope Community Recreation Precinct Masterplan.

Partners

Community, Stanhope Recreation Reserve Committee of Management, Stanhope Football Netball Club, Stanhope Cricket Club, Campaspe Shire Council, DELWP (land owner), Stanhope Primary School, Stanhope Lawn Bowls Club, Stanhope Fire Brigade, Department of Education.



Rail trail

Plan and fund an extension of the Stanhope Girgarre Rail Trail to extend to Stanhope, to attract cycle visitors to the area.

Rail trails are shared-use paths recycled from abandoned railway corridors. Stanhope was once a stop along the Rushworth to Girgarre Line, which, like many others closed in the late 1980s. The Rushworth to Girgarre Line was a short branch line used predominantly for grain traffic which branched off the Murchison East to Colbinabbin Line. The Murchison East to Colbinabbin Line branched off the Goulburn Valley Line at Murchison East.

How

1. Work with the current committee of management to establish revised work plan for the projects implementations.
2. Prepare feasibility study, acquire land parcels and prepare management model.
5. Seek and gain funding, and construct.

Partners

Community, Working Group, VicTrack, Rail Trails Australia, Murray Regional Tourism Board, Campaspe Shire Council.





6. Action plan

Implementation

Project name	Guiding principles				Partners	Measures
Quick wins						
Stanhope alive and thriving	CC	R+L	MRI			•
Grow and share together	CC	R+L				•
Camping in comfort		R+L		I+I		•
Open arts space – Stage 1 (activation)	CC	R+L		I+I		•
Education connection – Stage 1 (Community House extension)	CC	R+L	MRI	I+I		•
Recreation Reserve Masterplan mentoring	CC	R+L		I+I		•
Medium term						
Welcome to Stanhope	CC	R+L	MRI	I+I		•
Open Shop makers space	CC		MRI	I+I		•
Festival fun	CC	R+L	MRI	I+I		•
Open arts space – Stage 2 (land tenure)	CC	R+L		I+I		•



Table 2. Action Plan						
Project name	Guiding principles				Partners	Measures
Community asset review	CC	R+L				•
Open arts space – Stage 3 (amenity)	CC	R+L	MRI	I+I		•
Long term						
Education connection	CC	R+L		I+I		•
Wetlands discovery	CC	R+L				•
Community Recreation Precinct Masterplan	CC	R+L		I+I		•
Rail Trail		R+L		I+I		•

