

Ballarat. NOW AND INTO THE **FUTURE** **2022**

As Ballarat residents vote in 2022 we are looking to back governments, candidates and parties that share our vision and optimism. Leaders who demonstrate their support by investing in Ballarat, the region, and its people.

Ballarat. Now and Into the Future 2022 partners are calling on all sides of politics to support six transformational projects for our city and our region.

These projects are championed by our health, education, tourism, local government, business and infrastructure sectors, and speak to Ballarat's strategic importance in the region.

These projects will position Ballarat to embrace the opportunities and challenges of population growth. They'll result in improved health care outcomes, better transport connections, improved sustainability, increased opportunities for Ballarat's tertiary sector and enhanced offerings for visitors returning to our city.

These six projects ensure Ballarat's economy is reinvigorated, jobs are created and the infrastructure we need to support the sustainable growth of our city and region is in place.

Each of these projects is strategically significant for our region and will have a generational impact on multiple parts of the economy.

They'll bring investment, tourists, students and sports lovers to our city, and they'll have positive impacts across the region.



Ballarat in Numbers - a Good Reason to Invest

With a population of 113,000 Ballarat is the Regional Capital of Western Victoria. It's the key service centre helping to meet the health, education, social and cultural needs of over 300,000 residents who live in the west of the state.

Government investment to enable delivery of the six *Ballarat. Now and Into the Future 2022* projects will inject \$372 million into the Ballarat economy, creating 1,762 direct and indirect jobs and \$315.6 million in economic activity for the city and region during construction.

- ✓ **Annual Growth Rate:** At 1.8 per cent Ballarat's annual five-year growth rate is higher than the average growth rate in regional Victoria
- ✓ **New Residents:** In the past five years 9,500 new residents moved to Ballarat
- ✓ **Economy:** Valued at \$7.5 billion. Real terms growth of 16 per cent in the past five years (equivalent to the Victorian economy)
- ✓ **Visitor Economy Economic Output:** \$613 million, with around 3,000 people employed across the sector (pre-pandemic numbers)
- ✓ **Healthcare and Social Assistance Sector:** The region's biggest employment sector with around 19 per cent of the workforce, 9,200 employees and an economic output of \$1.2 billion
- ✓ **Education Sector:** Generates \$800 million in economic output, employs 5,400 people across education and training
- ✓ **Manufacturing Sector:** Economic output of \$3.8 billion and employs 4,100 people, the region's largest sector
- ✓ **Businesses:** 8,850



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Community Mental Health Facility

- A purpose-built community health facility to meet the rapidly growing demand for community-based mental health services in Ballarat and the Grampians region
- Providing early intervention services in a contemporary setting
- The new facility will serve a catchment area of more than 300,000 residents
- It will provide short-term treatment and care interventions for people with mental illness in crisis, as well as ongoing support for people with prolonged mental illness who may need longer periods of treatment



Ballarat Major Events Precinct Expansion

- The Victorian Government has committed \$150 million to upgrade Eureka (Mars) Stadium, including an additional 5000 permanent seats and 18,000 temporary seats for the Victoria 2026 Commonwealth Games. The investment will include a new permanent athletics facility on the Ballarat Agricultural and Pastoral Society (showgrounds) site to serve as warm up track during the Victoria 2026 Commonwealth Games
- A once in a generation opportunity to deliver a world class major events precinct to meet the sport and entertainment needs of Ballarat and Western Victoria
- Improving the city's capacity to host elite sport, cultural and entertainment events, and increase visitation



Sovereign Hill Master Plan Phase 1b

- Delivery of The Gold Pavilion, a new entry and orientation building, is a key feature of the next phase of development at Sovereign Hill
- Teamed with a new events space called the 'Valley of Light' and additional classrooms for its Sovereign Hill School, delivery of Master Plan Phase 1b will enhance the experience of visitors and broaden the appeal of one of Australia's favourite tourist attractions
- As an enduring drawcard for international and interstate visitors, Sovereign Hill will play a critical role in the post-pandemic economic recovery of Ballarat, Western Victoria and Victoria. This project will create 96.2 jobs in 2025 and 155 jobs by 2040 as a result of increased visitation
- It will deliver significant educational, social and cultural benefits and move Sovereign Hill toward its goal of net zero energy, waste and water

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Ballarat Link Road Next Stages

- A 12-kilometre arterial link along Ballarat's western urban boundary will support and drive further economic and residential growth in the city's west
- Relieving congestion and improving travel times for residents and businesses across the city's road network
- Improving accessibility and connectivity for 10,000 residents in the Ballarat West Growth Area and the 16,000 people who will move there in the next five years
- Supporting the efficient movement of freight to and from Ballarat by providing a direct connection between the Ballarat West Employment Zone, the Ballarat Airport and the region's major highways
- The project will support an expected \$300 million in investment at BWEZ



Ballarat University Town

- Relocating Federation University's Arts Academy and developing state-of-the-art teaching facilities on the SMB campus, creating an exciting and engaging student experience
- The significant inflow of thousands of students and repurposing of buildings will contribute to the regeneration of the central business district through the establishment of an integrated University Campus in the heart of the CBD
- The Ballarat University Town proposal will provide significant stimulus to the CBD, helping to activate it, make it more vibrant and a more appealing place to study, live and conduct business
- Hundreds of direct and indirect jobs will be created as part of the major capital works program



Circular Economy Precinct anchored by a Materials Recovery Facility

- A Circular Economy Precinct (CEP) at the Ballarat West Employment Zone will help Council achieve its 2025 carbon neutrality target by reducing transport costs and landfill gas emissions
- It will foster sustainability, innovation and investment and attract circular businesses wanting to co-locate
- Government assistance is sought to investigate the development of a Circular Economy Precinct at the Ballarat West Employment Zone; development of a three-way partnership between the City of Ballarat, Victorian Government and the private sector to deliver CEP foundational infrastructure (estimated \$16 million), and to facilitate private investment in a MRF in Ballarat

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Community Mental Health Facility

The Ask

- **\$20 million** to construct a purpose-built Community Mental Health Facility to meet the growing demand for community-based mental health services in the Grampians region

Project Description

A new purpose-built Community Mental Health Facility is urgently needed in Ballarat to ensure the provision of community-based mental health services for those in need in the Grampians region.

Grampians Health's Clinical Services Plan highlights the need to significantly increase the capacity of community-based mental health care in the region. The plan reveals that Grampians Health will need to increase community mental health capacity from 113,000 consultations in 2019/20 to a baseline of 163,900 appointments by 2036/37, based on the increased prevalence of mental health issues in our community and on expected population growth. The Clinical Services Plan also highlights the need for an additional 65 outpatient clinic consultation rooms in Ballarat and four additional consultation rooms in Ararat and Horsham. There is an urgent need for the facility if Grampians Health is to meet the needs of the Royal Commission into Victoria's Mental Health System as the recommendations within the report increases the number of contact points for each client, hence an additional 65 consultation rooms need to be provided in 2026/27.

Population growth, combined with declining services in rural areas and the continuing increase in mental health conditions in the broader community, are putting pressure on existing services.

The purpose-built facility will assist Grampians Health to meet the significant projected growth in demand for mental health services, offering the following:

- Access and navigation support;
Initial support discussions and comprehensive assessment;
- Treatment and therapy;
- Care planning and coordination;
- Education, peer support and self-help;
- Wellbeing support; and
- Primary and secondary consultation and shared care.

The facility will provide short-term treatment and care interventions for people with mental illness in crisis as well as ongoing support for people with prolonged and severe mental illness who may require longer periods of treatment.

Community Benefits

The Queen Victoria building, which houses the existing community mental health services, is not fit for purpose and has significant constraints in relation to space, access, and safety for staff and patients. The Queen Victoria building is only a quarter of the size required to meet demand.

The new purpose-built community mental health facility will enable delivery of patient-centric care – that is, the right care at the right time and in the right place. It will enable the provision of early intervention services in a community-based setting which allows the best opportunity to avoid care in a hospital environment.

A Community Mental Health Facility will enable staff to be co-located, helping overcome challenges in recruiting new staff due to inadequate space and facilities at the current site and meeting best practice standards in the provision of mental health services.

It will also greatly support young people in our community struggling with mental health. According to the Headspace National Youth Mental Health Survey, rates of psychological distress remained high among Australian young people in 2021. It's estimated that one in three (34%) young people report high levels of distress. Left untreated these issues can damage the development of social and communication skills. A thorough understanding about youth mental health issues as well as how to approach a struggling teen or young adult is vital for their recovery.

Economic Benefits

The \$20 million project will create significant economic benefits and jobs for Ballarat and the region during an estimated 18-month construction phase.

With boosted Victorian Government funding announced for the Victorian mental health system, staffing requirements for Grampians Health's mental health services are estimated to increase by between 50 per cent and 75 per cent, or approximately 150 staff.

A contemporary, community-facing facility will help to accommodate current staff and the significant increase in personnel required to deliver an expanded service that is responsive to current and projected future demand.

Environmental Benefits

The new facility will be built to contemporary and rigorous environmental standards to maximise energy efficiency and reduce carbon emissions.

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Ballarat Major Events Precinct Expansion

Project Description

The Victorian Government's \$150 million investment to upgrade Eureka (Mars) Stadium and Ballarat's Major Events Precinct ahead of the Victoria 2026 Commonwealth Games will position Ballarat to become a premier destination for cultural, entertainment, recreation and sporting events. The investment will include an additional 5000 permanent seats (and 18,000 temporary seats) and a new permanent athletics facility on the Ballarat Agricultural and Pastoral Society (showgrounds) site to serve as warm up track during the Victoria 2026 Commonwealth Games. It will create jobs, increase visitation and assist in building a strong diversified economy.

Building on past investment into Mars Stadium, Selkirk Stadium and CE Brown Reserve, future investment into the precinct – including for the Victoria 2026 Commonwealth Games – will create an events precinct of state significance.

Community Benefits

The existing facilities in the Major Events Precinct cater for local, regional, state, national and international events.

Investment in the precinct associated with the Victoria 2026 Commonwealth Games will further enhance Ballarat's ability to attract and deliver major events at all levels.

The project will respond to current gaps for sport and active recreation at the elite level, mixed with community and local sports pathway opportunities from grass roots to elite programs, including a proposed major sporting training hub for professional sports teams.

Economic Benefits

Ballarat's economy will experience ongoing benefits from attracting more events. For example:

- On average, dining and entertainment expenditure in Ballarat increases by \$305,000 (or 11 per cent) each time an AFL match is held in Ballarat (source Spendmapp.com.au)
- The Queen's Birthday Long Weekend Junior Basketball Tournament is estimated to generate \$2.4 million in visitor expenditure and a further \$2.1 million in flow on economic output

Job Creation

The project will provide increased job opportunities across a broad range of professions during construction, create ongoing long-term jobs and result in enhanced industry capacity and capability. It will support existing businesses to create new jobs or secure at-risk jobs including in the visitor economy.

Environmental Benefits

The Feasibility Study will ensure alignment to current environmental and sustainable practices, building standards and funding guidelines.

Regional Benefits

Further development will bring new opportunities for regional residents to enjoy watching first class events in a regional setting, coupled with increased opportunities for regional athletes to compete at an elite venue.



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Sovereign Hill Master Plan Phase 1b

The Ask

- Support to deliver Sovereign Hill Master Plan Phase 1b, the next phase of a 20-year plan for Sovereign Hill

Project Status

Funding from the Victorian Government's Infrastructure Fast Track Fund has enabled the internal concept design for the Gold Pavilion to be under development for delivery by the end of 2022.

Gold Pavilion detailed design and construct remains unfunded.

Funding from the Victorian Government's Regional Tourism Investment Fund was announced for event-related aspects of Master Plan in May 2022.

Project Description

Sovereign Hill Master Plan Phase 1b will continue to strengthen and grow Sovereign Hill's relevance, visitation-driving potential, economic impact, education and cultural heritage outcomes, sustainability footprint and social inclusion contribution.

This phase also builds on the Master Plan's direction to attract new visitors, encourage repeat visitation, and give visitors a reason to extend their stay in Ballarat and regional Victoria.

As Victoria moves towards a post-COVID-19 future, Stage 1b of the master plan will make a major contribution to building economic and social resilience for Ballarat's tourism industry, businesses, and community.

Community Benefits

The project will deliver significant social and cultural benefits, by increasing meaningful and diverse volunteerism, boosting Ballarat's knowledge economy, and increasing Sovereign Hill's education capacity.

Economic Benefits

Increased business investment in regional communities, increased economic impact and job creation, diversified revenue sources and demonstrable operational efficiencies, increased and more diversified tourism visitation in Western Victoria.

Job Creation

This investment will create 96.2 jobs in 2025 and 155 jobs by 2040. The escalating figures are the result of increased visitation growth and yield due to the initial investment, so these figures will continue to grow over time.

Environmental Benefits

The project is part of Sovereign Hill's move to net zero energy, waste, and water, helping the organisation to eventually be a net-producer of recycled water and green energy. New construction will incorporate energy-efficient lighting and design and solar panels.

Regional Benefits

The project will drive flow on visitation to the region, with multi-day travel, particularly by interstate and international visitors common.

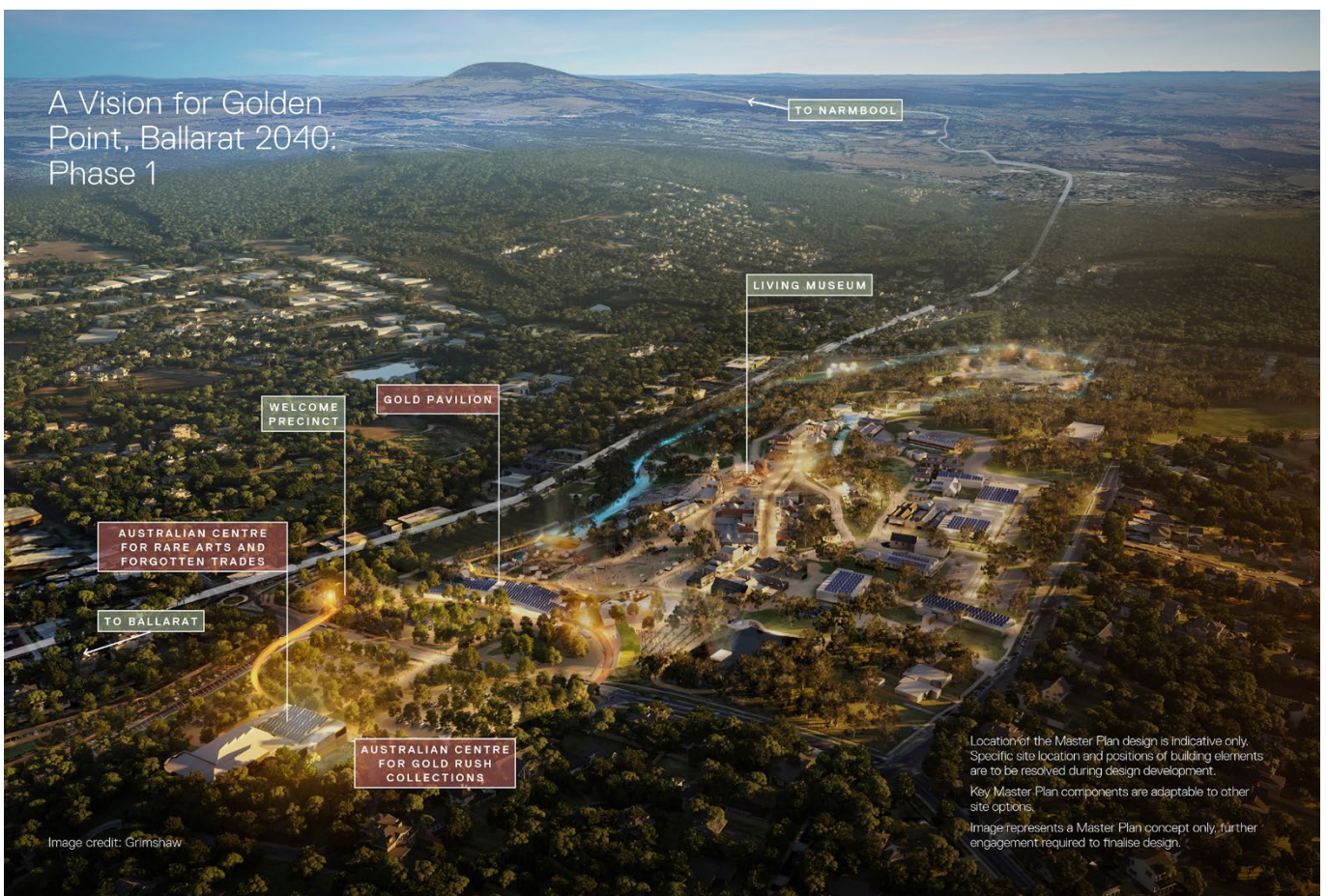
Business Case Status

The business case for the Sovereign Hill Master Plan Phase 1b has been completed.

Potential for Staged Delivery

As the major visitor economy project for Ballarat, the project is comprised of the following components:

- The Gold Pavilion, a new entry and orientation building with over 1,300 square metres of museum-quality exhibition space
- A new mid-scale events space, the Valley of Light, to enable more seasonal events to be staged at Sovereign Hill
- Three new education classrooms and a refit of the existing education facilities
- A range of new exhibitions and experiences in the Outdoor Museum



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Ballarat Link Road Next Stages

The Ask

Funding support for land acquisition and construction to deliver the next stages of the Ballarat Link Road, including the duplication of Dyson Drive and connections to the Glenelg and Midland Highways

- **\$49.9 million**
Stage 2A, Dyson Drive duplication from Remembrance Drive to Ballarat-Carngham Road
- **\$68.6 million**
Stage 2B, Ballarat-Carngham Road to Glenelg Highway
- **\$81.1 million**
Stage 3, Glenelg Highway to Midland Highway

Project Status

- Advocacy for the Ballarat Link Road Next Stages is ongoing.

Project Description

Ballarat Link Road Next Stages is a 12-kilometre arterial link along the western boundary of Ballarat, connecting the rapidly growing industrial and residential growth zones in Ballarat's west with other parts of the region.

The project will connect to the existing section of Ballarat Link Road, between Learmonth Road and Remembrance Drive which was completed in 2018.

Delivery of the next stages of Link Road, which includes the duplication of Dyson Drive, Alfredton, will provide a continuous connection between the Western Freeway, Ballarat Airport, the Ballarat West Employment Zone, and the Ballarat West Growth Area, through to the Glenelg Highway – and on to Victoria's south west – and the Midland Highway.

Community Benefits

Improve travel times for residents and businesses, reduce congestion in the centre of Ballarat and reduce truck volumes and road crashes, both by 20 per cent.

Improve accessibility and connectivity to suburbs in the Ballarat West Growth Area, the Ballarat West Employment Zone and Ballarat Airport. Around 10,000 people have already made their homes in the Ballarat West Growth Area over the past decade, with another 16,000 expected in the next five years.

Economic Benefits

Support and drive further economic and residential growth in the city's west, by completing a direct link between the Ballarat West Employment Zone (BWEZ), the Ballarat Airport and the region's major highways.

(Note: land sales to date at BWEZ are expected to result in \$300 million in private investment)

Improve the efficient movement of freight to and from Ballarat, and the transport of goods across the regional road network.

Job Creation

More than 920 full time equivalent jobs (273 direct and 647 indirect), with further job growth expected as improved transport connections stimulate industrial investment at the Ballarat West Employment Zone and construction and retail opportunities in growth areas.

Environmental Benefits

Completion of the Ballarat Link Road will relieve congestion, improve traffic flow and the movement of freight on Ballarat's existing road network, resulting in lower vehicle emissions, fewer greenhouse gases and an associated improvement in air quality.

Business Case Status

City of Ballarat has committed funding for a business case to support the development of the Ballarat Link Road.



Regional Benefits

Improve the efficiency of the national inter-state freight network – particularly between Melbourne, Geelong, Ballarat and Adelaide.

Opportunities for new, more direct and more efficient high-productivity vehicle priority routes between Geelong and Adelaide, and in reverse to the Port of Melbourne.

Provide connection from a future Ballarat West Intermodal Freight Terminal, which is intended to ultimately become part of the Metropolitan Freight Terminal Network.

Potential for Staged Delivery

Stage 2A

The duplication of Dyson Drive, between Remembrance Drive and Ballarat-Carngham Road.

Stage 2B

Ballarat-Carngham Road from Remembrance Drive, Alfredton to Glenelg Highway, Smythes Creek.

Stage 3

From Glenelg Highway, Smythes Creek, to the Midland Highway, south of Sebastopol.

Link Road Next Stages

Connecting to Ballarat Link Road Stage 1, the next stages of Ballarat Link Road will connect the Western, Glenelg and Midland Highways with the Ballarat West Employment Zone.

It will create a north-south arterial link for suburbs in the Ballarat West Growth Area.

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Ballarat University Town

The Ask

- **\$48.2 million** for the Camp Street Major Events Hub
- **\$35 million** for the construction of the SMB Arts Academy and Creative Industries precinct

Project Status

Detailed business cases have been prepared for the two cornerstone projects of this vision:

- A \$48 million project to transform the heart of the Ballarat central business district into a unique major events site
- Construction of a leading edge Arts Academy precinct in the Federation University SMB Campus

Project Description

This initiative will bring thousands of university students to the Ballarat central business district each day by establishing new, state-of-the-art teaching facilities on the Federation University SMB campus, creating an engaging and transformative student experience.

The project will also create a unique major events asset in the heart of the Ballarat central business district (CBD), through the construction of a major outdoor event space, and the construction of a 750 square metre indoor exhibition facility.

Community Benefits

This transformative project will provide a rich and vibrant CBD experience for university students in the renewed SMB campus.

The transformed SMB campus will showcase community utilisation of education assets, driving a further strengthening of the City of Ballarat Creative City Strategy.

The project will also create a Federation Square-style cultural precinct incorporating the Art Gallery of Ballarat, Alfred Deakin Place and the Camp Street University precinct.

The project will be the catalyst for the transformation of the southern spine of the Ballarat CBD.

Economic Benefits

An increased presence of 1,000 to 3,000 students per day in the Ballarat CBD will generate increased economic activity. By clustering intensive student activity together in one precinct, campus life and the city as a whole will be more vibrant, activating the wider CBD and making Ballarat a more appealing place to study, live and conduct business.

Job Creation

Significant construction as part of a major capital works program will generate hundreds of direct and indirect jobs.

Ongoing regeneration of the Ballarat CBD, ongoing place-making outcomes associated with thousands of university students in the CBD. Student accommodation will add to 24-hour CBD living, with associated jobs growth for services, hospitality, entertainment, and retail sectors.

Environmental Benefits

The new buildings will feature best practice architecture, design, and environmental standards.

A newly imagined and activated SMB campus will utilise strong public transport capability, thereby enhancing environmental outcomes.

Business Case Status

A full business case has been prepared for both projects, in accordance with Department of Treasury and Finance requirements. Both business cases demonstrate strong return on investment outcomes, combined with excellent social and environmental indicators.

Potential for Staged Delivery

The University has developed a detailed campus master plan which proposes a range of significant investments over coming years, with two key catalyst projects identified as the first stage. Further projects are under concept development, and will be funded as part of the broader University transformation plan.

The two projects that have been identified as the first stage of the transformation are:

- Conversion of the Camp Street campus into a unique community and major event facility
- Construction of the Arts Academy and Creative Industries precinct

Subsequent projects contemplated within the master plan include:

- An additional flexible learning hub on the SMB campus to facilitate the delivery of elements of the new curriculum and their integration with the innovation centre and TAFE
- Construction of a new car park on the Armstrong Street South frontage
- Refitting two heritage teaching buildings to provide suitable contemporary teaching infrastructure
- Delivering large-scale urban design and streetscape package of works across the Lydiard Street South precinct
- Creating linkages and cultural connections to the railway precinct – a gateway precinct to Ballarat

Regional Benefits

The project vision will further enhance the sustainability of Federation University, Victoria's premier regional university.

The project vision will enhance education offerings focused on industry engagement and jobs outcomes, with the transformed SMB site acting as a key student attractor.

The project will enable the delivery of new, Co-Op University model programs in partnership with regional employers, further enhancing the regional competitive advantage of the Ballarat economy.

The retention of students in Ballarat driven by this project will establish a university city capability of sufficient scale that it will lead to enhanced skills retention in the region and long term economic prosperity.

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Circular Economy Precinct anchored by a Materials Recovery Facility

The Ask

- Government assistance to investigate the development of a Circular Economy Precinct at the Ballarat West Employment Zone
- Development of a three-way partnership between the City of Ballarat, the Victorian Government and the private sector to deliver Circular Economy Precinct foundational infrastructure (estimated \$16 million) and to facilitate private investment in a Materials Recovery Facility in Ballarat

Project Description

A Circular Economy Precinct (CEP) at the Ballarat West Employment Zone (BWEZ) will attract investment, create jobs and bring innovation.

The Materials Recovery Facility will be one of two anchor facilities at a proposed Circular Economy Precinct (CEP) in Ballarat at the Ballarat West Employment Zone. The other is a CIRRC, Community and Industry Resource Recovery Centre (all waste transfer station).

The Materials Recovery Facility will receive and sort commingled recyclables including paper and cardboard, metals, glass and plastics from much of Western Victoria, providing the opportunity to re-purpose and reuse valuable resources in the local and regional community.

There is potential to deliver the Materials Recovery Facility in partnership with government and a private sector entity as owner operator (commercial investment estimated \$10 million).

Community Benefits

The Circular Economy Precinct will create jobs, bring innovation, attract investment, reduce waste to landfill, retain resources locally for re-purposing, increase recycling and reduce costs to the City of Ballarat and ratepayers.

A regional Materials Recovery Facility will create a more localised opportunity for small commercial operators and residents to divert recyclables that are currently leaking into the landfill, contributing to the 65,000 tonnes of waste being deposited at Ballarat's Landfill at a cost of around \$8.8 million per year.

Regional Benefits

The facility will bring significant environmental benefits to a large part of regional Victoria as regional Local Government Areas send their recyclables to Ballarat for re-purposing and reuse.



Ballarat West Employment Zone, a potential site for a regional Circular Economy Precinct to service much of the Central Highlands and Western Victoria

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