



Ordinary Council Meeting

12 June 2019

Council Chamber, Town Hall, Sturt Street, Ballarat

AGENDA

Public Copy

NOTICE IS HEREBY GIVEN THAT A MEETING OF BALLARAT CITY COUNCIL WILL BE HELD IN THE COUNCIL CHAMBER, TOWN HALL, STURT STREET, BALLARAT ON WEDNESDAY 12 JUNE 2019 AT 7:00PM.

This meeting is being broadcast live on the internet and the recording of this meeting will be published on council's website www.ballarat.vic.gov.au after the meeting.

Members of the public attending this meeting may be filmed. By remaining in the public gallery once the meeting commences, members of the public give their consent to being filmed, and for the recording of them to be made publicly available and used by council.

Information about the broadcasting and publishing recordings of council meetings is available in council's broadcasting and publishing recordings of council meetings procedure is available on the council's website.

AGENDA

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The next Ordinary Meeting of the Ballarat City Council will be held on Wednesday 3 July 2019.

1. OPENING DECLARATION

Councillors: *"We, the Councillors of the City of Ballarat, declare that we will carry out our duties in the best interests of the community, and through collective leadership will maintain the highest standards of good governance."*

Mayor: *"I respectfully acknowledge the Wadawurrung and Dja Dja Wurrung People, the traditional custodians of the land, and I would like to welcome members of the public in the gallery."*

2. APOLOGIES FOR ABSENCE

3. DISCLOSURE OF INTEREST

4. CONFIRMATION OF MINUTES

5. MATTERS ARISING FROM THE MINUTES

6. PUBLIC QUESTION TIME

Note – all public representations will be heard before each item on the agenda.

QUESTION TIME

- Question Time will be for a period of 30 minutes;
- Questions submitted must begin with the submitters name and suburb;
- No person may submit more than two questions at any one meeting;
- If two questions are submitted, the second question may be deferred until all other questions have been asked, or may not be asked if the time allotted for public question time has expired.
- A question may be disallowed if the chair determines that it:
 - Relates to a matter outside of Councils responsibility;
 - Is defamatory, indecent, abusive, offensive, irrelevant, trivial or objectionable in language or substance;
 - Deals with a subject matter already answered;
 - Is aimed at embarrassing a Councillor or a member of Council Staff;
 - Relates to personnel matters;
 - Relates to the personal hardship of any resident or rate payer;
 - Relates to industrial matters;
 - Relates to contractual matters;
 - Relates to proposed developments;
 - Relates to legal advice;
 - Relates to matters affecting the security of Council property: and/or
 - Relates to any other matter which Council considers would prejudice Council or any other person.
- A Councillor or the Chief Executive Officer may require a question to be put on notice. If a question is taken on notice, the answer to it must be incorporated in the minutes of Council and a written copy of the answer sent to the person who asked the question: and
- A Councillor or the Chief Executive Officer may advise Council that an answer should be given in a meeting closed to members of the public and why.

PUBLIC SUBMISSIONS

1. Representatives must register by 4:30pm on the day of a Council meeting by contacting the City of Ballarat on (03) 5320 5875. No unregistered public representative will be allowed to speak.
2. The Representative will be given three to five minutes to address the meeting, with extension of time at the discretion of the Chair.
3. Any Councillor can ask questions of the Representative.
4. The Chair may limit the number of representatives on any particular Agenda item.
5. All representations must relate to items on the Agenda and will be heard prior to each respective Agenda item.

7. REPORTS FROM COMMITTEES/COUNCILLORS

8. CHIEF EXECUTIVE OFFICER REPORT

Division: Executive Unit
Director: Justine Linley
Author/Position: Justine Linley - Chief Executive Officer

OFFICER RECOMMENDATION

Council resolves to:

1. Receive and note the CEO's Operational Report.

EXECUTIVE SUMMARY

The CEO's Operational Report highlights issues and outcomes affecting the organisation's performance as it delivers services and implements the Council's strategies and policy decisions.

RATIONALE

The Council of the City of Ballarat is responsible for setting the municipality's strategic direction. The CEO of the City of Ballarat is the sole employee of the Council and is responsible for establishing the organisational structure and resource implementation to achieve the objectives set by the Council. This operational report provides a greater level of access to not only the organisation's achievements, but also the challenges and issues confronting staff and officers in the delivery of services.

Key achievements, projects and events delivered:

Events 101 workshop

The City Events Unit hosted an 'Events 101' workshop for local event organisers in April at the Art Gallery of Ballarat. The purpose of the workshop was to provide event organisers with useful tools and tips for planning a successful event in Ballarat. More workshops will be scheduled into the future as we deliver on actions under the Ballarat Events Strategy 2018-2028.

Delegation from Nanjing, China and Nexus Start Up Summit

In April, City of Ballarat hosted a visit of a delegation from the High-tech Zone in Nanjing, China, who visited Victoria in preparation for the Victoria-Jiangsu Nexus Start Up Summit in Nanjing in May. The Deputy Mayor and Director Innovation and Organisational Improvement attended this summit, which was also held last month, along with a local entrepreneur Julie O'Donoghue.

ANZAC Day Services

The 2019 ANZAC Day commemorative services were held on Thursday 25 April. The Community Events Unit provides considerable operational support to the largest attended event held in Sturt Street, with the Ballarat RSL. Commemorations were also held at the Arch of Victory, in Buninyong, Sebastopol and Miners Rest.

Stage two works at Girrabanya complete

Stage two works of the Girrabanya Integrated Children's Centre are now complete. In late April, toddlers and three-year-olds moved into their temporary new home in the upgraded and expanded kindergarten room and the new babies' room is operational. Stage three works have commenced to expand the existing toddler and three-year-old rooms and create a new reception area for the Integrated Children's Centre. Works are on track for completion by the end of June.

Ballarat Heritage Weekend

Ballarat Heritage Weekend was successfully delivered for another year in May. This year, programming headed into the evening with a range of fire pits, barrels and entertainment as part of the History Ablaze theme. A particular feature of this year's program was stories of our Wadawurrung heritage and broader Aboriginal and Torres Strait Islander community and culture.

Ongoing community consultation:

16 Bridge Mall Consultation Hub

The Strategic Planning Team ran a Consultation Hub at 16 Bridge Mall during March and April. The consultation hub is open on Monday, Tuesday and Friday afternoons, and it was also open at the Saturday monthly market in April.

Flood planning

The first stage of community consultation started in April for the Better Flood Planning for Ballarat project. This project was identified as a key priority of the Ballarat Strategy and Council Plan 2017-21, and will identify and understand the precise nature of flood risks and aspects of flooding behaviour for 11 waterways across the municipality. Consultation was conducted via Council's MySay website and drop in sessions at Bridge Mall and Lucas.

Brown Hill Local Area Plan

Consultation on the Background Paper and Future Scenario Options Paper closed in April. A draft Local Area Plan report is now being finalised and will be released for community consultation in mid-2019.

Ongoing projects, initiatives and works:

Growth Investigation Areas

Council staff are working with the Victorian Planning Authority (VPA) to undertake long term growth planning. A report will be put to Council in mid-2019 with a recommendation to adopt the Ballarat Long Term Growth Options Investigation Review and details of next steps.

Eureka Centre Research Hub

The Eureka Centre Research Hub project is progressing with existing office spaces transformed into a public space providing library and research services. The building works are about to commence to reconfigure the space and this will be followed by installation of shelving, fittings and furnishings, followed by the relocation of the Australiana collection from the Ballarat Library. The move will see the Ballarat Libraries' Australiana Research Collection, Ballarat & District Genealogical Society and Public Record Office Victoria services come together under the same roof as part of a collaborative hub.

Staff achievements and presentations:

Administrative Professional of the Year

Suzie Verdoorn, City of Ballarat Team Leader Regulatory Services - Administration/Tech Support, was named Ballarat's Administrative Professional of the Year at the Ballarat

Foundation Annual Administrative Professionals Breakfast. Allyson Hearnden, City of Ballarat People and Performance Administration Officer, was also nominated as a finalist for the award.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- City of Ballarat Council Plan 2017 – 2021

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/Cultural	No	No
Environmental/Sustainability	No	No
Economic	No	No
Financial/Resources	Yes	No
Risk Management	No	No
Implementation and Marketing	No	No
Evaluation and Review	No	No

Human Rights – It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Financial/Resources – No additional financial implications have arisen from the preparation of a CEO Operational Report.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

- Nil

ATTACHMENTS

- Nil

9. PETITIONS

9.1. SEALING OF DOWLING ROAD MITCHELL PARK/MINERS REST

Division: Business Services
Director: Glenn Kallio
Author/Position: Sarah Anstis – Administration Officer Statutory Compliance

RECOMMENDATION

Council resolves to:

- 1. That the petition be received; and**
- 2. That the petition be referred to the Chief Executive Officer for consideration and response; or**
- 3. That the petition be referred to the Chief Executive Officer for a report to a future Council Meeting.**

EXECUTIVE SUMMARY

223 residents of the Ballarat area request that Council receive this petition which reads:

“To ensure Dowling Road is given the highest possible ranking under the City of Ballarat rural roads hierarchy for maintenance and upgrade works and to pursue all possible sources of funding to contribute to the cost of sealing the entire road to a standard which would cater for the continued growth of the City including vehicle, cycling and foot traffic.”

ATTACHMENTS

Nil

9.2. MAKE THE CLAYTON AND RODIER STREET INTERSECTION SAFE

Division: Business Services
Director: Glenn Kallio
Author/Position: Sarah Anstis – Administration Officer Statutory Compliance

RECOMMENDATION**Council resolves to:**

- 1. That the petition be received; and**
- 2. That the petition be referred to the Chief Executive Officer for consideration and response; or**
- 3. That the petition be referred to the Chief Executive Officer for a report to a future Council Meeting.**

EXECUTIVE SUMMARY

24 residents of the Ballarat area request that Council receive this petition which reads:

“Once again, a vehicle has lost control on the intersection of Clayton and Rodier Street, and endangered lives by hitting the same tree and property.

- To investigate historical vehicle crash data beyond the usual Black Spot collection period for 5 years, which has caused injury or damage to property, along Clayton St and especially in the vicinity of Rodier St.
- To investigate if there is an unusual bump in the road surface that could have been a possible cause of the most recent vehicle crash, where the vehicle turning out of Butt Street lost control on the bend at Rodier St, causing serious property damage and endangering the life of residents, pedestrians and other motorists in the vicinity. The vehicle crossed into oncoming traffic on Clayton St and hit a tree before smashing through the boundary fence on 425 Clayton Street, causing significant damage to the house.
- To investigate appropriate traffic calming measure in and around the intersection of Clayton and Rodier St, Canadian and in particular:

Consider the installation of a guard rail on Clayton St at the site of the most recent crash and extend the guard rail to the Rodier St corner.

Consider the installation of appropriate traffic warning signs at the same location.”

ATTACHMENTS

Nil

10. ASSEMBLIES OF COUNCILLORS

10.1. ASSEMBLIES OF COUNCILLORS

Division: Business Services
Director: Glenn Kallio
Author/Position: Ali Evans - Administration Officer Statutory Compliance

OFFICER RECOMMENDATION

Council resolves to approve the report on Assemblies of Councillors as listed:

- 16 April 2018 Public Art Advisory Committee Meeting
- 18 May 2018 Public Art Advisory Committee Meeting
- 25 June 2018 Public Art Advisory Committee Meeting
- 10 September 2018 Public Art Advisory Committee Meeting
- 23 October 2018 Public Art Advisory Committee Meeting
- 26 November 2018 Public Art Advisory Committee Meeting
- 28 March 2019 Eureka Centre Community Advisory Committee Meeting
- 1 April 2019 Public Art Advisory Committee Meeting
- 24 April 2019 Infrastructure and Environment Portfolio Meeting No 195
- 3 May 2019 Economic Partnership Prosperity Portfolio Meeting
- 8 May 2019 Strategic Briefing
- 29 May 2019 Council Agenda Review Briefing Agenda

EXECUTIVE SUMMARY

The purpose of this report is to provide Council with copies of Assembly of Councillor Records as required under section 80A(2) of the *Local Government Act 1989*.

RATIONALE

Section 80A(2) of the *Local Government Act 1989* requires the record of an Assembly of Councillors to be reported at an Ordinary Council meeting. Assembly of Councillors Records are attached to this report.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*;
- *Local Government Act 1989*; and
- City of Ballarat Council Plan 2017-2021.

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/cultural	Yes	Yes
Environmental/Sustainability	No	No
Economic	No	No
Financial/Resources	No	No
Risk Management	Yes	Yes
Implementation and Marketing	No	No
Evaluation and Review	No	No

Human Rights - It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Social/Cultural - The inclusion of the attached Assembly of Councillor Records in the Council Agenda and the availability to the community increase awareness of the activities of Council and could increase community involvement in decision making at Council level.

Risk Management - There are implications with regards to Council's compliance with the *Local Government Act 1989* if Assembly of Councillor Records are not reported to Council.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

- Nil

ATTACHMENTS

1. 16 April 2018 Public Art Advisory Committee Meeting **[10.1.1]**
2. 18 May 2018 Public Art Advisory Committee Meeting **[10.1.2]**
3. 25 June 2018 Public Art Advisory Committee Meeting **[10.1.3]**
4. 10 September 2018 Public Art Advisory Committee Meeting **[10.1.4]**
5. 23 October 2018 Public Art Advisory Committee Meeting **[10.1.5]**
6. 26 November 2018 Public Art Advisory Committee Meeting **[10.1.6]**
7. 28 March 2019 Eureka Centre Community Advisory Committee **[10.1.7]**
8. 1 April 2019 Public Art Advisory Committee Meeting **[10.1.8]**
9. 24 April 2019 Infrastructure and Environment Portfolio Meeting no 195 **[10.1.9]**
10. 8 May 2019 Strategic Briefing **[10.1.10]**
11. 3 May 2019 Economic Partnerships Prosperity Portfolio Meeting **[10.1.11]**
12. 29 May 2019 Council Agenda Review Briefing **[10.1.12]**

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	16/04/2018
Start time:	1730
Finish time:	1920

Councillors present:
Cr Samantha McIntosh (Chair)
Apologies:
Cr Mark Harris, Cr Belinda Coates, Belinda Woodruff, Fiona Sweet, Mark Guirguis
Council staff present:
<ul style="list-style-type: none"> • Kate Gerritsen – Public Art Officer • Deborah Klein – Arts and Culture Coordinator • Heidi Zukauskas - Events Coordinator
Other attendees present:
Alan Morton, Cash Brown, Sarah Jane Hall, Damien Jones, Neil Black, Heather Wood

Conflict of Interests:				
<p>Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.</p> <p>A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.</p>				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • Recommendation required for Main Road Revitalisation Public Art Project • Shortlisting required for Cardigan Village Public Art Project • Recommendation required for Public Art Advisory Committee Terms of Reference • Officers Report – Public Art Coordinator April 2018

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	18 May 2018
Start time:	1200
Finish time:	1322

Councillors present:
Cr Belinda Coates (Chair)
Apologies:
Cr Samantha McIntosh, Cr Mark Harris
Council staff present:
[Kate Gerritsen – Public Art Officer, Jeff Johnson – Events Manager
Other attendees present:
Belinda Woodruff, Mark Guirguis, Alan Morton, Cash Brown, Sarah Jane Hall

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • Recommendation required for Cardigan Village Public Art Project • Recommendation required for Public Art Advisory Committee Terms of Reference

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	25/06/2018
Start time:	1730
Finish time:	1832

Councillors present:
Cr Samantha McIntosh (Chair)
Apologies:
Cr Belinda Coates, Cr Mark Harris, Belinda Woodruff, Mark Guirguis, Alan Morton, Fiona Sweet, Jeff Johnson
Council staff present:
Kate Gerritsen – Public Art Officer, Heidi Zukauskas – Events Coordinator
Other attendees present:
Sarah Jane Hall, Litsa Athanasiadis (GDTMC), Christina Despoteris (GDTMC), Nickolas Krikelis (GDTMC)

Conflict of Interests:				
<p>Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.</p> <p>A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.</p>				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • Recommendation required for George Treloar Memorial Commission • Recommendation required for Public Art Advisory Committee Terms of Reference

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD

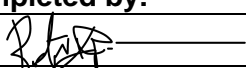
This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	10/09/2018
Start time:	1630
Finish time:	1855

Councillors present:
Cr Belinda Coates (Chair), Cr Mark Harris
Apologies:
Cr Samantha McIntosh, Belinda Woodruff, Mark Guirguis, Jeff Johnson
Council staff present:
Kate Gerritsen – Public Art Officer, Heidi Zukauskas – Event Coordinator
Other attendees present:
Alan Morton, Fiona Sweet, Litsa Athanasiadis (GDTMC), Christina Despoteris (GDTMC), Nickolas Krikelis (GDTMC), Jim Claven (GDTMC), Penny P (GDTMC)

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • Recommendation required for George Treloar Memorial Commission

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	23 October 2018
Start time:	1100
Finish time:	1155

Councillors present:
Cr Samantha McIntosh (Chair)
Apologies:
Belinda Woodruff, Mark Guirguis, Cr Belinda Coates, Cr Mark Harris, Sarah Jane Hall, Alan Morton, Jeff Johnson
Council staff present:
Kate Gerritsen – Public Art Officer, Heidi Zukauskas – Event Coordinator
Other attendees present:
Fiona Sweet, Litsa Athanasiadis (GDTMC), Christina Despoteris (GDTMC), Nickolas Krikelis (GDTMC)

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • Recommendation of shortlist for the George Devine Treloar Memorial Commission

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD


This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	26/11/2018
Start time:	1730
Finish time:	1915

Councillors present:
Cr Samantha McIntosh (Chair), Cr Mark Harris
Apologies:
Cr Belinda Coates, Fiona Sweet, Alan Morton, Jeff Johnson
Council staff present:
Kate Gerritsen – Public Art Coordinator, Heidi Zukauskas – Event Coordinator
Other attendees present:
Sarah Jane Hall, Belinda Woodruff (joined meeting at 5:34pm), Mark Guirguis (joined meeting at 5:39pm)

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> 2018-2019 and 2019-2010 budgets

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	Eureka Centre Community Advisory Committee
Date of meeting:	28/03/2019
Start time:	9.00am
Finish time:	1.00pm

Councillors present: Mayor Cr Samantha McIntosh (The Chair) Cr Daniel Moloney Cr Jim Rinaldi
Apologies: Angelique Lush - Director Development and Planning Fred Cahir – Community representative
Council staff present: Jeff Johnson - Executive Manager Events and the Arts Anthony Camm - Manager Eureka Centre Catherine McLay – Heritage Project Officer
Other attendees present: Community representatives: Ron Egeberg, Serena Eldridge, Samantha Fabry, Ross Haby, Mary-Rose McLaren, Phillip Moore Visitors: Richard Baum (facilitator)

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
Name of person(s) declaring the conflict	Type & details declared	Left Meeting	Time left	Time returned
Nil	Nil	N/A		

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • The Chair welcomed all members and members introduced themselves; • The Chair asked for conflict of interest declarations • The Chair introduced the purpose of the planning meeting and its role in informing a 2030 Vision for the Eureka Centre and the Eureka Stockade site; The Chair introduced the planning day facilitator, Richard Baum; • Catherine McLay presented feedback received through the community consolation process • The committee responded to the feedback and developed ideas for the 2030 Vision • The committee worked through a visioning exercise to imagine and ambitious and

sustainable vision for the Eureka Centre and gardens

- **The committee developed a vision statement to guide the development of a 2030 Vision**

Record completed by: Anthony Camm	
Signed: 	Position: Eureka Centre Manager
Name: Anthony Camm	Date: 28/03/2019

ASSEMBLY OF COUNCILLORS RECORD

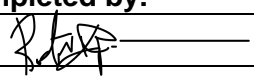
This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	PAAC Meeting
Date of meeting:	1 April 2019
Start time:	1730
Finish time:	1840

Councillors present:
Cr Mark Harris (Chair), Cr Samantha McIntosh
Apologies:
Cr Belinda Coates, Belinda Woodruff
Council staff present:
Kate Gerritsen – Public Art Coordinator, Tara Poole – Coordinator Creative City
Other attendees present:
Sarah Jane Hall, Mark Guirguis, Fiona Sweet, Alan Morton

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
NONE	N/A	N/A	N/A	N/A

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<ul style="list-style-type: none"> • PAAC Membership skills, Coordinators Report

Record completed by:	
Signed: 	Position: Administrative Officer
Name: Robert Kienbaum	Date: 09/05/2019

ASSEMBLY OF COUNCILLORS RECORD


This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	Infrastructure and Environment Portfolio Meeting No 195
Date of meeting:	Wednesday 24 April 2019
Start time:	7.30am
Finish time	8.54am

Councillors present:	Cr Ben Taylor, Cr Grant Tillett, Cr Mark Harris
Apologies:	Nil
Council staff present:	Terry Demeo – Director Infrastructure and Environment, Debra Cartledge (Minute Taker)
Other attendees present:	Nil

Conflict of Interests:				
<p>Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.</p> <p>A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.</p>				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Nil</td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>	Nil			
Nil				

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<p>Updates</p> <ul style="list-style-type: none"> • Creswick Road Car Park Update • Gregory Street West Update • All Waste Interchange Update • Strategic Portfolios Discussion De-Brief • Building Maintenance / Capital Works Program 2019/20 <p>Reports</p> <ul style="list-style-type: none"> • Discuss Reports for Next Agenda Review in Business Calendar <p>Upcoming Tenders</p> <ul style="list-style-type: none"> • Circulated to Councillors prior to meeting <p>Other Business</p> <ul style="list-style-type: none"> • Desoza Park • Budget • Eyre Street Trees • Middlin Street, Brown Hill • Friends of the Canadian Corridor • Wendouree Station / Wendouree West • Smarter Parking Roll-Out

Record completed by:	
Signed: 	Position: Director Infrastructure and Environment
Name: Terry Demeo	Date: 28 May 2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	Strategic Briefing
Date of meeting:	8 May 2019
Start time:	6:44pm
Finish time:	11.27pm

Councillors present: Cr Daniel Moloney Cr Ben Taylor Cr Grant Tillett Cr Samantha McIntosh Cr Jim Rinaldi Cr Des Hudson Cr Amy Johnson
Apologies: Cr Mark Harris Cr Belinda Coates
Council staff present: Justine Linley – Chief Executive Officer Terry Demeo – Director Infrastructure and Environment Glenn Kallio – Director Business Services Neville Ivey – Director Community Development Angelique Lush – Director Development and Planning Cameron Cahill – Director Innovation and Organisational Improvement Amanda Western – Executive Manager Project Management Office Mark Patterson – Executive Manager Sport and Active Living Jeff Johnson – Executive Manager Events and the Arts James Guy – Executive Manager Economic Partnerships Samantha Magill – Manager Economic Development
Other attendees present: Rob Gray – Ballarat Friends of Ainaro Community Committee Desley Beechey – Ballarat Friends of Ainaro Community Committee Barry Sullivan – Ultimate New Energy Noel Dempsey - Visit Ballarat CEO Paul Armstrong – Visit Ballarat Chair Janelle Ryan – Visit Ballarat Ian Gunn – Visit Ballarat Lucy Ibrahim – Visit Ballarat

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
Name of person(s)	Type & details declared	Left	Time left	Time returned

declaring the conflict		Meeting Yes/No		
Nil				

<p>Matters Considered:</p> <p>External Presentations</p> <ul style="list-style-type: none"> • BFACC Ainara Delegation • Barry Sullivan - Waste to Energy Presentation • Visit Ballarat Presentation and Options <p>Portfolio Updates</p> <p>Strategic Briefing Reports</p> <ul style="list-style-type: none"> • Waste to Energy Update • EcoDev Marketing Update • 2019/20 Draft Budget • Ballarat Tourism Analysis
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Record completed by:	
Signed: 	Position: Director Business Services
Name: Glenn Kallio	Date: 13 May 2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	Prosperity Portfolio Meeting - Economic Partnerships
Date of meeting:	3 May 2019
Start time:	7.40am
Finish time:	9.05am

Councillors present:	Cr McIntosh, & Cr Moloney
Apologies:	Cr Rinaldi, David Turley – Team Leader City Design
Council staff present:	Angelique Lush – Director Development and Planning, James Guy – Executive Manager Economic Partnerships, Samantha Magill – Manager Economic Development and Lisa Kendal – Manager Strategic Planning.
Other attendees present:	

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
Nil	[Type & details declared]	Left Meeting [Yes/No]	[Time left]	[Time returned]

Matters Considered: <i>*Provide dots points of matters discussed.</i>
<p>Economic Development</p> <ul style="list-style-type: none"> • Business Interaction Register • China Visit, Nexus Summit & Start Up Ballarat • Get Into Games • Economic Data • Stay In May • National Manufacturing Week

Record completed by:	
Signed: 	Position: Director Development & Planning
Name: Angelique Lush	Date: 13 May 2019

ASSEMBLY OF COUNCILLORS RECORD

This record must be completed by the attending Council Officer and returned to the Statutory Compliance Unit within 48 hours after the meeting for recording in the register.

Description of meeting:	Council Agenda Review Briefing
Date of meeting:	29 May 2019
Start time:	6:40pm
Finish time:	9:40pm

Councillors present: Cr Jim Rinaldi Cr Grant Tillett Cr Ben Taylor Cr Des Hudson Cr Daniel Moloney Cr Amy Johnson Cr Belinda Coates Cr Mark Harris
Apologies: Cr Samantha McIntosh
Council staff present: Justine Linley – Chief Executive Officer Terry Demeo – Director Infrastructure and Environment Angelique Lush – Director Development and Planning Neville Ivey – Director Community Development Glenn Kallio – Director Business Services Cameron Cahill – Director Innovation and Organisational Improvement Natalie Robertson – Executive Manager Development Facilitation Jeff Johnson – Executive Manager Events and the Arts James Guy – Executive Manager Economic Partnerships Lisa Kendal – Manager Strategic Planning
Other attendees present: Nil

Conflict of Interests:				
Pursuant to Sections 77, 78 and 79 of the <i>Local Government Act 1989</i> (as amended), if a Councillor has a conflict of interest in a matter which is to be considered or discussed at a meeting, the Councillor must, if he or she is attending the meeting, disclose the conflict of interest.				
A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.				
Name of person(s) declaring the conflict	Type & details declared	Left Meeting Yes/No	Time left	Time returned
Nil				

Matters Considered: <i>*Provide dots points of matters discussed.</i>
Portfolio Matters
Review of Draft Council Agenda 12 June 2019
<ul style="list-style-type: none"> • Chief Executive Officer Report • Sealing of Dowling Road Mitchell Park/Miners Rest

<ul style="list-style-type: none"> • Make the Clayton and Rodier Street Intersection Safe • Assemblies of Councillors • State of the Assets Report 2018-19 • Planning Special Committee • Civic Hall Stage Two • Australian Rally Championship: Eureka Rush, Tourism Grant Funding Application • Ballarat East Local Area Plan
<ul style="list-style-type: none"> • PLP/2019/010 16-18 Armstrong Street North, Ballarat Central • Public Art Advisory Committee Review • Advisory Committee Terms of Reference • S6 Instrument of Delegation – Members of Staff • Outstanding Question Time Items <p>Items in Camera</p> <ul style="list-style-type: none"> • Australian Rally Championship: Eureka Rush, Tourism Grant Funding Budget • Contract 2018/19-135 - Provision of Service and Repair of Council's Plant and Equipment and Supply of Tyres • Tourism Services

Record completed by:	
Signed: 	Position: Director Business Services
Name: Glenn Kallio	Date: 30 May 2019

11. OFFICER REPORTS

11.1. PLANNING SPECIAL COMMITTEE

Division: Infrastructure and Environment
Director: Terry Demeo
Author/Position: Natalie Robertson – Executive Manager Development Facilitation

OFFICER RECOMMENDATION

Council resolves to:

1. **Establish a Planning Special Committee under the C4 Instrument of Delegation and a Terms of Reference to facilitate:**
 - (a) **Applications for town planning permits required to be considered pursuant to the adopted Instrument of Delegation and/or where an application is called in by Councillors.**
 - (b) **The Planning Authority function in respect to Planning Scheme Amendments and related matters, including to consider broad Strategic Planning Policy directions, to hear submissions, to make decisions as permitted by the Planning and Environment Act 1987, in particular to seek authorisation of an amendment and to refer submissions to a panel, and to provide recommendations to the full Council sitting as the Planning Authority pursuant to the Planning and Environment Act 1987.**

EXECUTIVE SUMMARY

The purpose of this report is to recommend to Council that a Planning Special Committee be established under the C4 instrument of delegation and a Terms of Reference which ultimately seeks to modernise our planning delegations and management of the processing of a significant body of planning work through the organisation by creation of the Special Committee. Further, the intent of the establishment of the Planning Special Committee is to provide enhanced engagement and consultation opportunities for Council in dealing with both planning permit applications which Council seeks to play a role in and in the broader strategic planning phase of policy development and planning scheme amendments which are subject to public exhibition.

RATIONALE

Current Statutory and Strategic Council Planning Process

The City of Ballarat currently has policies which require applications to be dealt with at Council level when there are liquor licence matters associated with a planning permit application or where a senior officer of Council is an applicant, and in respect to matters relating to Cultural Heritage Management Plans (CHMP).

Policies also provide for a call-in mechanism for any application which Councillors believe would be more appropriately dealt with by the full Council. Two Councillors are required to sign a request for an application to be called in. Full Council is also the forum where all

strategic planning issues including planning scheme amendments and major policy initiatives are dealt with.

The full Council is considered a less than ideal forum for the consideration of planning permit applications which are clearly controversial and similarly where strategic planning policies and planning scheme amendments are dealt with at Council there are limited opportunities for the public to engage in this process in a complete and detailed manner. It is on this basis that it is recommended to Council that the establishment of a Planning Special Committee to provide an enhanced engagement tool for this major component of Council's responsibilities may be appropriate.

Proposed Planning Committee Process

A Planning Special Committee is proposed that will allow public submissions to be considered in a less formal environment and allow Council to interact with Applicants and Objectors in a way that is not possible under a Full Council setting and which is considered to be likely to produce a better outcome for all parties.

The Planning Special Committee would provide the opportunity for parties to planning processes to make detailed submissions to the Committee and for the Committee to act in a more inquisitorial manner to ensure that decisions are made with the best available information and input by all concerned parties. The current situation from a planning permit application process is obviously very constrained given the standing orders associated with Council meeting procedures and the significant body of work which is dealt with at Council meetings which constrains the time available to deal with individual planning matters.

This situation is amplified in relation to major strategic planning policies and planning scheme amendments where there are large and/or a significant number of submitters. While it is recommended that the ultimate decisions in relation to these "planning authority" decisions are taken by full Council, the intent of the Planning Special Committee is to allow detailed consideration of these matters outside the constraints of the Council meeting process and to allow detailed interaction with interested parties.

Structure

The Committee would operate under a Terms of Reference which would outline the following structure:

- All nine Councillors;
- Full delegated authority from the Council proper to consider any Planning Permit applications as the Responsible Authority under the *Planning and Environment Act 1987*;
- Full delegated authority to consider strategic planning matters, hear from submitters and make recommendations to the full Council in respect to strategic planning issues.
- Meetings to be held on once per month basis subject to the statutory notification of the agenda and meeting times;
- Meetings are to be public except where the committee determines that a matter should be dealt with in a closed "in camera" session pursuant to Section 89 of the *Local Government Act 1989* and under the same criteria as any matter considered "in camera" by a full Council namely:
 - A resolution to close the meeting to members of the public;
 - Any other matter which the Council or Special Committee considers would prejudice the Council
 - Contractual matters
 - Industrial matters

- Legal matters
- Matters affecting the security of Council property
- Personnel matters
- Proposed development
- The personal hardship of any resident or ratepayer

It is recommended that planning applications which relate to matters of liquor licensing be dealt with under Officer delegation. The removal of the limitation on officers would allow consideration of these types of applications under delegation. In not having to list for a Council meeting the result is a reduction in assessment time and is in keeping with Council's policy to facilitate growth, economic development and tourism within Ballarat.

Further, the Statutory Planning process runs concurrently with the controls around the Liquor Licensing Act with any applicant also required to obtain a license from VGLR. In assessing any application for a Licensed Premises officers must measure cumulative amenity impact and also undertake public notice to surrounding and adjoining properties before weighing up for approval or refusal.

The attached draft C4 Instrument of Delegation and the draft Terms of Reference will outline the requirements of the Planning Special Committee.

All other specified matters as they relate to Councillors, Senior Officers and Cultural Heritage Management be considered at the Planning Special Committee rather than the full Council as is the current position.

Councillors would continue to retain a right to call in any application to the Planning Special Committee and this mechanism could be used where it was thought that an application of this nature warranted Councillor consideration.

In addition, the Planning Special Committee would also have the authority to refer matters to the full Council where the Committee forms the view that the matter would be better dealt with at full Council.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- City of Ballarat Council Plan 2017-2021
- *Local Government Act 1989*
- *Planning and Environment Act 1987*

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/Cultural	Yes	Yes
Environmental/Sustainability	Yes	No
Economic	Yes	No
Financial/Resources	Yes	No
Risk Management	Yes	No
Implementation and Marketing	Yes	No
Evaluation and Review	Yes	No

Human Rights – It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Social/Cultural – It is considered that the recommended approach in the development of a Planning Special Committee would provide a better form of interaction in respect to this significant body of Council's work dealing with planning application matters. Further, it is considered that the process would deliver an enhanced outcome in respect to:

- Freedom of Expression (part 2 section 15);
- A fair hearing (part 2 section 24); and
- Entitlement to participate in public life (part 2 section 18).

Environmental/Sustainability – These issues of environmental and sustainability are major considerations in all planning application matters and it is considered that the Planning Special Committee structure would deliver improved opportunities for Council to determine matters having regard to these key issues. This will obviously be the subject of consultation as recommended.

Economic – The planning process has major economic impacts with the processing of applications and associated timeframes being key considerations. It is considered that a Planning Special Committee has the potential to improve outcomes in this respect.

Financial/Resources – The resourcing of the Committee will require additional officer resources and will necessitate additional commitment from Councillors. These commitments will be managed within existing budgets.

Risk Management – It is considered that the adoption of the recommended approach would mitigate existing risk in dealing with planning application processes.

Implementation and Marketing – There will be an extensive consultation process with Council to consider a final position in relation to the matter following the conclusion of the consultation period.

Evaluation and Review – The Committee structure and operations would be reviewed on an annual basis in accordance with the recommended Terms of Reference.

CONSULTATION

There will be ongoing consultation with stakeholders in relation to the operation of this special committee to ensure that the best come are being achieved for all participants in the planning process.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

- Nil

ATTACHMENTS

1. Draft Planning and Environment Act 1987 Delegations for the Establishment of a Planning Committee **[11.1.1]**
2. Planning Special Committee TOR - Final **[11.1.2]**
3. C4 Instrument of Delegation - Planning Special Committee - Final **[11.1.3]**

PROVISION	THING DELEGATED	CONDITIONS & LIMITATIONS
s.61(1)	Power to determine permit application, either to decide to grant a permit, to decide to grant a permit with conditions or to refuse a permit application.	<p>The permit must not be inconsistent with a cultural heritage management plan under the <i>Aboriginal Heritage Act 2006</i>.</p> <p><i>Planning Applications must be referred to a Planning Committee meeting for decision where the property that is the subject of the Application is owned or part owned by:</i></p> <ul style="list-style-type: none"> - <i>A Councillor or member of their immediate family;</i> - <i>A Senior Officer or member of their immediate family; and/or</i> - <i>A Council employed Statutory Planning Officer or member of their immediate family. Officer or member of their immediate family.</i> <p><i>For the purpose of this policy:</i></p> <ul style="list-style-type: none"> - <i>A Senior Officer is as defined by the Local Government Act 1989; and</i> - <i>A member of immediate family means the spouse or domestic partner of the person, or a son, daughter, mother, father, brother or sister that regularly resides with the person.</i> <p><i>This policy relates to property owned or part owned by a company whose directors include a Councillor, Senior Officer of Council, a Council employed Statutory Planning Officer, or an immediate family member of any of the preceding.</i></p>
s.22(1)	Consider all submissions made on or before the date set out in the notice.	The Planning Committee shall consider all submissions and hear from all interested parties to Planning Scheme Amendments and relevant planning policy initiatives and recommend a position to the full Council in dealing with these matters.

PLANNING SPECIAL COMMITTEE

TERMS OF REFERENCE

1. BACKGROUND

- 1.1 By this Terms of Reference document, the Ballarat City Council (**Council**) establishes the Planning Special Committee (**Committee**) pursuant to section 86 of the *Local Government Act 1989*. The Committee is established to oversee the implementation of matters as they relate to Statutory Planning and Strategic Planning under delegation from Council as the Responsible Authority under the *Planning and Environment Act 1987*.
- 1.2 The purpose of the Planning Special Committee is to:
- 1.2.1 assess and determine planning permit applications which cannot be assessed and determined by Council officers under delegation and/or which are 'called in' by Councillors or are otherwise referred at the discretion of the Council officer;
 - 1.2.2 provide Council with advice and recommendations with respect to relevant strategic planning matters to assist its decision making for the community in Ballarat; and
 - 1.2.3 make decisions in relation to proposed Planning Scheme amendments as permitted by the *Planning and Environment Act 1987*, in particular to seek authorisation of an amendment and to refer submissions to a panel.
- 1.3 The Committee has the powers, duties and functions of Council as set out in these Terms of Reference and the Instrument of Delegation. These Terms of Reference set out the structure and basis on which the Committee can make decisions for and on behalf of Council.
- 1.4 These Terms of Reference are authorised by a resolution [insert resolution number after the Council meeting] of Council passed on [insert date of the Council meeting the ToR were endorsed, after the Council meeting].

2. PURPOSE

The Committee is established for the purpose of:

- 2.1 considering applications for planning permits which cannot be assessed and determined by Council officers under delegation and/or which are 'called in' by Councillors or are otherwise referred at the discretion of the Council officer;
- 2.2 hearing submissions on matters relating to proposed Planning Scheme amendments;
- 2.3 making decisions in relation to proposed Planning Scheme amendments as permitted by the *Planning and Environment Act 1987*, in particular seeking authorisation of an amendment and to refer submissions to a panel; and
- 2.4 considering broader strategic planning policy directions/proposals and making recommendations to Council about such matters.

3. OBJECTIVES

The objectives of the Committee are:

- 3.1 to establish a process for consideration of applications for planning permits which are 'called in' by a Councillor or referred by a Council officer in their discretion (eg where they determine that the matter is of community interest or significance); and
- 3.2 to consider broader strategic planning policy directions/proposals, to make decisions under the *Planning and Environment Act 1987* (as far as possible), and to make recommendations to Council.

4. ROLES AND RESPONSIBILITY

The role of the Committee is:

- 4.1 to exercise Council's powers and carry out Council's duties and functions, in accordance with these Terms of Reference and as permitted by the Instrument of Delegation, for:
 - a. the assessment and determination of any applications for planning permits as the responsible authority under the *Planning and Environment Act 1987*.
 - b. in relation to strategic planning matters, the:
 - i. consideration of strategic planning matters;
 - ii. hearing from submitters;
 - iii. Seeking of authorisation from the Minister for Planning to proceed with a proposed Planning Scheme amendment;
 - iv. referral of submissions to a panel under Part 8 of the *Planning and Environment Act 1987*; and
 - v. making recommendations to Council in respect of strategic planning issues; and
 - c. the referral of any planning submission to Council for decision;
- 4.2 to support the delivery of Council's obligations under the *Planning and Environment Act 1987*; and
- 4.3 to manage the implementation and ongoing review of strategic planning policies and strategies.

5. DELEGATION OF POWERS, DUTIES AND FUNCTIONS

- 5.1 In order to fulfil and carry out its purposes and objectives Council delegates to the Committee, pursuant to section 86(3) of the *Local Government Act 1989*, the powers, duties and functions set out in the Instrument of Delegation adopted by Council on [# insert date and resolution number] and attached to these Terms of Reference.
- 5.2 The powers, duties and functions of Council conferred on the Committee by these Terms of Reference and Instrument of Delegation must be exercised in accordance with any guidelines or policies that Council may from time to time adopt.
- 5.3 Committee members are at all times expected to act in accordance with their responsibilities set out in Division 1A of Part 4 of the *Local Government Act 1989*.

6. MEMBERSHIP

- 6.1 The Committee will comprise of all nine (9) Councillors (including a Chairperson).
- 6.2 Council officers who attend the meetings of the Committee are to provide advice and support to the Committee and are not considered Committee members and do not have voting rights.
- 6.3 Each member of the Committee has and may exercise one equal vote on any question before the Committee for determination.
- 6.4 Council will revise the membership and voting rights of each Committee member as it sees fit.
- 6.5 A Councillor appointed under clause 6.1.1 will be the Chairperson of the Committee.
- 6.6 If a Chairperson is not appointed by Council, before the Committee's first meeting, the Committee members must appoint a Chairperson at the first meeting.
- 6.7 If the Chairperson is absent from a Committee meeting, the Committee will select a temporary Chairperson to chair the Committee meeting.
- 6.8 All of the Committee members must submit primary and ordinary returns to Council in accordance with section 81 of the *Local Government Act 1989*.

7. MEETINGS

- 7.1 Unless Council resolves otherwise, Committee meetings must be conducted in accordance with:
 - 7.1.1 Council's Meeting Procedure Local Law (as amended from time to time and adopted by Council);
 - 7.1.2 Part 4, Division 2 of the *Local Government Act 1989*; and
 - 7.1.3 the Committee's discretion, as exercised from time to time.
- 7.2 The Committee will meet once each month, or with such frequency as determined by resolution of Council, or in the absence of such a resolution, with such greater frequency as agreed by the Committee from time to time.
- 7.3 A quorum of the Committee will be half of the members plus one.

- 7.4 Voting will be by a majority of votes by a show of hands. Only members in attendance are entitled to vote. The Chairperson shall have the casting vote in the event of an equality of votes.
- 7.5 Sub committees may be appointed by the Committee and meet between general meetings and as authorised by the full Committee. Sub committees do not have any delegated powers.

8. REPORTING

The Committee is responsible for taking proper minutes of all meetings and preparing reports for the Committee's consideration in accordance with:

- 8.1 Council's Meeting Procedure Local Law (as amended from time to time and adopted by Council);
- 8.2 Part 4, Division 2 of the *Local Government Act 1989*; and
- 8.3 the Committee's discretion, as exercised from time to time.
- 8.4 Minutes of Committee meetings must be forwarded to the Statutory Compliance Unit immediately after adoption by the Committee.
- 8.5 The Committee must prepare and present to Council a report of its activities upon being required to do so by Council and, in any event, at least once per year.

9. CREATION AND DISSOLUTION

- 9.1 By these Terms of Reference the:
 - 9.1.1 Committee is established; and
 - 9.1.2 powers, duties and functions of the Committee, as set out in the Instrument of Delegation, are delegated.
- 9.2 These Terms of Reference and the Instrument of Delegation:
 - 9.2.1 come into force immediately when the resolution of Council adopting them is made; and
 - 9.2.2 remain in force until Council determines to vary or revoke it.
- 9.3 The Committee must be dissolved by a resolution of Council.

Dated: *[insert date of the Council meeting the ToR was endorsed, after the Council meeting]*

C4. Instrument of Delegation (Special Committees)

Ballarat City Council

Instrument of Delegation

to the

Planning Special Committee

Instrument of Delegation

Ballarat City Council (**Council**), pursuant to section 188(1)(a) of the *Planning and Environment Act 1987*, delegates to the Special Committee established by resolution of Council passed on [insert date of resolution establishing committee] (resolution no#) and known as the *Planning Special Committee (the Committee)*, the powers and functions set out in the Schedule, and declares that:

1. this Instrument of Delegation is authorised by a resolution (## Insert Resolution) of Council passed on [Insert Date];
2. the delegation:
 - 2.1 comes into force immediately the Common Seal of Council is affixed to this Instrument of Delegation;
 - 2.2 remains in force until Council resolves to vary or revoke it; and
 - 2.3 is to be exercised in accordance with the guidelines or policies which Council from time to time adopts;
3. all members of the Committee will have voting rights on the Committee;
4. Council Officers who attend the meetings of the Committee are to provide advice and support the Committee and are not classed as Committee members.

Dated: [insert date of the Council meeting the C4 was endorsed, after the Council meeting]

The Common Seal of Ballarat City Council was affixed by authority of the Council in the presence of:)
)
)

..... MAYOR/COUNCILLOR

..... COUNCILLOR

..... CHIEF EXECUTIVE OFFICER

SCHEDULE

Powers and functions

To exercise Council's powers and to perform Council's functions and duties under the *Planning and Environment Act 1987* as they relate to Statutory Planning and Strategic Planning and for these purposes:

1. to function in accordance with the Planning Committee Terms of Reference;
2. to assess and determine any applications for planning permits that are referred to it as the responsible authority under the *Planning and Environment Act 1987*;
3. in relation to strategic planning matters, the power to:
 - 3.1. consider strategic planning matters;
 - 3.2. hear from submitters;
 - 3.3. seek authorisation from the Minister for Planning to proceed with a proposed Planning Scheme amendment;
 - 3.4. refer submissions to a panel under Part 8 of the *Planning and Environment Act 1987*; and
 - 3.5. make recommendations to Council in respect of strategic planning issues; and
4. to refer any submission to Council for further consideration and decision.

Exceptions, conditions and limitations

The Committee is not authorised by this Instrument to:

1. exercise the powers which, by force section 86 of the *Local Government Act 1989* and section 188 of the *Planning and Environment Act 1987*, cannot be delegated.

11.2. CIVIC HALL STAGE TWO

Division: Development and Planning
Director: Angelique Lush
Author/Position: Matthew Dent – Project Officer

OFFICER RECOMMENDATION

Council resolves to:

- 1. Note the completion of stage 1 of the Civic Hall redevelopment project and the outputs it has delivered; and**
- 2. Provide in-principle support for the Civic Hall stage two capital works package to be considered through the 2019/20 budget process to install a commercial kitchen, electrical power upgrade, and installation of performance infrastructure.**

EXECUTIVE SUMMARY

This report recommends that Council note the Civic Hall Project stage one is now complete and has delivered the core requirements of resolution R106/16;

- Civic Hall main hall and foyer as a multi-use space
- Commence work on the Ballarat Civic Plaza
- Soft and Hard Landscape (west side)
- Alteration of access to existing car parking

Following completion of stage one, this report further recommends additional investment in the Civic Hall be considered through the current 2019/20 budget process. The allocation of stage two capital works will provide for a commercial kitchen, a significant power upgrade to ensure the power usage required throughout the facility is met, and installation of stage and performance infrastructure.

RATIONALE

Completion of Civic Hall Stage 1 project

The Civic Hall stage one project is now complete and has met the core requirements of resolution R106/16. The Civic Hall main hall, foyer, circle foyer, dress circle, stage and below stage space has been substantially restored and upgraded, including accessibility, acoustics, lighting, heating and cooling, and aesthetic restoration.

The project was completed within the allocated budget and has, at the time of this report, hosted several substantial events. However, stage one did not deliver the item pertaining to “link the multi-use Civic Hall to the library” as this was not within the stage one scope and was not possible with the available funding.

Further development of Civic Hall

Resolution R106/16 called for the provision of a further \$4,000,000 to the overall project. This report requests \$2,000,000 from that allocation in the 2019/20 proposed budget for stage two works.

There remains substantial flexibility as to how the Civic Hall can be further developed; stage one works were deliberately scoped to provide a flexible multi-use venue, while preserving options for future development. Following the recent events held in the venue by community and commercial users, Officers have gained a clearer understanding of the venue's potential that could be realised with further development. A greater understanding has also been gained on the facilities and functionality that the venue currently lacks that could also be addressed by a further stage of development.

A revised development plan has been created, as outlined below, identifying works for a second stage project. This is intended as a subset of the masterplan already accepted by Council. The works recommended are principally focused on maximising the viability and community benefit of the venue. This does not specifically address the intent to "link the multi-use Civic Hall to the library", however this could be achieved in the future should funding be available and Council determine that this is a priority.

Key Elements of Stage Two

Provide for catered events and functions.

Currently hirers of Civic Hall face a significant cost for installing a temporary kitchen to provide catering to their respective events. Stage two would provide an in-built commercial kitchen to accommodate food preparation and plating up in an internal location that does not impact activities in the auditorium and is readily accessible.

Provide the power load required to meet concurrent plant and equipment operation.

The current power load is not sufficient to meet an increased demand required by a commercial kitchen. The increase in power capacity will ensure kitchen and event activity needs can be adequately met.

Provide ease of access to load large and heavy sets and equipment on stage

Currently there is little ability to load heavy and oversize equipment and or sets on stage. This limits the venues ability to accommodate larger scale performing arts-based events such as music concerts, particularly by commercial operators. This limited capacity will have a direct impact on potential income which will have a direct effect on the financial viability of the venue.

Provide rigging for lighting and sound solutions suspended above stage

To meet the minimum requirements of professional, amateur, commercial and not for profit hirers, the current unequipped Civic Hall stage and fly tower must be updated to receive and operate applicable staging, lighting and sound introduced by the hirer.

Provide furnishings to accommodate the needs of hirers and venue users

To meet the ongoing demand of the venue, soft furnishings are required in meeting rooms, dressing rooms, green room and foyers. Furthermore, an additional 300 chairs are required for the auditorium to cater for maximum capacity requirements.

Following completion of the proposed stage two works, a separate piece of work will be undertaken to realise the remaining elements of resolution R106/16 in providing an expanded library and cultural centre, and to provide a library of the future. This will be completed ensuring independent but complementary operation of both a library and a civic hall on this site.

As this is a complex challenge interrelated with presently unresolved factors such as; final form of the GovHub development and future projects in development of Libraries elsewhere in the municipality, this work is not yet ready for presentation to Council.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- City of Ballarat Council Plan 2017-2021

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/Cultural	Yes	Yes
Environmental/Sustainability	No	No
Economic	Yes	Yes
Financial/Resources	Yes	Yes
Risk Management	Yes	Yes
Implementation and Marketing	Yes	Yes
Evaluation and Review	Yes	Yes

Human Rights – It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Social/Cultural – Stage two of this project will have a significant positive social effect for the community. The availability of a more flexible venue for hire provides increased opportunity for more exhibitions, concerts, performances and activities. In particular, the installation of a commercial kitchen will significantly reduce the cost to community groups to use the venue when hosting an event that requires professional catering.

Economic – Management of the Civic Hall will take a strong commercial focus and will use retail and economic analysis information to identify opportunities relating to urban renewal and development throughout the precinct. More particularly, Civic Hall staff have already identified the short, medium and longer-term opportunities to stimulate and attract economic activation and renewal of the precinct over time.

Financial/Resources – Council will need to commit budget potentially over two financial years as part of the stage two development.

Risk Management – Officers will actively manage risks associated with the project management of stage two works. However, the risk level of the proposed stage two works is not considered significant.

Implementation and Marketing – If additional funding is provided, Officers will ensure the works identified within stage two are progressively and efficiently marketed to attract and grow the range of prospective hirers.

Evaluation and Review – Given the significance of the Civic Hall, Officers will implement an ongoing monitoring and review program to measure and evaluate a cost benefit analysis of the Civic Hall.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

ATTACHMENTS

Nil

11.3. AUSTRALIAN RALLY CHAMPIONSHIP: EUREKA RUSH, TOURISM GRANT FUNDING APPLICATION

Division: Development and Planning
Director: Angelique Lush
Author/Position: Jeff Johnson – Executive Manager Events and the Arts

OFFICER RECOMMENDATION

Council resolves to:

- 1. Approve a one-year \$10,000 (excl. GST) Tourism Event Grant to the Confederation of Australian Motor Sport for the Australian Rally Championship: Eureka Rush event.**

EXECUTIVE SUMMARY

Council has received a Tourism Event Grant application for the Australian Rally Championship: Eureka Rush event, planned for Saturday 24 and Sunday 25 August 2019. The Eureka Rush is one of six rally events that make up the Australian Rally Championship, a nationally recognised event.

The Confederation of Australian Motor Sport (CAMS) have requested \$20,000 (excl. GST) in cash funding. The organisation expects 4500 visitors and a further 4500 locals will attend.

RATIONALE

On 22 February 2017, Council adopted the City of Ballarat Grants Policy (R66/17). The purpose of the grants policy is to ensure that recipients can deliver quality programs, events, products and services which are of great benefit to Ballarat and which bring a wide range of social, environmental and economic returns to the City. Included in the Grants Policy is Tourism Event Grant program.

Council has received a Tourism Event Grant application for the Australian Rally Championship: Eureka Rush event, planned for Saturday 24 and Sunday 25 August 2019. The Eureka Rush is one of six rally events that make up the Australian Rally Championship, a nationally recognised event.

The requested \$20,000 cash funding would be allocated towards: -

1. A new BWEZ competition sprint and Super Special Stage. The BWEZ Industrial Park will host a Super Special Stage on the Saturday evening providing spectator vantage points for new evening short sprint showcase.
2. Media services inclusive of print collateral, talent for video, photography, videography, social media advertising, and traditional media advertising to encourage higher spectator attendance.

In 2019, the event proposes to run a new competition sprint (during the day) and the Super Special Stage (in the evening), showcasing Australian Rally Championship (ARC) and Victorian Rally Championship (VRC) vehicles. The Super Special stage allows patrons to view a large proportion of a full stage from a designated area. The event estimates a total attendance of 9,000 people (4500 tourists and 4500 locals).

Highlights of the event promotional plan includes a dedicated 30 min post produced TV show done by the ARC, for distribution across the Fox Sport network (pending Visit Victoria support); daily video news release distribution to mainstream TV networks for news and motor sport TV shows (e.g. Channel 10's RPM); and social media coverage of the event extending across the ARC and CAMS channels, reaching an expected 40,000 engaged followers across all platforms.

The Eureka Rush event has been a previous recipient of Tourism Event Grant funding in 2018 (\$7,500). With the addition of new elements to the event model in 2019, the recommended funding amount is higher than 2018. However, it is recommended that if funded, the grant should be conditional on the running of the Super Special Stage and competition sprints which are considered the highest yielding components for visitation to Ballarat.

Given the seed funding model of the Tourism Event Grant program, the applicant has demonstrated sufficient enhancement on the 2018 event and has strategies in place to reduce the reliance on Council funding in future years. Measures include building awareness of the event among the Ballarat community and networking with local businesses to show value in the event for increased future corporate financial support.

The Australian Rally Championship: Eureka Rush event submission demonstrates a good business case and Council officers are confident the event will run safely and effectively. The event has also demonstrated good stakeholder management and has committed a community partner Live Rural to promote farmer health as part of their campaign. In addition, the event will implement a series of anti hoon messaging as part of their promotional campaign and on site at the event via their affiliation with CAMS and the FIA (Federation of International Automobiles).

The event aligns with Councils Event Strategy as it adds value to the annual event calendar, engages local rally organisations in the coordination of the event and delivers economic impact to Ballarat.

The funding evaluation scored lower on the grant assessment criteria in the following areas:

1. Ability for the event to align with the strategic direction of the City of Ballarat Council Plan
 - a. While the event adds value to the overall event calendar in Ballarat and delivers economic impact, the type of event is not a key focus within the Event Strategy objectives
2. Event Management and Risk Management Plans
 - a. Some lack of detail in certain aspects of the documentation outlining the Event Management and Risk Management Plan for the event.
3. Increased visitation figures
 - a. Expected visitor attendance numbers and subsequent ROI for 2019 represent a significant and unproven increase from the 2018 event's post event data.

Three funding options were identified by officers:

1. Approve a one-year Tourism Event Grant for the Australian Rally Championship: Eureka Rush for \$20,000 cash (excl. GST).
 - a. Funding would be conditional upon the Super Special Stage proceeding
 2. Approve a one-year Tourism Event Grant for the Australian Rally Championship: Eureka Rush for \$10,000 cash (excl. GST). **(Recommended)**
-

- a. Funding would be conditional upon the Super Special Stage proceeding
3. Do not approve a one-year Tourism Event Grant for the Australian Rally Championship: Eureka Rush.

The recommended funding amount was calculated using a scoring system based on the Tourism Event Grant assessment criteria, which includes an evaluation of the Return on Investment as highlighted below. The funding recommendation is supported by Visit Ballarat who will also provide in-kind promotional support via social media.

Funding Proviso

The Eureka Rush event organisers have the intention to continue the event within the municipality of Ballarat in future years as they believe that this region offers the best amenity, infrastructure and proximity to forests for competition. CAMS also acknowledge that a Victorian event is key to Australian Rally Championship.

Organisers have noted that *“As a non-for-profit organisation running this event, we will of course need to evaluate financial outcome from the 2019 running, before making firm or binding commitments for 2020/21. We hope that our event format demonstrates to the wider Ballarat community, our level of professionalism and keen interest in partnering with locals and bringing national and international exposure to the Ballarat region and in turn this generates an increased financial and in-kind support from local businesses to ensure the future viability of the event so to reduce our reliance on Council funding.”*

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- *Local Government Act 1989; and*
- City of Ballarat Council Plan 2017-2021

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/Cultural	No	No
Environmental/Sustainability	No	No
Economic	Yes	Yes
Financial/Resources	Yes	Yes
Risk Management	Yes	Yes
Implementation and Marketing	No	No
Evaluation and Review	No	No

Human Rights – It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Economic – An economic impact report prepared by Council officers using the REMPLAN economic modelling software calculated the potential economic impact of the event. Using the tourist visitation data provided by the applicant, the event may provide an injection of \$1,727,500 to the Ballarat economy. Using conservative tourist visitation data, the event may provide an injection of \$727,900 to the Ballarat Economy.

- Based on the economic impact calculated by the PCG and a cash grant of \$10,000 the event represents an ROI of 1:73

Typically, Officers seek a minimum ROI of 1:20 as an acceptable base level.

Financial/Resources – The funding of the Australian Rally Championship: Eureka Rush will require an allocation from the Tourism Event Grant Program budget. There are sufficient funds within the Tourism Grant Program budget for the funding options listed.

Risk Management – If Council were to not provide grant funding for the Australian Rally Championship: Eureka Rush, there is the likelihood the event will not run in the same format and deliver less to the Ballarat community.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

- Nil

ATTACHMENTS

1. Australian Rally Championship: Eureka Rush - Application **[11.3.1]**
2. Australian Rally Championship: Eureka Rush - Scoresheet **[11.3.2]**
3. Australian Rally Championship: Eureka Rush - REMPLAN Report Based on Application **[11.3.3]**
4. Australian Rally Championship: Eureka Rush - REMPLAN Report Based on PCG Evaluation **[11.3.4]**

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

Applicant Contact Details

* indicates a required field

Tourism Events Grants Program

The Tourism Events Grants Program provides grants of up to \$25,000 for projects, festivals and activities which advance and encourage increased visitation, participation and yield and/or contribute to the presentation or marketing of Ballarat as a tourism destination of choice. Applications may be taken from not-for-profit and for-profit organisations and businesses. Specific assessment criteria will apply regarding value for money, increased visitor numbers and increased yield, this may include sporting events.

Before completing the application, please refer also to the Grant Program Guidelines

****Please note: all fields are mandatory***

Your Details

The following section MUST be completed by the Applicant Organisation:

Name of Organisation *

Confederation of Australian Motor Sport

Primary (Organisational) Address *

851 Dandenong Road
Malvern East VIC 3145 Australia
Must be an Australian post code

Organisational Website *

<http://www.cams.com.au>
Must be a URL

Contact Person *

[REDACTED]

[REDACTED]

Contact phone number/s *

[REDACTED]

Enter a 10 digit phone number. Include the area code for landlines

Contact email *

[REDACTED]

Must be an email address.

Is your event being auspiced? *

- Yes
 No

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

If yes, you are still eligible to apply for funding, but you must identify an incorporated association to auspice your event.

Your Organisation's Incorporation and Insurance

* indicates a required field

IA or ACN Number

069 045 665

Incorporated Association or Australian Corporation Number. If you don't have either of these, you must be sponsored (auspiced) by an incorporated organisation

Your Organisation's ABN *

55069045665

Enter the 11 digit number

Is your organisation registered for GST? *

- Yes
 No

Attach your Public Liability Insurance Certificate (minimum \$20million) here *

Filename: CAMS-CofC.pdf

File size: 482.1 kB

Certificate should cover the dates of your event. If event dates have not been finalised, please upload your most recent PLI Certificate

Event Details

* indicates a required field

Event Name *

Australian Rally Championship: Eureka Rush

Event Start Date *

24/08/2019

Start time *

8.30

Must be a number.
ie. 07.00

Event End Date *

25/08/2019

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

End time *

17.00

Must be a number.

ie 17.00

Event Objectives *

To carry on the tradition of rallying in Ballarat and to showcase Ballarat as one of the premier locations for rallying in Australia.

The Australian and Victorian Hall of Fame will also showcase the rich history in Ballarat and Australia.

What objectives do you hope to achieve with your event?

Event Description *

The 2019 Eureka Rush will be run on the 24th and 25th of August 2019. The event will be a round of both the CAMS Australian Rally Championship and the Victorian Rally Championship.

New for 2019 is a proposed competition sprint (during the day) and Super Special Stage (in the evening) around the bitumen roads at the BWEZ Industrial Estate on the Saturday. With built spectator viewing areas, this area will be a prime viewing area for the sprints of ARC and VRC vehicles. The accessibility and central location of the Industrial Estate will make this the must see major attraction of the event.

The Forest Stages of the event will take place in Beaufort for short service then four stages in Mount Cole, Mount Lonarch and Camp Hill/Musical Gully state forests.

Describe your event and its activities

Where is the event being held? *

With the proposed special stages to take place at the BWEZ Industrial Estate, Ballarat, the rally stages will take place in Beaufort and surrounding areas including Mt Cole, Mt Lonarch and the Camp Hill / Musical Gully state forests.

Please list all venues at which the event will take place, including private venues and public space.

Are you using a City of Ballarat managed space? If so, please specify. *

Yes

Either a venue, sporting ground or public space.

If yes to the above please confirm who you have been liaising with:

[REDACTED]

Please list name, organisation and contact information

Is the event and venue/s fully accessible? Please outline any strategies in place or challenges participants may experience.

The BWEZ Super Special Stage which is the most spectator friendly portion of the event is fully accessible. The only challenges that may be placed is the accessibility of spectators to the forest stages of the rally.

The BWEZ is designed to capture the imagination of the spectators and encourage further engagement in the event by viewing the forest stages.

Strategies might be to only select fully accessible venues, installing access ramps, accessible toilets, ticket booking assistance, Auslan interpreters, accessible communications etc. Further information and accessibility checklists for events can be found here - <https://www.and.org.au/pages/event-checklist.html>

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

Frequency of event *

- Once-off
- Annual event in Ballarat
- Annual event in rotating locations

Attach your event management plan *

Filename: 2019 Event Plan BWEZ.PDF

File size: 282.8 kB

Attendance, Capacity and Experience

* indicates a required field

For this upcoming event, how many people in TOTAL do you expect to attend? *

7000

a number

Please include participants, spectators, staff, volunteers etc. in your total

Of the above TOTAL please confirm how many are:

Local: *

4500

Must be a number.

Day trip visitors *

2500

Must be a number.

Overnight visitors *

2000

Must be a number.

Of those staying overnight, how many nights (average) do you expect them to stay: *

5

Must be a number.

Attach any evidence to support your application attendance figures and overnight stays here:

Filename: Eureka Rally Final Event Report_2018.pdf

File size: 1.6 MB

Evidence may include market research, surveys, past attendance records, gate counts, information from accommodation providers, or other information collected from your event.

If you have held this event before, what was the TOTAL number of people who attended?

3216

Must be a number.

Please include participants, volunteers, officials, stallholders etc., as well as event visitors in your total.

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

If there is a difference in expected attendance at your upcoming event compared to past events, please explain the reasons why.

The BWEZ night Super Special Stage is expected to bring some excitement to the event and will bring a level of accessibility that will attract new Rally and Motor Sport fans. As such, the Super Special Stage will be given a festival type feel to attract families and give them the opportunity to be entertained throughout the Super Special Stage and engage with local food and entertainment vendors.

If you expect less is the variation due to weather conditions; competing events etc. If you expect more what are you planning to do to achieve the increase in numbers.

Does your event appeal to a broad audience? *

- Yes
- No

Please detail how your event appeals to a broad audience

The breadth of the Eureka Rush allows for it to appeal to a broad audience ranging from families to avid motor sport fans. The Victorian and Australian Rally Hall of Fame event caters to the Rally Historians and honours legends of the past. The Super Special Stage caters to all audiences and allows the best access for families and disabled spectators to enjoy the excitement of rallying up close. The event is well covered by social media and broadcast and will hence be easy to follow during the event as spectators spectate at the various stages.

Please list specific methods and plans to provide an inclusive appeal to a variety of audiences

Do you have a long term plan that outlines the visions, goals and potential growth for your event? *

- Yes
- No

If so, please attach your Strategic or Business Plan here:

Filename: CAMS Strategic Plan.pdf
File size: 914.7 kB

Who in your organisation/committee will plan, manage and deliver your event? *

Michael Smith : CAMS General Manager - Motor Sport Events. Michael is part of the organising committee for the rally championship and the Eureka rally. Michael has extensive experience with major events such as the Australian, Korean and Russian Formula 1 Grand Prix and Rally Australia, the Australian leg of the World Rally Championship.

Jenifer Pitson: CAMS General Manager - Sponsorship and Membership. John will control all of the commercial elements of the rally, including sponsorship opportunities and activations.

Pravin Sinnan: CAMS Commercial Development Executive. Pravin will provide support in delivering commercial elements and oversee all competitor relations and communications, and assist clubs organising car displays and activations.

Andrew Roseman- Event Clerk of the Course. Andrew is an experienced CAMS volunteer official who has previously been the Clerk of state and national level rallies. Include key roles, skills they contribute and experience.

Risk Management

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

* indicates a required field

Attach your Risk Management Plan here *

Filename: TRA_EurekaRally.pdf
File size: 981.0 kB

Grant, Budget, Marketing and Sponsorship Information

* indicates a required field

Grant Details

What is the TOTAL grant amount you are applying for? *

\$20,000.00

Must be a dollar amount.

The maximum grant amount available is \$25,000.

Please specify in detail what elements of your event the grant would be allocated to supporting:

The grant will support the BWEZ Super Special Stage and the media services for the event.

Has your organisation received grant funding from the City of Ballarat in the past? *

- Yes
 No

If yes, please provide details of the grant funding previously provided.

The 2018 Eureka Rally was successful in obtaining grant funding from the Tourism Events Grants Program.

If not successful in securing funding what elements of the event would you change and how? *

N/A - funding received in 2018.

Budget

Attach an itemised copy of your proposed event budget *

Filename: Eureka Rush 2019 Draft Budget Planer.xls
File size: 1.2 MB

Your budget must reflect income, expenditure, sponsors/partner contributions (financial and in-kind) and to what line items Council funding would be allocated to if successful.

Do you expect your event to make a surplus? *

- Yes
 No
 Unsure

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

How does the event plan to reduce the reliance on Council funding in the future if successful? *

Reliance on Council funding will be reduced over the coming years by growing revenue streams through the following actions:

1. Building up awareness of the event amongst the Ballarat community and networking with local businesses to increase local support.
2. With funding support, continue to expand promotion of the event
3. With funding assistance, growing the Eureka Rush into a festival type event to attract more corporate partners
4. Running more corporate/vehicle manufacturer activation at the event

Outline your plan and its proposed timeline.

Marketing and Sponsorship

Attach a copy of your Marketing Plan here: *

Filename: 2019 Eureka Rush Marketing Plan.pdf
File size: 446.0 kB

Please provide URL links to your event website and social media marketing platforms *

<http://www.rally.com.au/>

@RALLYCOMAU (Instagram/Twitter)

F/AUSRALLY (Facebook)

Eg: event website, facebook, instagram, twitter etc.

Please detail any event sponsors or partners who are contributing financially or in-kind to your event:

AirTime Media

Victorian Rally Championship

Associate CAMS car clubs primarily the Ballarat Light Car Club

Ballarat Courier

Visit Victoria

Cash or in kind sponsorship from any party must also be outlined as income in your itemised budget.

Attach a copy of your Sponsorship plan here:

No files have been uploaded

Tourism, Economic, Profile Outcomes

* indicates a required field

How will you measure the tourism and economic impacts of your event? *

- Number of bed nights during the period
- Number of competitors
- Social Media statistics - reach and post engagement

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

- Car clubs involved
- Approximate spectator attendance
- Mainstream media coverage

Identify what outcomes you will evaluate e.g. attendance; tourism impact; level of profile generated.
Outline how you will evaluate each outcome e.g. ticket sales; postcode collections; surveys.

Who is your target audience and where are they from? *

According to the economic contribution of the Australian motor sport industry report (2013), conducted by Ernst and Young, the majority of motor sport participants are 45- 64, and earn between \$100,000 - \$199,000 per annum. Further, most participants live in Victoria and New South Wales.

Outline the type of people, age, where they are from etc

What profile will your event create? How will it promote Ballarat to State, National or International Audiences? *

The event is part of the Australian Rally Championship, the highest level of rally competition based in Australia. We expect the event to attract extensive coverage in the local traditional media (TV, Radio and Print).

Furthermore, the ARC will have a dedicated 30 min post produced TV show, for distribution across the Fox Sport network (pending Visit Victoria support).

Daily VNRs will also be distributed to mainstream TV networks for news and motor sport TV shows (i.e. Channel 10's RPM).

Social media coverage of the event will extend across the ARC and CAMS channels, reaching an expected 40,000 engaged followers across all platforms.

What benefits will your event bring to the local community? How will it do this? *

The round will be the only Victorian event on the ARC calendar. It will bring a large volunteer base together from multiple local car clubs and volunteer groups to put on a National level event.

Furthermore, basing the rally in a central area of town allows extensive community engagement with spectators allowed up and close to the competitors, teams and vehicles.

There are also plans to allow enthusiast car clubs to hold car displays and show and shine competitions, another attraction for the event.

Pending further government support, the round will also be covered by AirTime media, who will produce a 30 minute round show to be aired on the fox sport network. included in this show would be a feature on the local area with local area tourism skews.

May include benefits such as access to previously unavailable entertainment; volunteer participation; sense of pride etc.

Checklist

I have included the following documents in my application:

- Public Liability Insurance Certificate
- Event Management Plan
- Event Budget
- Marketing Plan

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

- Risk Management Plan

Attach any other relevant documentation, if applicable, here

No files have been uploaded

Feedback, Review and Submit

* indicates a required field

Certification

This MUST be completed by the applicant organisation.

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the Events Unit, on behalf of the City of Ballarat, approves the grant, I will be required to accept the terms and conditions of the grant as outlined in the grant application, policy and/or letter of approval.

We agree *

Yes No

Certification must be agreed to by two representatives of the Applicant Organisation

1. Name (Chair or President) *

[REDACTED]

Position *

[REDACTED]

2. Name (Secretary or Treasurer) *

[REDACTED]

Position *

[REDACTED]

Date *

21/03/2019

Must be a date

Privacy Notice

In compliance with the *Information Privacy Act 2009* (the Act) personal information on this form may be stored in City of Ballarat's records database and may also be used for statistical research, information provision and evaluation of services. Your personal information may be provided to the financial institution which handles City of Ballarat's financial transactions and may be disclosed to other agencies and third parties for purposes related to this application and/or monitoring compliance with the Act. Except in these circumstances, personal information will only be disclosed to third parties with your consent unless otherwise required or authorised by law.

Agreement

Tourism Events Grants Program (Jan 2019 - Current)

TOURISM GRANT PROGRAM - Application Form (Jan 2019)

Application TEGP00040 From Confederation of Australian Motor Sport

In the case of a funding allocation, City of Ballarat Tourism Events Grants are allocated to organisations, clubs and /or groups with the understanding that:

- The organisation, club or group will be accountable to their auspice body and the City of Ballarat for the disbursement of funds
- The Grant must only be expended on the purpose for which it has been sought and allocated
- Any requests for variations to the intended purpose of the grant, or requests for extensions of the funding period must be submitted in writing to the Council. Please contact the Events Unit on 5320 5500
- The recipient will agree to monitoring the disbursement of allocated funds by an Officer of Council
- Grant recipients will complete an acquittal including the completion of a Variation Budget (included within the Acquittal Statement), outlining all expenditure items and **copies of relevant receipts**. This report must be received at City of Ballarat upon completion of the project or event. ***Failure to satisfactorily acquit your grant may jeopardise any future grant applications***
- Any funds not expended for the intended purpose must be returned to the City of Ballarat, unless the organisation has received approval for a variation from the Events Unit
- There **MUST** be acknowledgment of the support of the City of Ballarat by the inclusion or reference to the City of Ballarat on any printed and promotional material

*

We agree to above terms and conditions

You have now completed the application process. Please **REVIEW** your application before clicking the **SUBMIT** button.



2019 EUREKA RUSH



EVENT PLAN

BWEZ SUPER SPECIAL STAGE



COMPETITION OVERVIEW

BALLARAT SUPER SPECIAL

The “BWEZ Super Special Stage*” will be a 2.9 - 3.1km closed road stage around a set course through BWEZ Industrial Park, facilitating an entertaining opportunity for the general public to view for free, in a safe, family friendly, controlled environment. See Appendix A for detailed map overview. **Naming subject to confirmation*

The stage would be used for a Vehicle Sprint & demonstration runs during the day, before it would run twice in the dusk/evening as a rally stage. After the conclusion of the Saturday completion, all crews would be held in an overnight parc ferme off site on private property.

BEAUFORT / PYRENEES FOREST STAGES

Beaufort and the Pyrenees ranges will form the fundamentals for the “traditional” forest and rally competition. Using a mix of approved Shire and Public forest roads, competitors will transverse over two loops of closed roads.

EVENT SCHEDULE

FRIDAY 23 AUGUST

- Ballarat Media Opportunity (Ross Forest, Scarsdale)

SATURDAY 24 AUGUST

- Rally Competitors perform reconnaissance of forest stages
- Vehicle Sprint & Demonstrations – Daytime (BWEZ)
- Satellite Service Park – All Day (BWEZ)
- Rally Competitors Super Special Stage - Evening (BWEZ)

SUNDAY 25 AUGUST

- Rally Competition (Pyrenees Shire/Mt Cole/Mt Lonarch)
- Service Park (Beaufort Community Bank Sporting Complex)
- Event Finish and Podium Activities - Evening (Beaufort)

SUPPORT ACTIVITIES – VICTORIA PARK

WINTER “POP-UP” FOOD CARNIVAL

Working in collaboration with **Plate Up Ballarat** who have an annual food festival in May, we seek to include a “winter pop-up” food truck precinct supporting local Ballarat businesses within the primary activity area of Victoria Park.

MEDIA / VIP RIDES

A limited number of Corporate & VIP Passenger rides will take place on the BWEZ competition stage, in line with CAMS policy [Appendix C](#)

SCRUTINY VENUE

Pedders Ballarat, near Victoria Park will be the official scrutiny venue – following its success in previous years.

VENUE/SPECTATOR MANAGEMENT

The BWEZ will focus spectators around the roundabout of Cargo Way and Liberator Drive and along Nettles Road. These will be setup and run in accordance with the CAMS guidelines for Spectator Points. Refer Appendix B

Zone 1 (Z1) – Service Park and Start Zone

The service park will be the vacant parcel of land bounded by Cargo Way and Liberator Drive adjacent to Kane Transport. This area is a non-competition area and spectators will be able to walk around the service crews.

Zone 2 (Z2) –East Spectator Zone

This area will allow viewing of the vehicles as they traverse the roundabout at Liberator Drive and head down Nettles Road.

Zone 3 (Z3) - North West Spectator Zone

This is an overflow spectator area that would be used once Zone 2 reaches capacity.

Zone 4 (Z4) – Officials/VIP/Corporate Zone

A restricted area for officials, competitors, VIPs and corporate guests to spectate from, prepare for rides and have refreshments during the day's activities.

TRAFFIC MANAGEMENT

A formalised Traffic Management plan will be produced and submitted to council for regulatory approval. It is our intention to provide traffic controllers to limit access at Liberator Drive during Saturday for competition vehicles and business who still require weekend access.

PARKING

Parking will be made available for spectators, controlled with parking attendants on the Broo Brewery land with access via the Ring Road service road. An area will be set aside to allow 1400 vehicles to be parking on site.

SECURITY

Public safety is of critical concern for event.

Permitted zones

Parking will be controlled with parking attendants who will direct and control to ensure the parking

No Go / Exclusion zones

Access to the industrial site is limited to the existing road network. Traffic Control access and dedicated parking areas will ensure access is restricted to the competition areas. Security marshals will be positioned at key locations to ensure no un-authorised access

Exclusion Zones will also be monitored for any breaches, and reported to the Command Centre who will implement a "stage stop" procedure which will suspend competition until the course can be made safe.

WASTE AND ENVIRONMENT

Additional Temporary Council waste bins (general and recycling) will be positioned at key activity locations. Waste disposal would be via Council nominated contractor and disposed in line with Council standards and policy.

Temporary toilet amenities will be provided at key locations and managed by commercial providers.

Competitors will be advised that they are responsible for the management and correct disposal of any oil and fluids. Any vehicle that requires fluid changes will be required to have a tarp or drop sheet placed under the



vehicle. The event will provide limited facilities to manage responsible collection and disposal of this waste, including the provision of a spill kit.

Refueling of vehicles will be at designated hard stand areas where extinguishers will be present. Refuelling of vehicles will be in accordance with CAMS motorsport regulations.

RALLY SERVICE PARK

A temporary Service park will be established at BWEZ for competitors that will be operational on Friday 23rd & Saturday 24th August.

This area will require solid/firm ground, and be suitable for a limited number of large trucks, and a larger area for smaller vehicles/teams. A formal layout, and specified areas for trailer and car parking, will provided for approval closer to the event.

Parc Ferme to be located on private property.

SPRINT VEHICLE PIT AREA

For the day sprint vehicle activities a dedicated area on private property will be provided. This area will be used during the day by the crews to service their vehicles between runs. Many of these crews will be driving road registered vehicles so will have less service equipment

FOOD AND AMENITY ZONE

Managed by "Plate Up Ballarat", as a sub event. In consultation with the vendors, infrastructure like power, lighting, waste, water, seating, etc will be managed and positioned accordingly.

Corporate VIP zone will be setup to allow for guests and media who will be participating in the day's activities. This will be the hub for VIP ride registration and safety briefings, competitors and event participants to have lunch and dinner, and allow for sponsors and guests to watch the day's activities.

EVENT HEADQUARTERS

Ballarat Headquarters would be at an existing premise at BWEZ who would allow us temporary use of their facilities.

APPENDIX

Appendix A - BWEZ Super Special Stage map













Appendix B - CAMS Spectator Policy

Appendix C - CAMS Passenger Ride Policy

BWEZ Super Special

Saturday 24th August 2019

Legend

-  ARC Service Park
-  Entry/Exit via Service Road
-  Liaison 1
-  Liaison 2
-  Parking 1400 spaces
-  Service
-  SS1/2 Start
-  SS1/2 Stop
-  Super Special
-  Super Special Hub
-  Food Truck Zone
-  VIP



Appendix 5 Targeted Risk Assessment (based on 2017 event)



Sanctioned Event – Targeted Risk Assessment

Form TRA-01

Event / Venue	Eureka Rally,	Type of Work being performed <i>Public spectating at the event</i> <i>Officials controlling event</i>
Area / Location	Ballarat City, Moorabool Shire, Golden Plains Shire	
Date	17-19 March 2017	

LIKELIHOOD	Consequence			
	1 Insignificant	2 Minor	3 Moderate	4 Major
A - Almost Certain	High	High	Extreme	Extreme
B - Likely	Medium	High	High	Extreme
C - Possible	Low	Medium	High	Extreme
D - Unlikely	Low	Low	Medium	High

ACTIONS REQUIRED FOLLOWING ASSESSMENT OF RISK:

Extreme risk Immediate actions required
 High risk Senior Management (Senior Event Official) attention needed
 Medium risk Management (Organiser) responsibility must be specified
 Low risk Manage by current procedures / continue current process
Note: "Management" and "Official" are considered to be like terms
See reverse for descriptions of Likelihood and Consequence outcomes

LIKELIHOOD/CONSEQUENCE DESCRIPTIONS:

Likelihood		Consequence	Personal Injury	Administrative
A - Almost certain	Action will probably occur numerous times or in many circumstances	4 - Major Consequence	Death, permanent or extensive injury requiring hospitalisation to one or more people.	Significant hardship to Organisation
B - Likely	Action may occur occasionally or in some circumstances	3 - Moderate Consequence	Serious injury requiring hospitalisation; broken limbs or stand down for duration of event	Significant rejigging of organisational plans required
C - Possible	Action may occur in exceptional circumstances and has been known to occur elsewhere	2 - Minor Consequence	Medical attention on-site or ongoing attention to injury may be required	Minor rearrangement of plans required to address the situation
D - Unlikely	Whilst theoretically possible is not known to have occurred	1 - Insignificant Consequence	Minor first aid, if at all. No ongoing medical attention	Localised assessment of affected issue to be considered

POINTS TO REMEMBER:

What can cause injury or death?
<ul style="list-style-type: none"> ▪ slips/trips ▪ Collapse of structures ▪ Dangerous or flammable Materials ▪ Electrical cables ▪ Heavy equipment ▪ Public access / egress / behaviour ▪ Weather (e.g. Rain / Hail / Wind / Thunderstorms) ▪ Projectiles

Four Risk Treatments
<ul style="list-style-type: none"> ▪ Avoid: Don't do the activity ▪ Treat: Reduce by use of controls ▪ Accept: If low or if consequences can be tolerated. ▪ Transfer: (Caution – not possible to transfer duty of care.)

Levels of Control Methods
<ul style="list-style-type: none"> ▪ Avoid ← Try to start here ▪ Substitute ▪ Isolate ▪ Reduce by physical controls ▪ Reduce by admin warning and rules ▪ Use Personal Protection Equipment ← Last resort


Sanctioned Event – Targeted Risk Assessment

Form TRA-01

IDENTIFIED RISKS:

Description of identified Risks	Likelihood (A-D)	Consequence (1-4)	Resultant Risk	Controls / Treatment performed What has been done about it ?	Who will implement?	Who will Check?	Who confirmed actions were completed (sign)
1. Car leaves road due to driver or mechanical error and strikes spectator causing injury	D	4	High	To prevent cars contacting spectators, viewing areas elevated on inside of corners and access tracks elevated or behind deep gutters and trees where close to road.	Organising team	Event Checker	
2. Car does not leave road but strikes spectator on or crossing road due to inadequate warning of approaching car causing injury	D	4	High	Spectators directed by bunting and no go signs to only access road at designated crossing point. Crossing point manned. Spectators can only cross when confirmed over radio by marshal up the road that no cars coming.	Marshals	Event Checker	
3. Spectator injured following a slip, trip or fall while walking into or while watching competition at spectator point	B	2	High	Warning in Spectator Guide that only the agile should access spectator points. Disclaimer displayed at walking track entrance.	Organising team	Event Checker	
4. Extreme rain, wind or heat causes injury or illness to spectator	C	3	High	Warning in Spectator Guide to come prepared for adverse weather. Cancel a spectator point if high likelihood of spectator injury.	Organising team	Event Checker	
5. Car leaves road due to driver or mechanical error and strikes a road closure official, causing injury	D	4	High	Officials receive comprehensive briefing at rendezvous point before conveying into stage, then located specifically in elevated area or behind large trees at some distance inside intersection.	Stage Commander	Event Checker	
6. Extreme rain, wind or heat causes injury or illness to official	C	3	High	Officials instructions issued with pre event notice of when and where to rendezvous includes advice to come prepared for adverse weather.	Organising team	Event Checker	
7. A Total Fire Ban or Code Red Day leads to fire being started by a rallycar leaving the road or any person associated with the event as official or spectator	D	3	Medium	Fire extinguishers in all rally cars and at all control points and refuel points. Fire response units located at start of all stages, ready to respond to any report of a rally car stopped on stage.	Organising team	Event Checker	

Current version	Author	Date	Reason for update/change
V1	Ross Runnalls	6/1/2017	

Completed by: Ross Runnalls	Signed: 	Date: 6/1/17
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2019 Eureka Rush Marketing Plan

Ballarat, Victoria

About us

CAMS:

The Confederation of Australian Motor Sport Ltd (CAMS) is a leading not-for-profit member-based organisation focused on the development, promotion, regulation and administration of motor sport across Australia.

CAMS Australian Rally Championship:

The CAMS Australian Rally Championship is Australia's premier rally competition and consists of six rounds for drivers and high profile teams.

The national championship is underpinned by a strong club and state rally scene and the newly introduced ARC2 competition, creating an accessible pathway for rally competitors who aspire to participate in the national championship.

Event Details

The 2019 Eureka Rush is proposed to run on the 24th and 25th of August. The event will be a round of both the CAMS Australian Rally Championship and the Victorian Rally Championship.

New for 2019, BWEZ Industrial Park will play host to a Super Special Stage. Planned for Saturday night, the stage will run in the early evening, and will provide spectacular viewing opportunities for attendees. With purpose built spectator areas, the cars of the ARC and VRC will fight in hotly contested short sprints around the short track.

The Super Special stage allows patrons to view a large proportion of a full stage from a designated area. Due to BWEZ's location, the stage should be a major attraction during the event.

The event will also feature car club displays at the central service park, and other family friendly attractions.

Goals/ Objectives

- 1. Host a high level national motor sport event in regional Victoria in 2019**
- 2. Attract participants from all across Australia to compete at the highest level of rally competition**
- 3. Increase attendance from 2018 event**

SWOT

<p>Strengths:</p> <ul style="list-style-type: none"> - 3rd year of running the event - Manufacturer involvement in championship - Strong championship heritage - Unique location/ town features - Quality accommodation - Easily accessible from metro Melbourne - Rally Hub in central location in Ballarat - Strong level of community engagement - Free to attend - Rally Hall of Fame historical significance 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - Lack of awareness of motor sport events - Difficult to spectate rallies - Cost of motor sport impacting participant numbers - Environmental impact
<p>Opportunities:</p> <ul style="list-style-type: none"> - Super special stage (SSS) - Night stages - Car club displays - Media Rides - Welcome function - Tourism and accommodation partnerships - Partnership with local media - Promote Ballarat tourism market - School and community group visits 	<p>Threats:</p> <ul style="list-style-type: none"> - Weather - Fire danger ratings - Volunteer numbers

Target Audience

General motor sport enthusiasts:

- Aged between 45- 64
- Earn between \$100,000 - \$199,000 per annum
- Majority of participants live in Victoria and New South Wales
- Likely to travel for motor sport events from both regional and metro areas

Source: Economic contribution of the Australian motor sport industry report (2013), Ernst & Young

Local:

The majority of spectators will most likely be from the local Goldfield region. Other motor sport attractions will encourage local families to attend the rally/ service park area to enjoy a local national sporting event.

Intrastate:

We expect an increase of spectators travelling from metro Melbourne to the area for the event. Communication strategies targeted at the broader state network should attract visitors.

Interstate:

Most interstate attendees will most likely be competitors or part of their support teams, and we expect this to be the smallest audience demographic at the event.

Strategy

A mixture of traditional and new media along with direct engagement activities will be used to reach our target audience and deliver our marketing objectives for 2019.

This year CAMS will be marketing the event as 'family friendly'. We will look to engage and encourage families to attend, and look to deliver entertainment opportunities and attractions outside of the rally competition itself.

Print

A local partnership with the Ballarat Courier will continue. This will allow us to reach the local area and allow access to spectator guides to be distributed as a handout.

TV

No TV advertising will be investigated for this event as a cost saving measure. We hope the event will capture organic attention across the event week, and VNR's will be released to news outlets (local and national) for additional sports content.

Digital

A strong focus on digital communications will be used due to its cost effectiveness. All social platforms will be utilised to promote the event.

Furthermore, the Victorian CAMS database will be targeted with electronic direct marketing communications closer to the event.

Radio

Local radio will be investigated to further broaden the event reach to mainstream consumers, rather than just CAMS members/ motor sport enthusiasts. Power FM would be targeted for advertising reach.

Out of home

Local outdoor marketing channels will be investigated for increased event exposure. A car display will also be investigated in a high density area of Ballarat such as the Central Square Ballarat shopping centre, to general local interest at a low overall cost.

Media / PR

Traditional media:

The ARC will have a dedicated 30 min post produced TV show, for distribution across the Fox Sport network (pending support from Visit Victoria).

Daily VNRs will also be distributed to mainstream TV networks for news and motor sport TV shows (ie Channel 10's RPM).

As previously mentioned, CAMS are intending to continue a media partnership with the Ballarat Courier to ensure strong event coverage. Further, spectator guides distributed via the paper will further attract local visitors to attend the event.

Social Media:

Social media coverage of the event will extend across the ARC and CAMS channels, reaching an expected 50,000 engaged followers across all platforms.

The event also expects coverage from motor sport news outlets such as SpeedCafe and AutoAction.

Event Timeline

Date	Activity
August 5 th	Radio Campaign begins
August 12 th	Social media campaign begins
	Outdoor campaign (car display) begins at Central Square, Ballarat
August 14 th	EDM communication to all Victorian CAMS members
August 21 st	School visits by Rally drivers/ teams
August 23 rd	VIP / Media Rides
	Ceremonial Start
	Spectator guides distributed via Ballarat Courier
August 24 th	Event begins
August 25 th	Event ends

Courier Eureka Rally – Final Event Report

Summary of event

Venue: The Courier Eureka Rally HQ was situated in the Ballarat Airport. Saturday Special Stages were held in Wombat State Forrest and the Sunday Special Stages held south of Ballarat near Ross Creek.

Date: 3-4 March, 2018

Results:

Australian Rally Championship

1. Harry Bates / John McCarthy
2. Steve Glenney / Michael Potter
3. Eli Evans / Ben Searcy

Australian Rally Championship 2WD

1. Adam Kaplan / Aleshia Penney

Victorian Rally Championship

1. Matt Lee / Annie Dougherty
2. Ryan Clinnick / Daniel Brkic
3. Paul Eccles / Tom Ruessman



Weather:

Saturday: 30 degrees and Sunny

Sunday: 21 degrees and Mild



Highlights:

Event ceremonial start in Camp Street, Ballarat. Event officially opened by City of Ballarat Councillor Jim Rinaldi.

Harry Bates completes back to back Eureka Rally wins, and collects a maiden ARC win for his Toyota Yaris AP4 car

Steve Glenney on the podium after returning to the ARC competition after ten years

ARC 2WD winners Adam Kaplan and Aleshia Penney winning the 2WD round by just 1 point



Issues

One stage had to be stopped due to a slow moving public vehicle in the vicinity of the stage. As such, the stage was converted to a slow speed transfer stage and a time was allocated to each team via a formula based on the other times from stages during the day.

The major issue of the event was the level of support required to run a Super Special Stage was not attained and the event section had to be removed from the program. A number of factors contributed to this, including the change of venue for the service park to the Ballarat Airport rather than the originally planned, Victoria Park. This was due to the park maintenance required for the change of sporting seasons. Furthermore, another hindrance was due to not meeting the sponsorship funding requirements to fund the necessary infrastructure for the stage.

A Super Special Stage will be again investigated for the 2019 event, as it elevates the event to a new level.

Marketing / Promotion

The event secured a naming rights partnership with the local Fairfax media paper, the Ballarat Courier. This ensured a high proportion of rally content to be pushed through the paper, and advertising space in early general news sections. This was an effective way to promote the event, as the targeted reach by regional newspapers are a strong communication method with the local community. Further, WIN news ran stories on the event each night in the regional Victorian news bulletin.

Finally, the event was covered a by post-produced, Free-to-Air TV highlights show on channel 7mate. Broadcast 2 weeks after the event, the show featured in-depth coverage 2018 event, as well as a local area highlights package of the Ballarat region.



Targets

Sponsorship: The sponsorship target for the event was around \$95,000 for the event. Through commercial activities and sponsorship agreements, approximately \$40,000 was raised. Unfortunately due to this, the event had to be adjusted to be able to run the event in a worthwhile way.

Participation: 46 teams competed in the Eureka Rally. Whilst initially 50 teams were entered, some encountered mechanical issues and were forced to withdraw. This was comparable to the 2017 event.

Attendance/ Ticket Sales

Spectating the ARC event was free, so attendance records were not kept. Through our estimation, we believe there were close to 1,500 spectators each day. Designated spectator areas were set up for the general public to safely spectate the rally and enjoy the competition. Furthermore, the rally HQ was a free attraction and included displays from a local car club.



Participation Numbers

There was a total of 46 teams which competed in the event. Each team consisted of a driver and co-driver.

The breakdown of entrants per state was as follows:

VIC	53
TAS	2
QLD	4
SA	11
WA	5
ACT	2
NSW	14
NZ	1

The Eureka Rally, as with all motor sport events, allows all genders to compete without gender bias. There was a total of 16 female drivers and co-drivers that participated in the event.



Community Benefit

The majority of the event volunteers were from the local Ballarat community. Approximately 120 officials were used for the event, mainly from the Ballarat Light Car Club and Historic Rally Association. Juniors from both clubs were also active in assisting with stage teams and road closures.

Estimated Economic Impact

Feedback was sought post the Eureka rally. The below outcomes has been deduced by the sample of data collected from competitors, officials and event media. Sample size was 112 responses.

Media and Officials:

Approximately half the media and officials contingent for the event either camped, used a short term rental service such as AirBnB, or stayed in a hotel/motel, for an average of 3 nights. This represents approximately 420 bed nights.

Teams:

On average, each team spent approximately \$2,800 on food and beverage during their stay, equating to approximately \$130,000 in revenue for the local establishments. Averaging a 4 night stay in the area, the teams equated for approximately 1,200 bed nights.

Total:

Approximately 1,620 bed nights were generated, and over \$300,000 of revenue was generated for the local community via the event.



Final Event Budget

Abridged version of the budget below. Full budget will be supplied as a separate attachment

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List of Sponsors

Championship Sponsors

- MRF tyres (ARC)
- Focuson Furniture (VRC)

Event Sponsors

- The Ballarat Courier (Fairfax Media)
- Victorian State Government
- City of Ballarat
- Fulton Hogan
- Western Victorian Crane Trucks
- Fast Track Towing
- Pedders Suspension, Ballarat
- AutoProjects
- The City Oval Hotel
- MrBrakes

Summary of media and broadcast coverage

Video content

TV highlights package (7mate show):

<https://www.youtube.com/watch?v=jLVdX20GUd4>



Saturday Rally VNR:

<https://www.youtube.com/watch?v=iekImkWEGAs>

Sunday Rally VNR:

<https://www.youtube.com/watch?v=Q1FylunuTig>

Ballarat Tourism Content:

<https://www.dropbox.com/s/8s0u0w6debowk4p/ARC2018-EP1-TOURISM.mp4?dl=0>

Win News:

https://twitter.com/WINNews_Bal/status/969044437127938048

ABC News:

<http://www.abc.net.au/news/2018-03-03/near-death-experience-couldnt-stop-65-year-old-rally-driver/9506042>

https://www.facebook.com/abcballaratandsouthwestvic/videos/10155788357049818/?hc_ref=ARTam60lpAZfizzpHG0zEk7KGvE7UbI4ALpsy4r5rSqFtjc2Tn9g-bQ3DmvAlax0qNU&fref=nf

The Ballarat Courier:

Newspaper articles:



<http://docs.cams.com.au/Public%20Documents/Eureka%20Rally%20-%20Courier%20Articles.pdf>

<http://www.thecourier.com.au/story/5261997/its-here-check-out-revved-up-action-from-eureka-rally-racing-photos/?cs=70>

<http://www.thecourier.com.au/story/5261097/i-was-in-rev-head-heaven/?cs=62>

<http://www.thecourier.com.au/story/5262940/eureka-rally-all-done-and-dusted-for-now/?cs=62>

<http://www.thecourier.com.au/story/5258024/everything-you-need-to-know-about-ballarats-eureka-rally-this-weekend/>

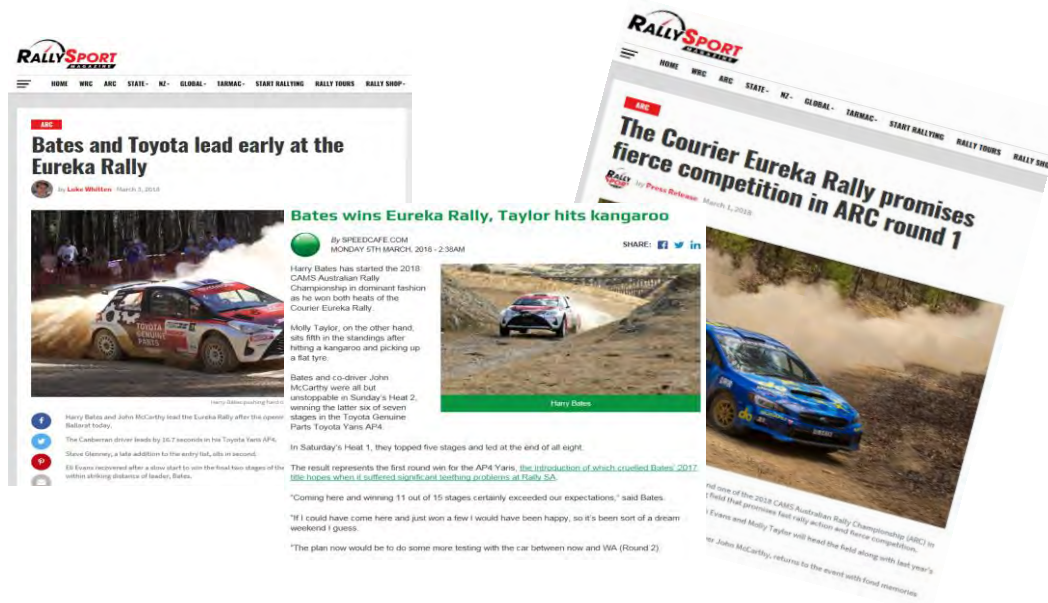
<http://www.thecourier.com.au/story/5259786/bates-ready-for-back-to-back-triumphs-in-eureka-rally/?cs=63>

<http://www.thecourier.com.au/story/5263121/bates-mccarthy-run-hot-to-win-eureka-rally-once-again/?cs=63>

<http://www.thecourier.com.au/story/5249972/taylor-confirms-new-co-driver-for-rally-campaign/?cs=63>

<http://www.thecourier.com.au/story/5258454/travelling-at-top-speeds-through-the-bush-puts-a-smile-on-toms-face/?cs=62>

Online motor sport coverage:



<https://rallysportmag.com/roo-blues-suba-roo-eureka-rally040318/>

<https://rallysportmag.com/2018-eureka-rally-heat-1-photos030318/>

<https://rallysportmag.com/puncture-fails-to-deflate-subaru-spirit-at-eureka-rally040318/>

<https://rallysportmag.com/bates-toyota-lead-early-eureka-rally/>

<https://rallysportmag.com/eureka-rally-receives-funding-boost-from-victorian-government020318/>

<https://rallysportmag.com/exclusive-glenney-a-surprise-addition-to-eureka-rally-contenders010318/>

<https://rallysportmag.com/the-courier-eureka-rally-promises-fierce-competition-in-arc-round-1010318/>

<https://rallysportmag.com/evans-eyes-number-one-spot-at-eureka-rally280218/>

<https://rallysportmag.com/harry-bates-claims-gold-courier-eureka-rally040318/>

<https://www.speedcafe.com/2018/03/05/bates-wins-eureka-rally-taylor-hits-roo/>

Government funding

The Government funding provided ensured CAMS, in conjunction with the Ballarat Light Car Club, were able to run the event at a financially acceptable level and to a high standard.

Government support was acknowledged via the following:

- Australian Rally Championship website
- CAMS website
- Event Website
- The Courier newspaper
- Speech at the ceremonial start
- Speech at the podium at the conclusion of the event
- Various signage (including the mesh banners) provided by Sport and Recreation Victoria





2017-2019 STRATEGIC PLAN



MESSAGE FROM THE CEO



CAMS' role is diverse, it is challenging but above all else it is critically important. It has a responsibility to a diverse range of stakeholders: the FIA, government, various categories, promoters, venues and the broad range of people who earn their living in motor sport. However at the very core of CAMS' purpose are clubs and members, without whom there would simply be no sport.

From the most senior officials, to club office bearers, those competing nationally and beyond, to youngsters at their first club motorkhana or Ricciardo's Racers day, our people are what drives motor sport forward and to whom we owe the greatest responsibility.

To this end, the headline statement of the 2017 – 2019 Strategic Plan captures the essence of CAMS' diverse and important role:

CAMS will advance and grow motor sport for Australian participants at all levels as the trusted custodian, developer and facilitator of sustainable, safe and fair sport.

Four key objectives have been identified within the strategy: to deliver sustainable financial growth, improve brand and reputation, grow participation and membership and align strategy, culture and performance.

Each of these areas represent opportunities for our organisation and motor sport as a whole. A significant amount of thought has gone into developing initiatives to meet these objectives, and with a united, unwavering and determined effort over the next three years they will be firmly within our grasp.

A handwritten signature in black ink, appearing to read 'Eugene Arocca'. The signature is fluid and cursive, written over a white background.

Eugene Arocca
Chief Executive Officer



In 2017 - 2019, CAMS will advance and grow motor sport for Australian participants at all levels as the trusted custodian, developer and facilitator of sustainable, safe and fair sport.

DELIVER SUSTAINABLE FINANCIAL GROWTH



OBJECTIVES

Redefine driver development programs and Foundation Strategy to ensure sustainability and growth

Improvement in fiscal management of operational activities, contract management, reporting and oversight

Ensure viability and profitability of CAMS National Racing Championships

Grow core revenue streams: events, membership, training, consultancy, sponsorship and international events



MEASURING SUCCESS

Revenue growth: CAMS

Revenue growth: CAMS Group

Financial surplus: CAMS

Financial surplus: CAMS Group

IMPROVE BRAND AND REPUTATION



OBJECTIVES

Make CAMS easier to deal with through continued improvement in membership services

Increase trust from members and motor sport community through transparent, engaging and proactive communication

Build communications, marketing and digital capacity to improve content and promotional support across all activities

Improve reputation of CAMS entities and stakeholder relationships, including media, industry, government, FIA, circuits, delegates



MEASURING SUCCESS

Brand measurement: Members

Brand measurement: Primary Stakeholders

Brand measurement: Government

Brand measurement: Combined

GROW PARTICIPATION AND MEMBERSHIP



OBJECTIVES

Increase service to clubs to provide opportunities for growth, including simple affiliation packages and processes

Provide clear advice and assistance to new and existing venues with respect to safety, development and risk management

Make it easier for people to compete and officiate through improved licence / permit structures and processes

Grow participation through deeper engagement with competitors and sound management of championships



MEASURING SUCCESS

Competition licence holders

Accredited Officials

Permitted events

Affiliated clubs and members

ALIGN STRATEGY, CULTURE AND PERFORMANCE



OBJECTIVES

Embed high performance culture with professionalisation of administration and alignment / engagement of staff and volunteers

Continually improve performance standards and accountability of CAMS Officials

Consolidate entities to build capacity in functional teams and achieve operational efficiencies

Implement review / assessment processes to improve governance and performance of Board, Commissions, Councils and Panels



MEASURING SUCCESS

Officials alignment

Officials engagement

Employee alignment

Employee engagement

CONFEDERATION OF AUSTRALIAN MOTOR SPORT
851 DANDENONG RD, MALVERN EAST, VIC 3145
PH 1300 883 959 FAX (03) 9593 7700
EMAIL INFO@CAMS.COM.AU

CAMS.COM.AU
info@cams.com.au



TOURISM EVENT GRANT PROGRAM ASSESSMENT

Event: Australian Rally Championship: Eureka Rush
 Event Length: 2 Days
 Date: 24 August - 25 August 2019
 Venue: Special Stages - BWEZ Industrial Estate and Rally Stages - Beaufort.

	Evaluation	Points Avail.
1. Quality		
Does the event or activity fill a gap in the event calendar and provide benefit to the Ballarat community?		
Type of event: Does this type of event align with the strategic direction of the City of Ballarat Council Plan?	1	4
Is the event (or proposed event) generally well supported and/or beneficial to the community?	3	4
Event date: Is there room for this event in the calendar?	3	4
Event location: Is the location appropriate?	3	4
Inclusiveness and accessibility of the event: Does the event appeal to a broad cross section of audiences?	3	4
2. Feasibility		
Can the project be delivered on time, on budget and to a high standard?		
Is the Project Budget complete, realistic and proportionally allocated to key areas?	3	4
Is the Risk Management Plan appropriate?	3	4
Is the Event Management Plan appropriate?	2	4
Is there proven ability to deliver the project successfully on time?	4	4
Is the allocated staffing and resources appropriate to deliver the event?	4	4
3. Reach		
Will the event raise the profile of Ballarat to state, national or international audiences?		
Does the event add value to the brand equity of Ballarat?	6	10
Is the Marketing Plan appropriate to achieve tourism attendance targets?	5	5
Does the event plan to run in Ballarat in the future?	5	5
4. Investment		
Does the event warrant funding?		
Does it intend to bring increased visitation to Ballarat?	6	10
Does the event have intentions of becoming self-sustainable from Council funding in the future?	6	10
Does the project provide a good level of expected economic return from tourist visitation and a good overall return on investment?	20	20
<i>^ Additional/reduced points (PCG re-assessment of visitation)</i>		
TOTAL POINTS	77	100

Table 1: Guide for Return on Investment (ROI)

ROI LEVELS	Points
1:1 – 15:1	0 points
16:1 – 20:1	Up to max. 5 points
21:1 – 25:1	Up to max. 10 points
26:1 – 30:1	Up to max. 15 points
31:1 +	Up to max. 20 points

Table 2: Calculation of TOTAL points gained from the assessment.

Total Points	
0-55	Not recommended for funding
56-65	0-25%
66-75	25-50%
76-85	50-75%
86 +	75-100%

VISITATION	Application	PCG Evaluation
Estimated local attendance	4,500	
Estimated out of town attendance - day trip	2,500	2500
Estimated out of town attendance - overnight	2,000	1600
Average night stay	5.0	2
TOTAL ATTENDANCE	9,000	

ECONOMIC IMPACT	ROI	Econ. Impact
Estimates based on application	86:1	1,727,500
Estimates based on PCG predicated visitation	36:1	727,900

Cash funding sought	\$ 20,000.00
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Cash funding recommended (based on assessment)	\$ 10,000.00	50%
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Tourism Impact Summary Report for Ballarat (C) (Tourism Activity: 2 days)

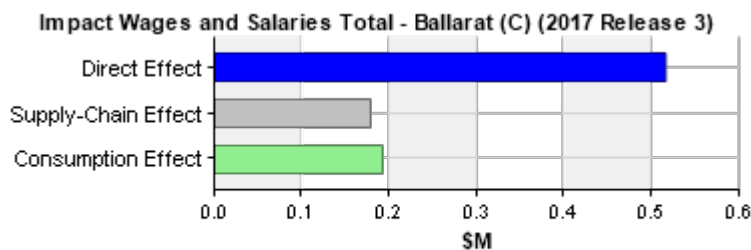
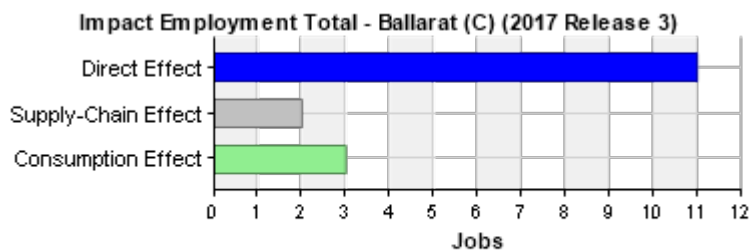
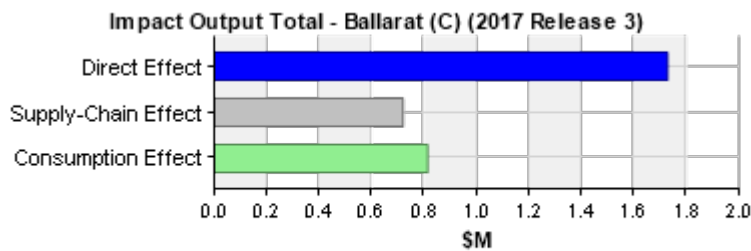
- Assessment of the event includes the following assumptions taken from event application TEGP00040:
 - Overnight stays x 2000
 - Day trips x 2500
 - Length of stay 5 nights.

Tourism Impact Scenario

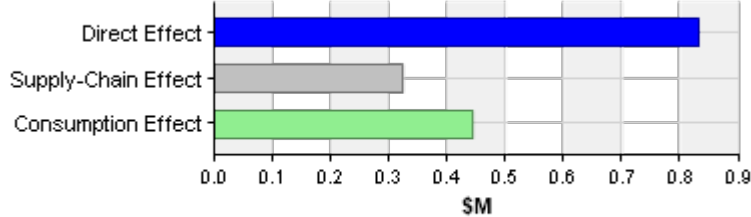
Name	CAMS Eureka Rally - event organiser stats
Duration	2 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	2,500	2,000	0	4,500
Number of Nights	n/a	5.00	0.00	
Estimated Expenditure per Visitor (\$)	\$103	\$735	\$0	
Total Estimated Expenditure (\$)	\$257,500	\$1,470,000	\$0	\$1,727,500

Tourism Impacts



Impact Value-Added Total - Ballarat (C) (2017 Release 3)



Under this scenario Gross Regional Product is estimated to increase by \$1.598 million (0.02%) to \$6,444.313 million. Contributing to this is a direct increase in output of \$1.728 million, 11 additional jobs , \$0.516 million more in wages and salaries and a boost in value-added of \$0.831 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.719 million, 2 more jobs , \$0.179 million more paid in wages and salaries, and a gain of \$0.323 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.416
Employment	1.182
Wages and Salaries	1.346
Value-added	1.389

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$0.814 million, employment by 3 jobs , wages and salaries by \$0.192 million, and value-added by \$0.444 million.

Under this scenario, total output is expected to rise by \$3.260 million. Corresponding to this are anticipated increases in employment of 16 jobs , \$0.887 million wages and salaries, and \$1.598 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.887
Employment	1.455
Wages and Salaries	1.719
Value-added	1.922

Tourism Impact Summary (Tourism Activity: 2 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$1.728	\$0.719	\$0.814	\$3.260	1.416	1.887
Long Term Employment (Jobs)	11	2	3	16	1.182	1.455
Wages and Salaries (\$M)	\$0.516	\$0.179	\$0.192	\$0.887	1.346	1.719
Value-added (\$M)	\$0.831	\$0.323	\$0.444	\$1.598	1.389	1.922

Disclaimer

All figures, data and commentary presented in this report are based on data sourced from the Australia Bureau of Statistics (ABS), most of which relates to the 2016, 2011, 2006 and 2001 Censuses, and data sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) published by Tourism Research Australia.

Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated.

This report is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any action in any way related to the figures, data and commentary presented in this report is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

Tourism Impact Summary Report for Ballarat (C) (Tourism Activity: 2 days)

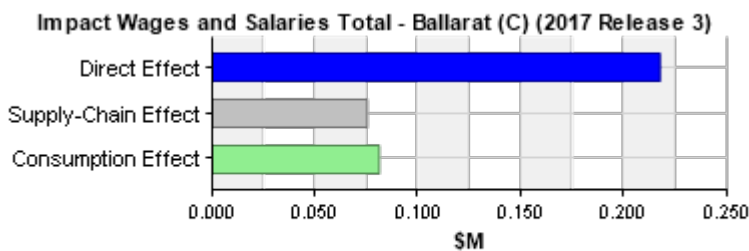
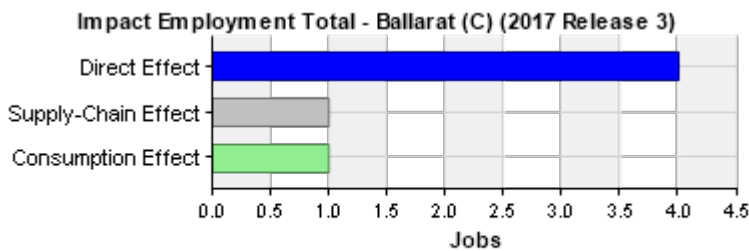
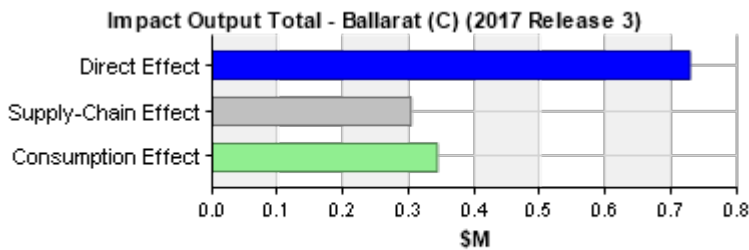
- Additional REMPLAN assessment conducted of the event based on the following assumptions:
 - Overnight stays outcome from the 2018 event of 1,600 bed nights created
 - Day trips as stated in the 2019 submission
 - Length of stay reduced from projected 5 nights to 2 nights to align with length of event competitions only

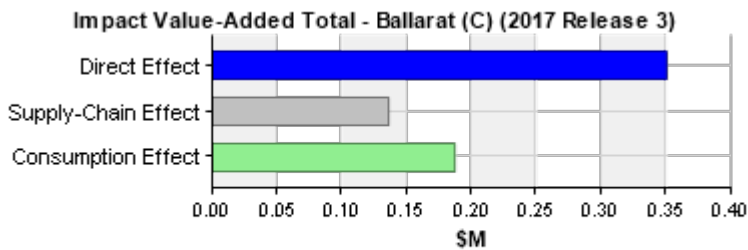
Tourism Impact Scenario

Name	CAMS Eureka Rally - COB assessment 2
Duration	2 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	2,500	1,600	0	4,100
Number of Nights	n/a	2.00	0.00	
Estimated Expenditure per Visitor (\$)	\$103	\$294	\$0	
Total Estimated Expenditure (\$)	\$257,500	\$470,400	\$0	\$727,900

Tourism Impacts





Under this scenario Gross Regional Product is estimated to increase by \$0.673 million (0.01%) to \$6,443.388 million. Contributing to this is a direct increase in output of \$0.728 million, 4 additional jobs , \$0.217 million more in wages and salaries and a boost in value-added of \$0.350 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.303 million, 1 more job , \$0.075 million more paid in wages and salaries, and a gain of \$0.136 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.416
Employment	1.250
Wages and Salaries	1.346
Value-added	1.389

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$0.343 million, employment by 1 job , wages and salaries by \$0.081 million, and value-added by \$0.187 million.

Under this scenario, total output is expected to rise by \$1.374 million. Corresponding to this are anticipated increases in employment of 6 jobs , \$0.374 million wages and salaries, and \$0.673 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.887
Employment	1.500
Wages and Salaries	1.719
Value-added	1.922

Tourism Impact Summary (Tourism Activity: 2 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$0.728	\$0.303	\$0.343	\$1.374	1.416	1.887
Long Term Employment (Jobs)	4	1	1	6	1.250	1.500
Wages and Salaries (\$M)	\$0.217	\$0.075	\$0.081	\$0.374	1.346	1.719
Value-added (\$M)	\$0.350	\$0.136	\$0.187	\$0.673	1.389	1.922

Disclaimer

All figures, data and commentary presented in this report are based on data sourced from the Australia Bureau of Statistics (ABS), most of which relates to the 2016, 2011, 2006 and 2001 Censuses, and data sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) published by Tourism Research Australia.

Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated.

This report is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any action in any way related to the figures, data and commentary presented in this report is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

11.4. BALLARAT EAST LOCAL AREA PLAN

Division: Development and Planning
Director: Angelique Lush
Author/Position: Kimberley Purvis – Strategic Planner

OFFICER RECOMMENDATION

Council resolves to:

- 1. Adopt the Ballarat East Local Area Plan (May 2019).**
- 2. Seek Authorisation from the Minister for Planning to commence a Planning Scheme Amendment, pursuant to Section 8A of the *Planning and Environment Act 1987*, and to place the Amendment on exhibition pursuant to Section 19 of the *Planning and Environment Act 1987*, to introduce:**
 - a. the Ballarat East Local Area Plan as a Background Document;**
 - b. Local Planning Policy for Ballarat East which outlines the distinctive characteristics and community values derived preferred character;**
 - c. Schedule 3 to the Neighbourhood Residential Zone (NRZ3);**
 - d. Schedules 3, 4 and 5 to the General Residential Zone (GRZ3, GRZ4 and GRZ5);**
 - e. Schedule 224 to the Heritage Overlay (HO 224); and**
 - f. Apply the Public Park and Recreation Zone to public reserve land currently used for this purpose**
- 3. Note the Ballarat East Neighbourhood Landscape Character and Significant Views Study (May 2019) and the Development Guidelines - Ballarat East Neighbourhood Character (May 2019)**

Note: The Local Planning Policy and planning controls will be subject to further refinements during the planning scheme amendment process. Details of the Heritage Overlay and the Public Park and Recreation Zone will be confirmed following specific consultation with the individual landowners.

EXECUTIVE SUMMARY

To ensure future growth and development incorporates local values, Council has committed to undertake local area planning for a number of areas within Ballarat, including Ballarat East. Over the past 4 years, Council officers have undertaken extensive research and worked closely with the community to develop the Ballarat East Local Area Plan. The Ballarat East Local Area Plan includes a long-term vision, objectives, strategies and an implementation plan, and will help the community and the City of Ballarat manage change in Ballarat East into the future.

This report recommends adoption of the Ballarat East Local Area Plan (May 2019) and recommends Council request the Minister for Planning to authorise a planning scheme amendment to introduce:

- the Ballarat East Local Area Plan as a Background Document and associated local policy;
- Schedule 3 to the Neighbourhood Residential Zone (NRZ3);
- Schedules 3, 4 and 5 to the General Residential Zone (GRZ3, GRZ4, GRZ5);
- Schedule 224 to the Heritage Overlay (HO 224); and
- to broaden the application of the Public Park and Recreation Zone (PPRZ) into the Ballarat Planning Scheme to give it effect.

The report notes the proposed draft local planning policy, zone and overlay schedules will be subject to further refinements during the planning scheme amendment process.

The Local Area Plan is underpinned by the Ballarat East Neighbourhood Landscape Character and Significant Views Study (May 2019). Development Guidelines - Ballarat East Neighbourhood Character (May 2019) have been developed to communicate community values and provide decision making guidance to developers.

The final Ballarat East Local Area Plan has been completed following extensive community and stakeholder consultation.

RATIONALE

In recognition of the unique nature of Ballarat's suburban areas, 'Today, Tomorrow, Together: The Ballarat Strategy' (2015) proposed a series of integrated local area plans. These plans were intended to provide each area with a long-term vision and action plan to support Council and the community to manage change, future growth and development. So far, local area planning has been completed for Learmonth, Cardigan Village, Burrumbeet and Ballarat East (this report) and is underway for Miners Rest, Brown Hill and Buninyong.

The Ballarat East Local Area Plan has been undertaken as a UNESCO Historic Urban Landscape (HUL) pilot project. Ballarat is the first local government area in the world to have undertaken local area planning using this approach. The HUL uses a participatory planning approach and ensures that community values about a place are at the heart of the decision making for an area.

The Ballarat East Local Area Plan aims to:

- Establish a long-term community vision for Ballarat East;
- Ensure that local values are conserved, enhanced and strengthened and that change and development are managed to maintain liveability;
- Develop an implementation plan outlining timeframes and responsibilities for delivery;
- Guide the City of Ballarat and other authorities to prioritise investment in the region;
- Provide a sound basis for the community and the City of Ballarat to apply for grants or lobby for funding; and
- Identify potential changes to the Ballarat Planning Scheme to implement land use planning actions to achieve the vision and conserve, enhance and strengthen local values.

The final Ballarat East Local Area Plan has recently been completed following extensive community and stakeholder consultation. The following table provides details of the stages of

development of the plan, and details of the community consultation process is included later in this report.

Ballarat East Local Area Plan program	
Stage 1	Initial community consultation – Imagine: Ballarat East (early 2016)
Stage 2	Release of ‘Imagine Ballarat East: Discussion Paper’ (May 2016)
Stage 3	Community consultation on the ‘Imagine Ballarat East: Discussion Paper (May 2016)
Stage 4	Release of ‘Imagine Ballarat East: Directions Paper’ (December 2017)
Stage 5	Community consultation on the Imagine Ballarat East: Directions Paper (December 2017 – early 2018)
Stage 6	Release of Draft Ballarat East Local Area Plan (November 2018)
Stage 7	Community consultation on the Draft Ballarat East Local Area Plan (November 2018 – February 2019)
Stage 8	Preparation of Final Ballarat East Local Area Plan and presentation to Council to seek adoption and seek authorisation to prepare a Planning Scheme Amendment (May 2019)
Stage 9	If approved, undertake a Planning Scheme Amendment, including exhibition of the final Ballarat East Local Area Plan and associated documents to introduce it into the Ballarat Planning Scheme. (Commence mid 2019)
Stage 10	Implementation - ongoing

Final Ballarat East Local Area Plan (May 2019) (see Attachment 1)

The local area plan provides a long-term vision for Ballarat East (see Figure 1 and 2 below for the vision and study area).

THE COMMUNITY’S VISION FOR BALLARAT EAST

Ballarat East is made up of many environmental, cultural and historical legacies. Bookended by Woookarung Regional Park and the CBD, connecting forest to city. A blending of old with new. A tapestry of distinctive streetscapes, a rich natural environment that draws its character from ancient waterways, and a diversity of housing with pockets that surprise and delight. Friendly locals, tales of gold, and continuing Wadawurrung culture.

The rolling landscape provides special views that remind us of where we are by connecting us with our surroundings. The abundance of open space and community facilities bring locals out, staying active and connected. World-class tourist attractions bring visitors, to experience and enjoy.

Ballarat East will continue to evolve as a place of innovation, creativity and opportunity, building on its distinctiveness and character. A wonderful place to live, celebrate the past and create new memories. A place we are proud of and happy to share.

Figure 1 – Community Vision for Ballarat East

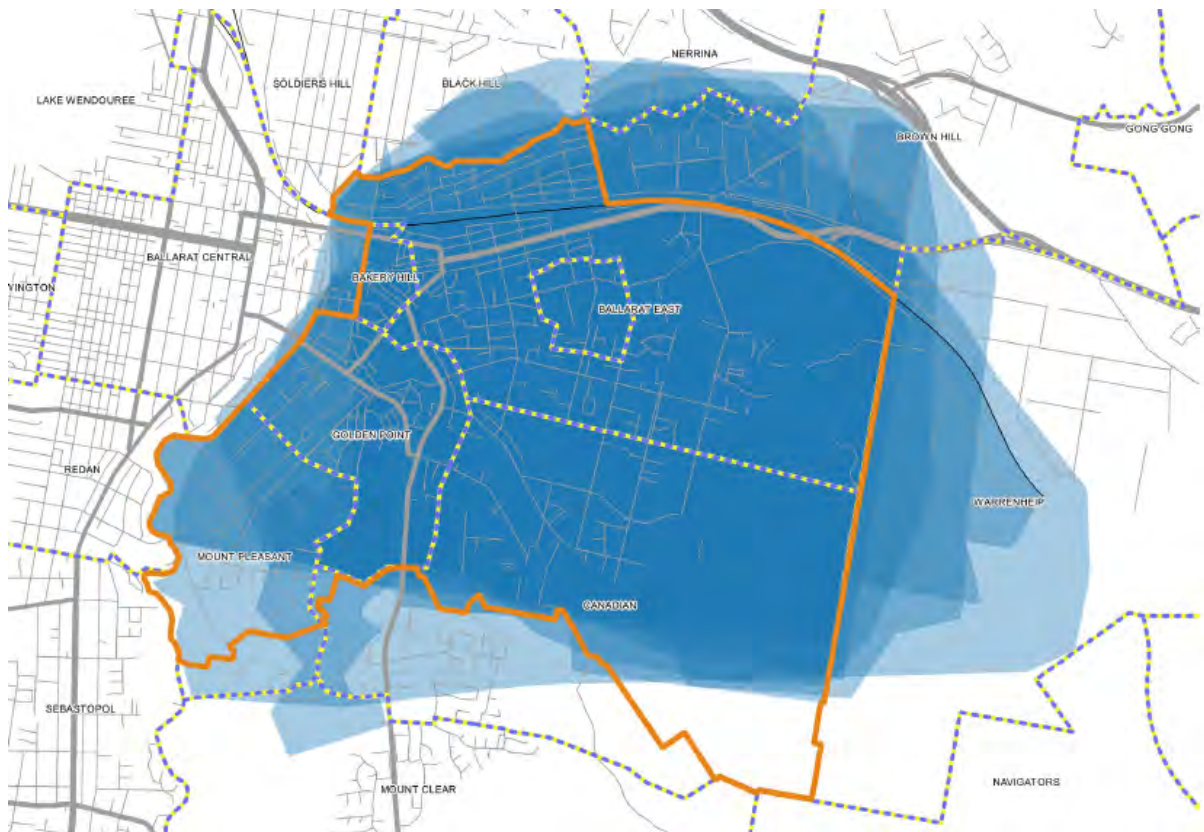


Figure 2 – Ballarat East Local Area Plan Study Area – outlined in orange

The plan sets out a strategic framework to manage and guide future land use and development through to 2040. This will be realised through the following themes:

- Theme 1: Natural Environment;
- Theme 2: Cultural and Built Heritage;
- Theme 3: Settlement and Liveability;
- Theme 4: Community Services and Infrastructure; and
- Theme 5: A Prosperous Future.
-

Based on the issues and interests identified by the Ballarat East community and stakeholders, these five themes were used to frame and develop a series of objectives, strategies and associated regulatory and non-regulatory actions.

The implementation plan in the Ballarat East Local Area Plan outlines potential partners for each action and the anticipated timeframe - short, medium, long term and ongoing. It is envisaged implementation will occur progressively to 2040 and will require careful management and continued communication with the local community, business owners and landowners. While many actions will be the responsibility of the City of Ballarat, initiatives will also need to be pursued by other government agencies, landowners and the community as indicated in the relevant implementation plan.

Interrelated strategic planning considerations

There are a number of other major strategic land use considerations within and near the local area plan area which have an interrelationship with the Ballarat East Local Area Plan. These include:

- Bakery Hill and Bridge Mall Precinct Urban Renewal Plan;
- Brown Hill Local Area Plan; and
- Better Flood Planning for Ballarat – 11 Waterways Flood Amendment.

Bakery Hill and Bridge Mall Precinct Urban Renewal Plan

Much of the land within the Civic Heart neighbourhood character precinct is also included in the Bakery Hill and Bridge Mall Precinct Urban Renewal Plan. Whilst the strategic role and importance of the Bakery Hill and Bridge Mall Precinct has been considered during development of the plan, possible new planning controls for the Civic Heart precinct will defer to the recommendations in the Bakery Hill and Bridge Mall Precinct Urban Renewal Plan.

Brown Hill Local Area Plan

The north east portion of the Ballarat East Local Area Plan study area abuts the Brown Hill Local Area Plan study area. Part of Brown Hill was originally included in the Ballarat East Local Area Plan study area, however after initial community feedback it was removed in order to undertake a separate local area planning process to address the unique planning issues identified.

Better Flood Planning for Ballarat – 11 Waterways Flood Amendment

The Yarrowee River, Canadian Creek and tributaries, and the Warrenheip Creek and tributaries are included in Better Flood Planning for Ballarat project. The health and management of waterways has been raised by the community during the consultation process for the Ballarat East Local Area Plan, and a number of actions have been included to address these issues.

Flood controls are proposed to be applied to land within the Ballarat East study area via the Better Flood Planning for Ballarat planning scheme amendment process that is proposed to commence in late 2019.

Specific matters

The following provides an overview of a number of specific matters that have been considered in preparation of the final Ballarat East Local Area Plan.

Future growth and neighbourhood character management

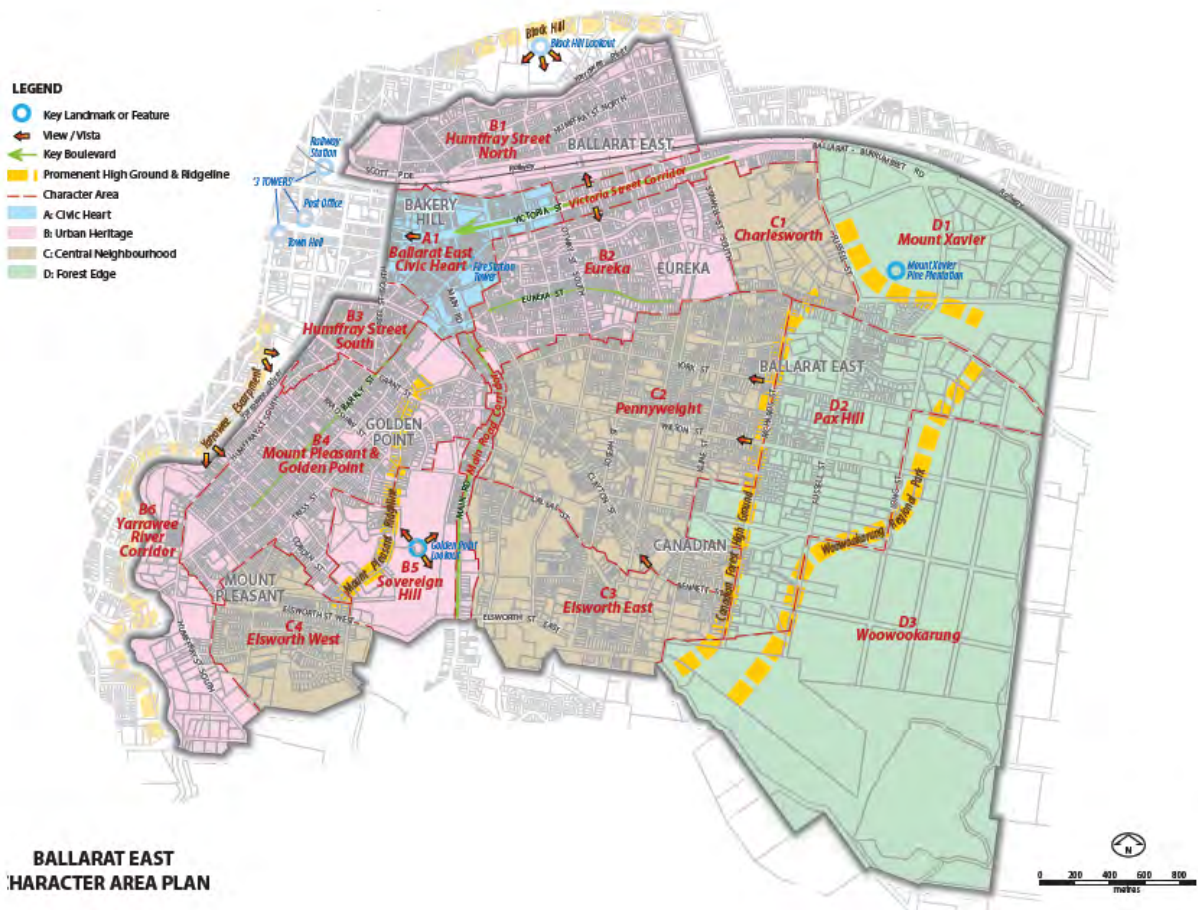
The Ballarat Strategy guides the growth of the city and is focused on providing infill development – to reduce urban sprawl and to ensure efficient provision of infrastructure, services and facilities. Growth should be targeted to identified priority areas, including within Convenience Living Corridors, within proximity to activity centres, within designated Urban Renewal Areas and designated Greenfield Areas. It is expected that areas outside of these priority areas will experience ongoing incremental growth, strongly guided by neighbourhood and landscape character and taking into consideration environmental constraints and access to services, transport links and infrastructure.

The Ballarat Strategy commits Council to a program of local area planning to identify community values, landscape values and acceptable levels of change for sensitive neighbourhoods, to provide certainty to residents and developers as to what types of developments to attract and support.

Examples of undesirable development with very small lot sizes, excessive site coverage and inadequate landscaping have raised concerns within the community and have not made a positive contribution to the landscape and neighbourhood character in areas of the Ballarat East study area.

A Ballarat East Neighbourhood Landscape Character and Significant Views Study (May 2019) (Attachment 2) has been prepared, which has identified 4 key character areas:

- Civic Heart;
- Urban Heritage;
- Central Neighbourhood; and
- Forest Edge.



In response to community consultation findings, and the Ballarat East Neighbourhood Landscape Character and Significant Views Study (May 2019) (Attachment 2), it is proposed to introduce schedules to the Neighbourhood and General Residential Zones to specify development expectations and guide character outcomes for new development. The proposed schedules include:

- Neighbourhood Residential Zone – (Schedule 3 – Forest Edge);
- General Residential Zone – (Schedule 3 – Forest Edge);
- General Residential Zone – (Schedule 4 – Central Neighbourhood); and
- General Residential Zone – (Schedule 5 – Urban Heritage).

The introduction of schedules to the existing zones will ensure that the Planning Scheme provides a greater level of guidance to developers and the community regarding the type of development that reinforces the community values for Ballarat East.

These schedules will be accompanied by Development Guidelines - Ballarat East Neighbourhood Character (May 2019) which detail community values, design requirements and clearly provide guidance on development expectations (See Attachment 3 – draft schedules and Attachment 4 – Development Guidelines). It is envisaged that the Schedules and Development Guidelines will allow Council’s Statutory Planners to assess and decide on applications within Ballarat East with consideration of identified community values.

A summary of the proposed controls in each of the proposed schedules is provided in the table below:

Precinct	Character objectives to be achieved included in schedule?	Permit required for single dwellings on lots less than 500sqm	Modified building site coverage requirement included in schedule?	Additional landscaping requirement included in schedule?	Additional private open space requirement included in schedule?	Additional application requirements included in schedule?	Additional decision guidelines included in schedule?
Forest Edge (NRZ)	Yes	Yes	Yes – 40%	Yes – 2 x 12 metre minimum mature height trees to be provided	Yes – minimum 80sqm private open space, including 40sqm secluded private open space	Yes	Yes
Forest Edge (GRZ)	Yes	Yes	Yes – 40%	Yes – 2 x 12 metre minimum mature height trees to be provided	Yes – minimum 80sqm private open space, including 40sqm secluded private open space	Yes	Yes
Central Neighbourhood (GRZ)	Yes	No – standard single dwelling permit requirement for lots less than 300sqm applies	Yes – 40%	Yes – 2 x 8 metre minimum mature height trees to be provided	Yes – minimum 80sqm private open space, including 40sqm secluded private open space	Yes	Yes
Urban Heritage (GRZ)	Yes	No – standard single dwelling permit requirement for lots less than 300sqm applies	No – standard mandatory Rescode figure applies (60%)	Yes – 1 x 8 metre minimum mature height trees to be provided	Yes – minimum 35sqm secluded private open space	Yes	Yes

It should be noted that the Ballarat East Local Area Plan proposes to introduce schedules to the existing pattern of residential zones across the precinct. Whilst the Reformed Residential Zones were introduced by the state government in 2013, these have been modified a number of times since and it is understood that a Practice Note will be released shortly. Following release of this Practice Note it is proposed to undertake a city-wide Residential Zones review which may result in changes to the underlying residential zone pattern for the municipality. It is envisaged that the current proposed character controls and guidance for Ballarat East will be translated through to any new zoning that would be applied.

Managing Waterways

There are a number of waterways that traverse the Ballarat East study area where the underlying zoning is not consistent with optimum site management. For a higher level of protection and to clarify land use intent, it is proposed to broaden the application of the Public Parks and Recreation Zone to areas of Council owned reserve where the zoning is currently either the General Residential Zone or the Commercial 1 Zone.

Enhancing vitality and diversity of local areas

There are a number of 'corner shop' sites scattered throughout Ballarat East, particularly within the Urban Heritage character precinct that contribute to the distinctive character and diversity of Ballarat East, are which are highly valued by the community. Many of these sites are underutilised as the current residential zoning prohibits many possible uses from being carried out, restricting the potential of these sites to contribute to the vitality of the area, for example use as a café/restaurant.

The Heritage Overlay has a mechanism which enables ordinarily prohibited uses to be carried out subject to a planning permit. It is proposed that for existing 'corner shop' sites already within the Heritage Overlay, that a new Schedule to the Heritage Overlay should apply, enabling these sites to be activated and contribute to the sense of vitality and land use diversity within the precinct and enhance potential for wider community benefit.

Key Sites

A number of key sites have been identified in the Ballarat East Local Area Plan which offer the potential for future enhancement and development. These have been identified because they are:

- Strategically located within the precinct;
- Are key activity nodes or gateway sites with potential for landscape and public realm improvements;
- Attract significant use from the community and visitors;
- Contain significant buildings that are well suited to adaptive reuse; and
- If upgraded, have the potential to provide significant community benefits in terms of safety, access and amenity.

Further work will be required for these sites to realise their full potential, including:

- The Eureka Centre Precinct and Stockade Gardens;
- Main Road/Sovereign Hill Precinct;
- Civic Heart Precinct;
- Rifle Range site;
- Convenience Living Corridors – Victoria Street and Main Road;
- Sunnyside Mill;
- Mount Xavier Golf Club;
- Lalor Street Industrial land;
- Bacon Factory, Eureka Street; and
- Former Sunicrust Bakery, Lal Lal Street.

More detailed commentary on one key site, the Rifle Range, is provided below.

Proposed rezoning of 213 Elsworth Street East (the former Rifle Range)

The Rifle Range site has been the subject of a number of rezoning attempts over the last ten years, with the owners seeking to undertake residential development and/or subdivision. Over this time, the bushfire regulations in the planning scheme have become more stringent, making the argument for residential development on this site less justifiable. Given the additional constraints and values on the site, including site contamination, environmental and native vegetation, the Rifle Range site is not considered suitable for conventional residential development or subdivision. Any future development on the site will need to suitably address the bushfire, environmental, native vegetation and contamination issues. The plan identifies

that development of the Rifle Range site also has the potential to complement the Woowookarung Regional Park and to supplement its broader recreational use.

The Ballarat East Local Area Plan does not definitively clarify the final development potential of the Rifle Range site, as this will depend on a specific proponent proposals and will be subject of a separate planning process. Guidance on development considerations for the site are included in the plan.



Proposed Planning Scheme Amendment

To ensure the Ballarat East Local Area Plan is used to guide appropriate future growth and development, it needs to be included in the Ballarat Planning Scheme.

It is proposed to undertake a planning scheme amendment to introduce:

- the Ballarat East Local Area Plan as a Background Document;
- Local Planning Policy for Ballarat East which outlines the distinctive characteristics and community values derived preferred character;
- Schedule 3 to the Neighbourhood Residential Zone (NRZ3);
- Schedules 3, 4 and 5 to the General Residential Zone (GRZ3, GRZ4 and GRZ5);
- Schedule 224 to the Heritage Overlay (HO 224); and
- Apply the Public Park and Recreation Zone to public reserve land currently used for this purpose.

The proposed draft planning scheme ordinance is included at Attachment 3. The proposed draft ordinance will be subject to further refinements during the amendment process, and as required by the state government's updated Planning Policy Framework being progressively introduced as part of the Smart Planning Program.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- City of Ballarat Council Plan 2017-2021
- Ballarat Planning Scheme
- Ballarat Strategy 2016
- Ballarat Urban Forest Action Plan 2019

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	No
Social/Cultural	Yes	Yes
Environmental/Sustainability	Yes	Yes
Economic	Yes	Yes
Financial/Resources	Yes	Yes
Risk Management	Yes	Yes
Implementation and Marketing	Yes	Yes
Evaluation and Review	Yes	Yes

Human Rights - It is considered that this Report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Social/Cultural – The Ballarat East Local Area Plan considers the social and cultural impacts through the considered and extensive consultation approach to community values within the study area. The engagement program involved wide consultation through various methods to ensure that the values of the community were understood and incorporated into the Ballarat East Local Area Plan.

Environmental/Sustainability – The Ballarat East Local Area Plan takes into consideration the environmental constraints and opportunities of the area and is embedded in a range of principles and actions outlined within the Ballarat East Local Area Plan. Environmentally significant areas such as Woookarung Regional Park and the areas interfacing/surrounding it, and the waterways coursing through the study area have been identified and discussed. The importance of retaining and improving tree canopy coverage both for wildlife and biodiversity improvements as well as climate change mitigation is considered, as well as the need to encourage more environmentally sustainable development for new buildings.

Economic – The Ballarat East Local Area Plan provides a clear future for the area by providing the community and Council with a long-term vision and an implementation plan for meeting this vision. It will also guide the City of Ballarat and other authorities to prioritise investment in the study area.

Financial/Resources – The local area plan is a 20 year + plan. A prioritised action plan is included and will be used to guide resource allocation for implementation.

Risk Management – The Ballarat East Local Area Plan is intended to establish a framework to manage land use change, based on an understanding of community values and asset and resource implications. An extensive community engagement process has been undertaken to ensure that community values are understood and reflected, and a planning scheme amendment is proposed to implement the Ballarat East Local Area Plan into the planning scheme and minimise risk for future land use growth and development.

Implementation/Marketing – An implementation plan identifies the various priorities, implementation partners and actions alongside the resources required and timeframe for implementation.

Evaluation and Review – A future planning scheme amendment will be carried out to include the Ballarat East Local Area Plan into the Ballarat Planning Scheme, and a program of Ballarat East Local Area Plan implementation review will be established.

CONSULTATION

The Ballarat East Local Area Plan has been prepared through a program of extensive community consultation, detailed in the table below.

Process	Timeframe	Purpose
Establishment Group - Imagine Ballarat East	Dec 2015	<p>The Imagine Ballarat East Establishment Group is a representative group of local community members and stakeholders (see list below). The group was established as the first step in a collaborative process to inform the development of the Local Area Plan.</p> <p>The first Establishment Group meeting was held on 10 December 2015 at Museum of Australian Democracy at Eureka (M.A.D.E). The purpose of this meeting was to launch the Imagine Ballarat East: Local Area Plan project and the first round of community engagement.</p> <p>At this workshop, attendees were invited to begin a conversation about:</p> <ul style="list-style-type: none"> • what it is about Ballarat East that people valued • the boundaries of the study area • who to engage with throughout the local area planning process. <p>A 'Community Map' was drafted following this meeting to visually represent key points of the discussion. The Map is intended to be built upon throughout the local area planning process in response to ongoing engagement activities.</p>
First Round Broad Community Consultation - Imagine Ballarat East	February to March 2016	<p>The broader Ballarat East community were invited to share what they loved, what they wanted to retain and what they imagined for the future of Ballarat East. Feedback was received through the following media:</p> <ul style="list-style-type: none"> • a community workshop • online survey • written submissions • an ongoing online Time Capsule tool, capturing photos and stories of places that are important to the community.
Community Workshop – Imagine Ballarat East	March 2016	<p>A community workshop was held at the Eureka Hall on Thursday 17 March 2016 and attended by approximately 40 community members. In alignment with the Establishment Group meeting, attendees were invited to provide feedback on:</p> <ul style="list-style-type: none"> • what it is about Ballarat East that people valued • the boundaries of the study area • who to engage with throughout the local area planning process. <p>As well as additional questioning around:</p> <ul style="list-style-type: none"> • the extent of change in the Ballarat East area that would be 'acceptable' to the community • identifying gaps in the provision of community facilities.
'Understanding Ballarat East' Research, Deakin University	2016-2017	<p>City of Ballarat established a partnership with Deakin University to undertake community research to develop a better understanding of 'Sense of Place' in Ballarat East.</p> <p>The research aimed to explore what people loved, what they wanted to retain and what they imagined for the future of Ballarat East. This involved consultation and discussions with City of Ballarat staff, as well as "recorded walks" and follow-up interviews with community members. Recorded walks were undertaken by 14 community members in 2016, with follow-up interviews in May 2017.</p>
Broad Community Consultation – 'Imagine	March 2016	<p>The Imagine Ballarat East: Discussion Paper documented what the community had said through the first round of consultation for the Local Area Plan and included other knowledge about the local area. Community feedback on the Discussion Paper was sought through:</p>

Process	Timeframe	Purpose
Ballarat East: Discussion Paper'		<ul style="list-style-type: none"> • a printed survey • an online survey • a direct email to 86 groups/organisations/individuals and random mailout to 78 households seeking submissions.
Targeted Stakeholder Engagement – 'Imagine Ballarat East: Discussion Paper'	2016	<p>Targeted consultation was undertaken with representatives of:</p> <ul style="list-style-type: none"> • Wathaurung Aboriginal Corporation • Young Peoples Consultation – Ballarat Secondary College • Development Industry Workshop • Regional Tourism providers
Broad Community Consultation Activities – 'Imagine Ballarat East: Directions Paper' and 'Pictures of Possible Futures Paper'	November 2017 to February 2018	<p>The Imagine Ballarat East: Directions Paper, released for community consultation in November 2017, provided a summary of key community values expressed through previous rounds of consultation (see Background Paper 3: Community Values for further detail), outlined the relevant findings of technical background research undertaken, and proposed potential principles and actions for community comment. A supplementary document, the 'Pictures of Possible Futures' Paper was released alongside the Directions Paper. This paper provides evocative descriptions and images of five potential futures of Ballarat East, themed around the topics of heritage, natural environment, economic growth, sustainable development, culture and arts and accessibility. The purpose of this paper was to further test the community's priorities around the various valued characteristics of Ballarat East.</p> <p>Both papers were subject to an extensive period of consultation that included:</p> <ul style="list-style-type: none"> - an open community workshop - an online survey - opportunity to provide written submission
Targeted Stakeholder Engagement - 'Imagine Ballarat East: Directions Paper' and 'Pictures of Possible Futures Paper'	February to March 2018	<p>Targeted consultation was undertaken around key topics of interest and with key stakeholder / hard-to-reach groups, these included:</p> <ul style="list-style-type: none"> - Environment Community Workshop - Environment Focus Group Workshop - Development Industry Focus Group Workshop - Local Business Workshop - Young Peoples Consultation - Parks Victoria <p>The opportunity to consult with older peoples was pursued but was abandoned due to lack of interest.</p>
Complementary community consultation feedback		<p>City of Ballarat has undertaken community consultation on several other projects relevant to Ballarat East. The findings of these processes have been reviewed and considered in the context of Imagine Ballarat East: Local Area Plan. These projects have included:</p> <ul style="list-style-type: none"> - Urban Forest Paper - Brown Hill Engaging Communities Program - Children's consultation on Lake Esmond/Canadian PS - Children's Safety Survey conducted across the municipality
Draft Local Area Plan	2018	<p>Comprehensive engagement and consultation was undertaken to seek feedback on the Draft Imagine Ballarat East: Local Area Plan. The draft Ballarat East Local Area Plan was released for community consultation along with nine Background Papers including:</p> <ul style="list-style-type: none"> • Background Paper 1 - Planning for Ballarat East: Managing a Dynamic Living Landscape • Background Paper 2 - Participatory Planning Process & Community Consultation Findings • Background Paper 3 - Community Values Assessment • Background Paper 4 - Strategic Policy Context and Directions • Background Paper 5 - Community and Housing Profile • Background Paper 6 - Natural Environment • Background Paper 7 - Cultural and Built Heritage

Process	Timeframe	Purpose
		<ul style="list-style-type: none"> Background Paper 8 - Transport, Community Services and Infrastructure Background Paper 9 - Ballarat East Neighbourhood Landscape Character and Significant Views Study Details of feedback is provided below and at Attachment 5.
Final Local Area Plan	Future stage (mid 2019)	Submitters, stakeholders and the broader community will be notified of the release of the Final Imagine Ballarat East: Local Area Plan.
Planning Scheme Amendment	Future stage (mid 2019)	Community members will have the opportunity to submit submissions through the formal Planning Scheme Amendment process, which will be undertaken to implement the Local Area Plan and relevant planning actions into the Planning Scheme.

Consultation on the draft Ballarat East Local Area Plan

Over 970 people visited the Council MySay website during the draft plan consultation period, with 18 online surveys and 7 written submissions received in total. A summary of issues raised in submissions and how they have been addressed in the final Ballarat East Local Area Plan is detailed at Attachment 5 – Response to feedback on the draft Ballarat East Local Area Plan. Community response to the Ballarat East Local Area Plan was overwhelmingly positive with 94% of respondents fully or partially supporting the Community Vision outlined in the plan.

Through this extensive consultation process, key issues and themes were identified by the community and are summarised as follows:

- Higher density should not mean high rise. New developments should ensure proper management of Ballarat's heritage and should contribute to the public realm;
- Heritage needs to be protected;
- New development needs to be consistent with the character of the area. Concerns that the type of development and subdivisions that have been done in the past are not keeping with the character of the area;
- Existing trees should be retained and space for new trees provided in new developments;
- Concerns with the loss of large trees and habitat for wildlife;
- Public amenities such as bike paths, walking tracks, dog park, public toilets and drinking fountains are needed in various key locations;
- Improved public transport needs to be provided along key routes; and
- Improved management/maintenance of waterways.

The major changes from the draft to the final Plan were the refinement of multiple actions in response to submissions, particularly to do with elevating the need for any future planning controls to consider character, and the addition of and further detail around a number of key sites.

In response to the concerns about neighbourhood character, a suite of draft future planning controls and development guidelines have been developed and are included at Attachments 3 and 4. Additional sites to be included in the plan are the Lalor Street Industrial land, the former Sunicrust Bakery site in Lal Lal Street and the former Bacon Factory in Eureka Street. Further detail has been provided for the Rifle Range site and the Convenience Living Corridors regarding the type of potential future development envisaged.

The proposed planning scheme amendment to include the plans, policies and framework plans into the Ballarat Planning Scheme will require an additional phase of public consultation through the formal public exhibition stage.

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

ATTACHMENTS

1. Ballarat East Local Area Plan May 2019 **[11.4.1]**
2. Ballarat East Neighbourhood Landscape Character and Significant Views Study May 2019 **[11.4.2]**
3. Ballarat East Local Area Plan - Draft Ordinance for Planning Scheme **[11.4.3]**
4. Ballarat East Local Area Plan - Draft Development Guidelines **[11.4.4]**
5. Ballarat East Local Area Plan - Council's response to submissions May 2019 **[11.4.5]**



BALLARAT EAST

LOCAL AREA PLAN

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ACKNOWLEDGEMENT OF BALLARAT EAST'S FIRST PEOPLES



We are proud to acknowledge the Traditional Owners of Country, which includes Ballarat East today, the Wadawurrung people, and pays respect to all Elders, past, present and emerging, as well as Elders from other communities that reside here today.

“The land on which Ballarat East stands is the land that for thousands of years sustained Wadawurrung people. It provided them with water, food, medicine and shelter. It harboured the animals and the birds during winter. It was a place where the surrounding hills protected the environment and all the creatures that lived there.

The waterways were the travel paths; the movement from the centre of the bowl up to the top of the hills.

It was a place that during the harshness of winters it protected the old people.

All around this place was open forests and grassy plains. This bowl was like having a house that was built to live in during winter. It was the resting place – Ballarat.

This place was the centre of the environment for all year. Didn't matter what the weather was like, whether there were droughts or famines – you could come into here and it would sustain us.

The people that live here today have the same opportunity to enjoy the environment, the landscape, the waterways and to live within the landscape.”

Uncle Bryon Powell, Wadawurrung Elder, 2016

MESSAGE FROM THE MAYOR



In 2015 we started a conversation with the local community about how to manage change and plan for a sustainable future in Ballarat East.

In 2015 we started a conversation with the local community about how to manage change and plan for a sustainable future in Ballarat East.

These initial conversations informed the first stages of the Ballarat East Local Area Plan.

During further discussions, you told us what you love and value about Ballarat East, what you want to retain, and what you imagine for its future.

You told us it was important to ensure that we capitalised on opportunities to support growth and enhance liveability in Ballarat East.

We know that Ballarat East is home to many beautiful historic streetscapes that contribute to a sense of identity appreciated by so many today.

We also know that it is important to celebrate stories of the past – particularly as our population grows – and that anything new should fit in with its surroundings but also have its own uniqueness.

We have used your feedback to shape a plan that has a genuine community flavour. The plan focuses on what is most important to you and enhances what you love most about Ballarat East.

As a Council, we look forward to working with you to implement this exciting plan.

MESSAGE FROM THE CEO



When it comes to managing growth and change in our city, we're taking a different approach.

This approach is about making sure we look after the things the local community has told us they value most about where they live.

Ballarat today has been shaped by the stories of our past, and we have recognised how important it is to build a vision for our future that encompasses the uniqueness that our city was built on as well as recognising and responding to our growth.

The Ballarat East Local Area Plan is being developed as a pilot program using UNESCO's Historic Urban Landscape (HUL) methodology.

The HUL approach ensures that local people are at the heart of the planning process that guides decisions about the future of the places where they live and work.

Using the HUL approach, the things that make a place distinct are at the heart of the decision-making.

These distinctions will attract investment and drive desirable change into the future.

For this approach to work, we need the local community to play a part in shaping the vision for our neighbourhoods and our city.

The Ballarat East community of the future will reflect on the decisions we, as a community, make today.

1. EXECUTIVE SUMMARY

Through the Ballarat Strategy: Our Vision for 2040, the City of Ballarat committed to developing Local Area Plans to support growth and development while protecting local values.

This involves working with communities to determine a shared vision for each area's long-term future, and establishing a plan to achieve this. The Ballarat East Local Area Plan is the first of these plans within the urban area of Ballarat.

The Ballarat East Local Area Plan is a pilot project using UNESCO's Historic Urban Landscape (HUL) methodology¹. This approach is designed to ensure that the things people value and that contribute to making a place distinctive are at the heart of decision-making. These distinctions will attract investment and drive desirable change into the future. Critically, it ensures that local people are at the heart of planning processes that guide the decisions about the future of their local area.

The HUL approach involves integrated local area planning. Applying this to Ballarat East has involved:

- Participatory planning
- Comprehensive research and review of technical studies
- A comprehensive assessment of community values, associated attributes and vulnerability
- The application of landscape characterisation methodology
- The development of a prioritised action toolkit to achieve a shared community vision

The Local Area Plan has been informed by an extensive community and stakeholder engagement and consultation program that aims to:

- Be representative of the community
- Identify values and associated attributes
- Test ideas and directions
- Establish partnerships and local management frameworks for implementation.

During the consultation program, the community was asked what they love about, what they want to retain, and what they imagine for Ballarat East.

This Plan seeks to ensure that what the community values is conserved and enhanced into the future, based on their responses.

HUL



¹ The City of Ballarat is an international pilot city for UNESCO's recommendation on the Historic Urban Landscape (HUL) approach. One of UNESCO's main roles is to facilitate ties between governments and their local citizens. UNESCO (United Nations Educational, Scientific and Cultural Organization)

Informed by community values and key attributes, we have identified four distinct landscape character areas for Ballarat East:



1. Civic Heart Core Ballarat East



2. Urban Heritage Inner Ballarat East



3. Central Neighbourhood
Urban Fringe Ballarat East



4. Forest Edge Outer Ballarat East

The Local Area Plan is based on the aspirations of the community. It details what people value, what we know about valued assets and features and how these are protected, and what can be done to manage change and strengthen protection in line with the community's vision.

It provides the justification and context for the application of new planning controls which will provide guidance for future development in Ballarat East. It also seeks to prioritise actions and guide investment to ensure that the best outcomes are achieved for the community.

In line with the HUL approach, this Local Area Plan has been structured to tell the story of values, to report on research findings, vulnerability and opportunities for protection, and to deliver a plan to manage change in line with community values and the community's vision for Ballarat East.

Strategies and actions have been identified under a series of key themes.

Key themes

- Natural Environment
- Cultural and Built Heritage
- Settlement and Liveability
- Community Services and Infrastructure
- A Prosperous Future

The plan includes a Land Use Framework Plan which identifies key assets and opportunities, and provides a snapshot of priority strategies for improvement. It also identifies key renewal sites, which are sites with significant potential for renewal and/or improvement.

A series of background papers has been developed which include details of the research and engagement that has been undertaken to inform this Local Area Plan.

To be effectively implemented, the plan will rely on ongoing engagement.

THE COMMUNITY'S VISION FOR BALLARAT EAST

Ballarat East is made up of many environmental, cultural and historical legacies. Bookended by Woookarung Regional Park and the CBD, connecting forest to city. A blending of old with new. A tapestry of distinctive streetscapes, a rich natural environment that draws its character from ancient waterways, and a diversity of housing with pockets that surprise and delight. Friendly locals, tales of gold, and continuing Wadawurrung culture.

The rolling landscape provides special views that remind us of where we are by connecting us with our surroundings. The abundance of open space and community facilities bring locals out, staying active and connected. World-class tourist attractions bring visitors, to experience and enjoy.

Ballarat East will continue to evolve as a place of innovation, creativity and opportunity, building on its distinctiveness and character. A wonderful place to live, celebrate the past and create new memories. A place we are proud of and happy to share.

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2. INTRODUCTION - WHY A LOCAL AREA PLAN FOR BALLARAT EAST?



As outlined in the *Ballarat Strategy: Our Vision for 2040*, the City of Ballarat is committed to developing Local Area Plans to support growth and development while protecting local values. This involves working with local communities to develop a shared vision for the long-term future of their area and to develop a plan to achieve this. The Ballarat East Local Area Plan is the first of these plans within the urban area of Ballarat.

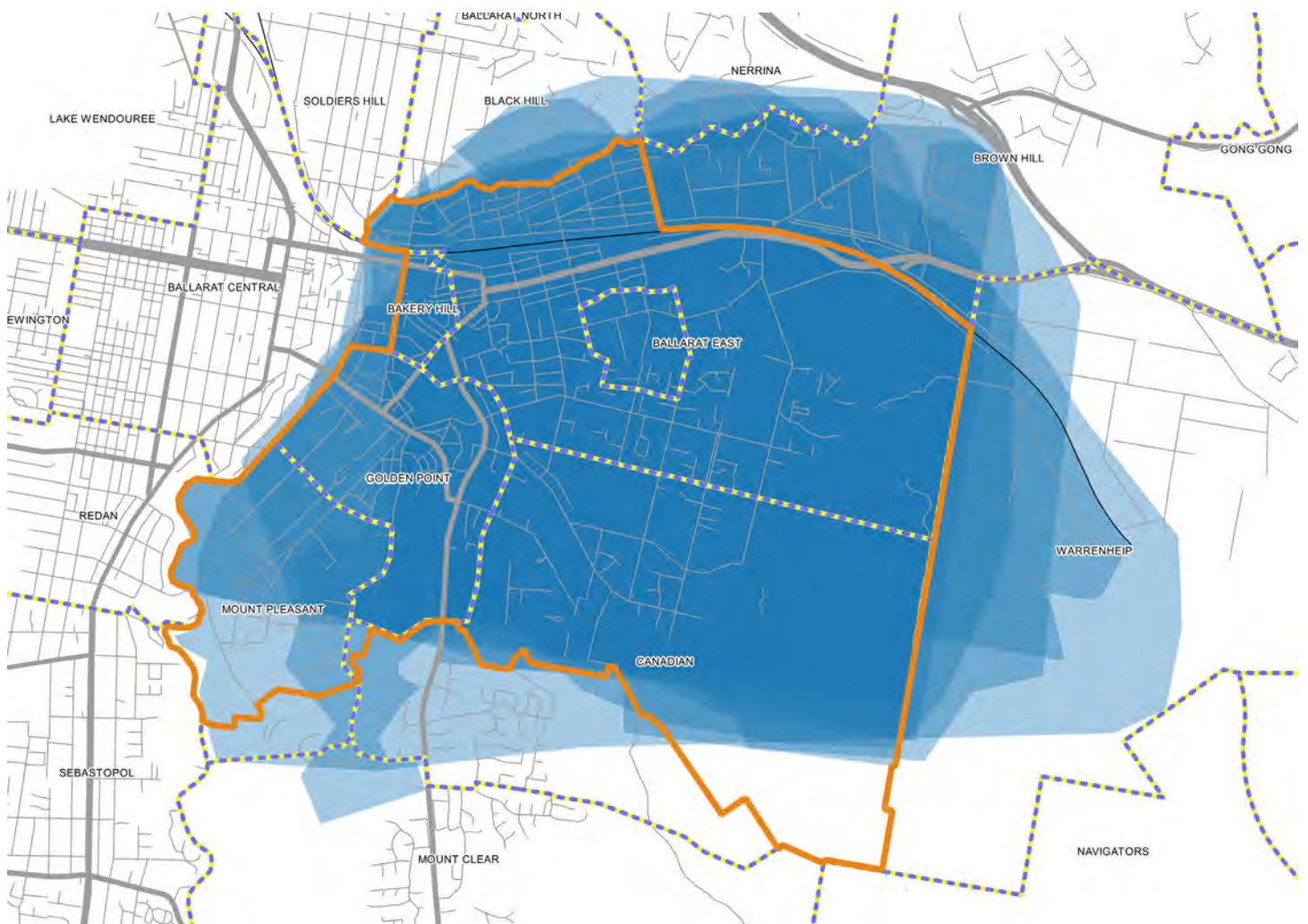
Ballarat East has a distinctive identity. Like many areas across Victoria, Ballarat East is experiencing population growth which is leading to an increased demand on services and infrastructure and challenges associated with conserving environmental assets.

The development of a Local Area Plan provides the opportunity for the local community and stakeholders to contribute to developing a shared vision, to ensuring that local values are conserved, enhanced and strengthened through good planning, and to ensuring that change and development are carefully managed to maintain liveability.

To get the balance right - to conserve what people love and value about Ballarat East and to manage future growth. The Ballarat East Local Area Plan will ensure that what the locals love and value about their community is at the forefront of planning decision-making.

WHERE DOES THE BALLARAT EAST LOCAL AREA PLAN APPLY?

The boundary of the study area has been carefully determined through consultation with the local community and adjusted to align with the boundary of surrounding strategic land use planning projects.



3. PLANNING FOR BALLARAT EAST'S FUTURE IN A NEW WAY

3.1 HISTORIC URBAN LANDSCAPE APPROACH

Embedding 'Local' in Change - a UNESCO approach

In Ballarat, we are taking a different approach to managing growth and change. It is about making sure we achieve development outcomes that look after the things the local community loves most about and aspire for the places where they live and work. For this to work, we need local people to play an active part in helping shape the best possible future for their neighbourhoods. Ballarat is recognised as a world leader² in applying this new approach, guided by UNESCO³'s innovative framework for locally-led and sustainable city development.

The City of Ballarat is delivering UNESCO's integrated, interdisciplinary, whole-of-landscape approach to planning and management of the urban environment.

Known as the Historic Urban Landscape or 'HUL' approach, it ensures that the things people value about and make each area in Ballarat distinctive are at the heart of our decision-making. This will not only attract investment and drive desirable change into the future, critically, it will ensure that local people are at the heart of planning processes that guide decisions about the future of their area.

Ballarat East has an international profile through the program - leading the way for other local communities around the world.

HUL



Community values



Interdisciplinary evidence



Integrated participatory local area planning



Good results for locals!

² The City of Ballarat is an international pilot city for UNESCO's recommendation on the Historic Urban Landscape or 'HUL' approach.

³ UNESCO is the United Nations Educational, Scientific and Cultural Organization. One of their roles is to facilitate ties between governments and their local citizens.

What is Historic Urban Landscape (HUL)?

‘The historic urban landscape approach sees and interprets the city as a continuum in time and space. Countless population groups have left their mark, and continue to do so today.’

UNESCO, 2013, New life for historic cities - The historic urban landscape approach explained

HUL includes consideration of:

-  topography, geomorphology, hydrology and natural features
-  built environment
-  infrastructure
-  open spaces and garden
-  land use patterns, perceptions and visual relationships
-  elements of the urban structure
-  social and cultural practices and values
-  economic processes
-  heritage as related to diversity and identity

Applying the HUL approach to Ballarat East has involved integrated local area planning methodology as follows:

- Participatory planning
- Comprehensive research and review of technical studies
- A comprehensive assessment of community values, associated attributes and vulnerability
- The application of landscape characterisation methodology
- The development of a prioritised action toolkit to achieve a shared community vision

The HUL approach to integrated planning for East Ballarat



HUL also involves the development of an implementation plan that includes a full range of prioritised actions to achieve the desired outcomes. These have been applied in the Ballarat East Local Area Plan under the following actions:

- Planning and Regulation
- Community Engagement
- Resources and Investment
- Knowledge and Research

TOOLKIT FOR BALLARAT EAST

HUL also requires development of an implementation plan that includes a full range of actions to achieve the desired outcomes. These have been applied in the Ballarat East Local Area Plan under the following actions:



Planning and regulation



Policy



Plans & Strategies



Planning System



Building System



Community engagement



Communications



Consultation



Engagement



Empowerment



Resources and investment



Economics



Grants



Awards



Public-private partnerships



Knowledge and research



Legislation



GIS & data



Cultural mapping morphology



Vulnerabilities assessment

3.2 BALLARAT EAST CONSULTATION PROCESS



Who was engaged?

Residents

Community groups and individuals

School children

Teenagers

Local Businesses

Developers

Authorities



Deakin University has been conducting research on how and what people value about their local area. Participants used Google glasses to take the researchers for a virtual walk around their local neighbourhood, explaining what they loved about their place.



1. December 2015

Launch of the project and Establishment Group meeting.



2. February 2016 to March 2016

Community engagement period.



3. May 2016

Release of 'Imagine Ballarat East: Discussion Paper' for community comment.



4. May 2016 to November 2017

Review of all submissions to the Discussion Paper and extensive further background research and investigation. Preparation of the 'Imagine Ballarat East: Directions Paper'.



5. November 2017 to December 2017

Release of the Directions Paper and launch of second round of community engagement.



6. Early 2018

Review of all community input and submissions to the Directions Paper and further research and investigation. Preparation of the Draft Local Area Plan.



7. Late 2018

Release of Draft Local Area Plan and launch of third round of community engagement.



CURRENT STAGE

8. Early 2019

Release of Final Local Area Plan and presentation of plan to Councillors for adoption.



9. 2019

Commencement of Planning Scheme Amendment process to implement relevant actions into the planning scheme.



10. Ongoing

Collaboration between the City of Ballarat and the East Ballarat community to implement community-based and non-statutory actions of the Local Area Plan.

3.3 BACKGROUND RESEARCH

UNESCO’s community centred approach requires extensive research across a range of areas to understand values, attributes, pressures and opportunities. This background research has been documented in a series of Background Papers:



Background Paper 1

Historic Urban Landscape Approach



Background Paper 2

Imagine Ballarat East Participatory Planning Process and Findings



Background Paper 3

Community Values



Background Paper 4

Strategic Policy Context and Direction



Background Paper 5

The East Community and Housing Profile



Background Paper 6

Natural Environment



Background Paper 7

Cultural and Built Heritage



Background Paper 8

Community Services and Infrastructure



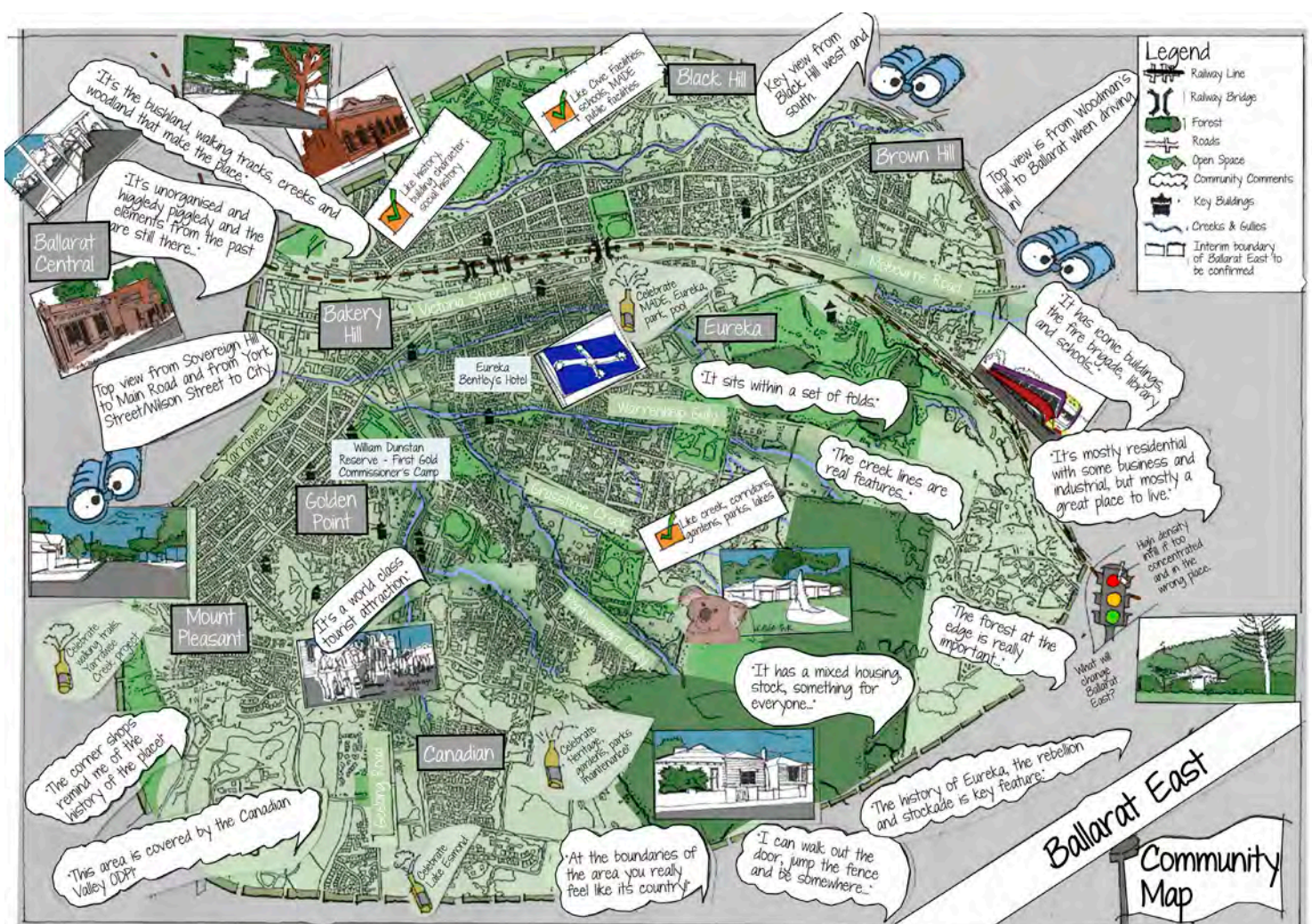
Background Paper 9

Dynamic Neighbourhood and Landscape Character and Significant Views Study



**Imagine Ballarat East:
Local Area Plan**

4. WHAT THE COMMUNITY VALUES ABOUT THE EAST



NATURAL ENVIRONMENT

“Appreciate and conserve our ecological diversity”

A diversity of trees, indigenous and non-indigenous, young and mature, found in both public and private spaces, contribute to the visual amenity and greening of Ballarat East. The natural environment provides habitat for wildlife, including through a network of living corridors to protect koala habitat. The proximity of indigenous bushland and vegetation to residential areas allows people to connect with nature in their everyday lives.



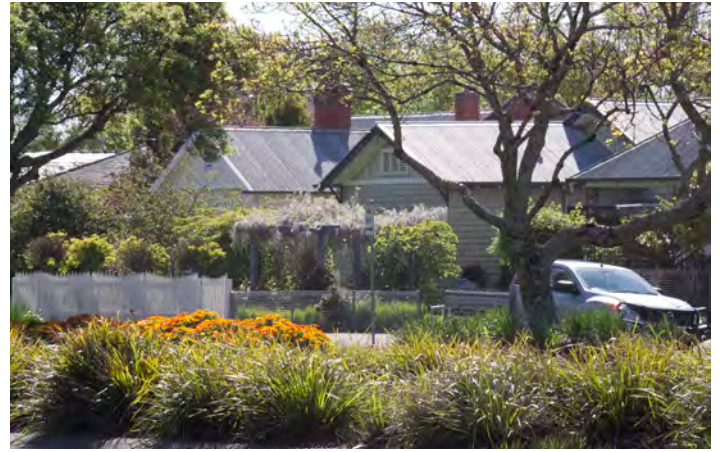
“Appreciate and conserve our skyline views”

The quirkiness and variety in the landscape – featuring undulating topography of natural hills and gullies, reinforced by sympathetic street layouts – contribute strongly to Ballarat East’s character. Views of Ballarat’s skyline contribute to a sense of arrival and the interconnectedness of the city.

“Appreciate and conserve our waterways”

Natural waterways traverse the landscape, forming Aboriginal cultural routes that connect places and people and hold important cultural and ecological values. Maintaining water quality through water resource management is a high priority.





CULTURAL AND BUILT HERITAGE

“Retain and enhance our built heritage”

Diverse heritage streetscapes and buildings, spanning early European settlement to the post-war era, tangibly represent the past and contribute substantially to the identity of Ballarat East. Many buildings continue to serve their original purpose, inspiring community pride and renewing connections to place.

“Conserve and enhance our neighbourhood character”

The diversity of buildings helps connect people to their history and environment. The under-planned, ‘higgledy piggledy’ street layout that sprang up in the gold mining days is a signature feature of Ballarat East’s personality.

“Conserve and enhance our intangible assets”

Ballarat East’s unique personality is also made up of intangible elements such as its sense of age, its reputation as long being wayward and resilient and its significance in Wadawurrung culture, especially as a food bowl and resting place (that gave Ballarat its name).

“Re-establish a civic heart”

The site of the Ballarat East Town Hall and Town Hall Gardens continues to inspire a sense of community belonging and unity for its significant role as the civic heart of the former municipality of Ballarat East. There are ongoing feelings of loss for the Town Hall and of attachment to the remnant Gardens.

“Tell our stories more”

Ballarat East’s stories are scarcely told in the public realm. Sharing more stories would help reinforce community identity and provide new ways for the past to resonate in the present.

SETTLEMENT AND LIVEABILITY

“Increase our housing diversity”

A diversity of housing styles and sizes offers something for everyone. Larger lots contribute to the sense of open space and greening and appeal to those seeking a regional lifestyle. Future development should be sympathetic to and enhance Ballarat East’s character. Smaller and more affordable housing options would further strengthen the diversity and vibrancy of the local population.

“Strengthen community cohesion”

Ballarat East is home to a diverse population who share a strong sense of togetherness, belonging and community pride. This contributes to a family-friendly and welcoming atmosphere. Addressing social inequality and encouraging more diversity would further enliven and strengthen the community.

“Maintain liveability and a sense of safety”

An abundance of private open space and gardens contributes to the green streetscapes, clean air and overall aesthetic appeal of Ballarat East’s neighbourhoods. This is further enhanced by beautifully maintained public plantings. Collectively, these contribute significantly to liveability and a sense of safety that comes from residents knowing their neighbours and feeling part of their surroundings. Future development, private and public, should be inspired by and sympathetic to these qualities and support a healthy environment.

“Maintain accessibility”

Ballarat’s CBD retail and commercial areas are highly accessible from Ballarat East by walking, cycling and public transport for people of all ages and levels of mobility. Easy access to the Western Freeway allows locals to connect easily with places elsewhere in Ballarat and beyond.





COMMUNITY SERVICES AND INFRASTRUCTURE

“Encourage sustainable active transport”

Ballarat East’s large network of walking and cycling paths contributes to neighbourhood amenity and accessibility. Enhancing interconnectivity and accessibility for all would further support active and healthy lifestyles, provide diverse active transport options, contribute to a sense of safety, and support people to get out and experience and enjoy nature.

“Strengthen community connectedness and care”

Community facilities such as pools, playgrounds, halls, sporting facilities and schools, together with organised groups, are important community assets that provide diverse options for people at all stages of life to come together through shared interests. The Eureka Precinct is one such space and also holds strong symbolic meaning as the site of the Eureka Stockade, an important reference point in the local identity. Creating more places for young people to meet and providing opportunities for them to connect with diverse age groups and explore cultural expression and creativity, would help ensure that they feel included and valued in their community.

“Support recreation and social activity”

An abundance of public open space areas and recreational facilities such as Lake Esmond and a range of sporting facilities help support a healthy and active lifestyle. This not only contributes to a highly attractive quality of life, but also to the greening and visual amenity of Ballarat East’s neighbourhoods.

“Increase community services and educational facilities”

Providing a range of services that support families, including proximity to primary and secondary educational facilities, would attract more families with school-aged children to Ballarat East. Sharing assets such as playgrounds, ovals and sports stadiums and providing a range of services that reflect care for residents of all ages would benefit the wider community.

“Support easy and safe movement throughout the area”

Easy access to a range of public transport options throughout Ballarat East and easy walkability to the Ballarat train station allows residents to move about easily and feel connected to other parts of the city and beyond. Increasing traffic calming in residential streets would improve pedestrian and cyclist safety. Enhancing the Woodman’s Hill gateway would contribute to a sense of arrival into Ballarat via what is considered the city’s main entry point.



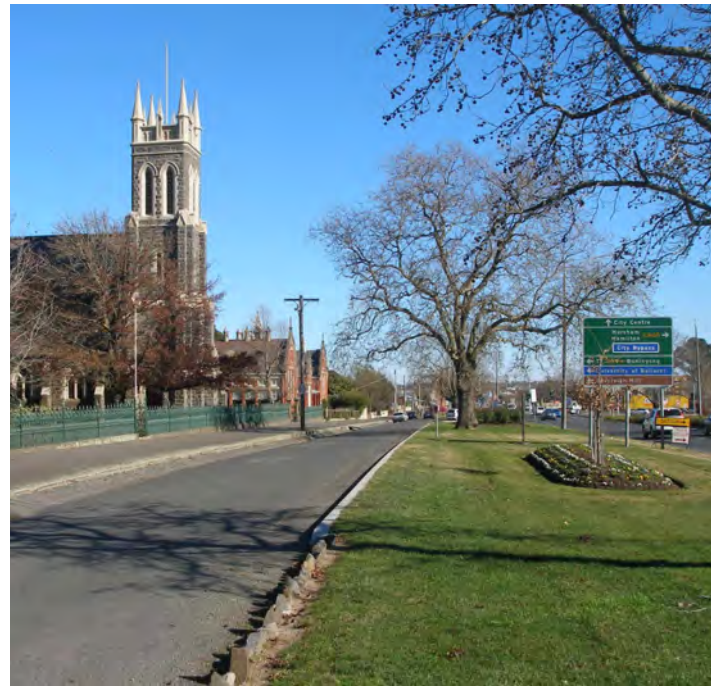
A PROSPEROUS FUTURE

“Maximise local cultural tourism”

Major tourist facilities such as Sovereign Hill, the Eureka Centre and Stockade Gardens and the Ballarat Wildlife Park make a significant economic contribution and generate flow-on economic benefit for the Ballarat East community. Sovereign Hill also makes an important social contribution, triggering community pride through links with the stories of those who lived and worked on the Ballarat East goldfields. Positioning Ballarat East as a destination with more boutique offerings that complement the major providers would stimulate opportunities for local businesses and cultural and creative industries, supporting economic diversity and sustainability.

“Support beneficial change”

Greater guidance for development and change in areas that have Aboriginal cultural heritage sensitivity would ensure that any change is culturally and environmentally sustainable and enhances neighbourhood character. Exploring development possibilities for under-used private spaces and redundant industrial sites would boost economic opportunities.




“Stimulate local commerce”

Providing a diversity of places to eat, socialise and shop locally through the creation of small dining, retail and commercial precincts – such as in corner shops – would provide more opportunities for residents to work locally and access shopping and services conveniently. However, the largely residential character of Ballarat East should be maintained by avoiding concentrations of commercial or industrial uses in inappropriate locations.

4.1 PICTURES OF POSSIBLE FUTURES FOR BALLARAT EAST

During the community consultation process we asked people what was their preferred “Picture of Possible Futures”. The community told us the preferred futures were “Historic East” and “East in the Landscape: Landscape in the East.”


These scenarios are tools for conversation and discovery only



The traditions and legacies of Ballarat East are clear to be seen and felt, in our buildings, in our distinctive street layouts, in the ways in which the past is celebrated and interpreted. We’re glad that we haven’t lost too many of the old places. We understand that things change, but change is slow and subtle. We value and celebrate the things that have made the East distinct, including our built fabric. We like that the streets run in all sorts of directions, that they are unpredictable, and unconventional. We like the bluestone gutters, and that the houses and buildings come in all shapes and sizes. Anything new should fit in with

HISTORIC EAST

These scenarios are tools for conversation and discovery only



Ballarat East fits within its broader natural landscape and its deep ecological histories. It’s where you can immerse yourself in the landscape, in open spaces, and appreciate nature. You’ll see trees and shared gardens growing next to the footpaths. You’ll hear birdcalls, and smell eucalyptus. Nature is what brings us out and about, to socialise and exercise, because being around our healthy waterways and cared-for reserves is a delightful experience. And you should see the stars at night!

EAST in the LANDSCAPE, LANDSCAPE in the EAST

5. BALLARAT EAST AT A GLANCE



5.1 THE PLACE AND ITS HISTORY

Ballarat East has a rich cultural history, initially as an important food bowl and resting place for its Traditional Owners, the Wadawurrung, and from the mid-1800s as the site of Victoria’s first gold rush, the Eureka Stockade and subsequent settlement of Ballarat.

Ballarat East also has a distinctive natural history and environment. It is nestled into the foothills of the Great Dividing Range, with tributaries of the Yarrowee River connecting the hills with the river flats and providing habitat for a diverse range of native plants and animals.

The landscape has been highly modified over the past 175 years. The natural gullies and waterways were reshaped by settlements built to support mining activity, such as roads, houses, shops and community facilities, as well as major sites of civic importance, such as the site of the old Ballarat East Town Hall and Gardens in Barkly Street.

Modern day Ballarat East, as it has been defined by the community, is home to approximately 14,500 people (i.d Forecast projections November 2017). It is located on the fringe of Ballarat’s CBD and provides a full range of community and educational services, including schools, kindergartens and parks and gardens. Major recreational facilities include Llanberris Reserve, the skate park at the LT Fraser Reserve, Mount Xavier Golf Club, Eastern Oval and the Eureka Pool complex.

Ballarat East is also home to a number of significant cultural and tourism attractions, including Sovereign Hill, the Eureka Centre and Stockade Gardens, the Ballarat Wildlife Park, the Yarrowee River Trail and the Woowookarung Regional Park.

Ballarat East is considered the major gateway to Ballarat. It descends from Woodman’s Hill along the magnificent boulevard of Victoria Street, with views of the city skyline and Bakery Hill streetscapes contributing to a sense of arrival in Ballarat.

The Main Road corridor is another important gateway to Ballarat from the south, with Sovereign Hill and the Golden Point lookout signalling arrival.



5.2 THE CHARACTER OF BALLARAT EAST

A landscape characterisation assessment has identified that Ballarat East has four key character areas.

The character and quality of each of these areas are distinct and protecting and enhancing their individual character requires a unique response.



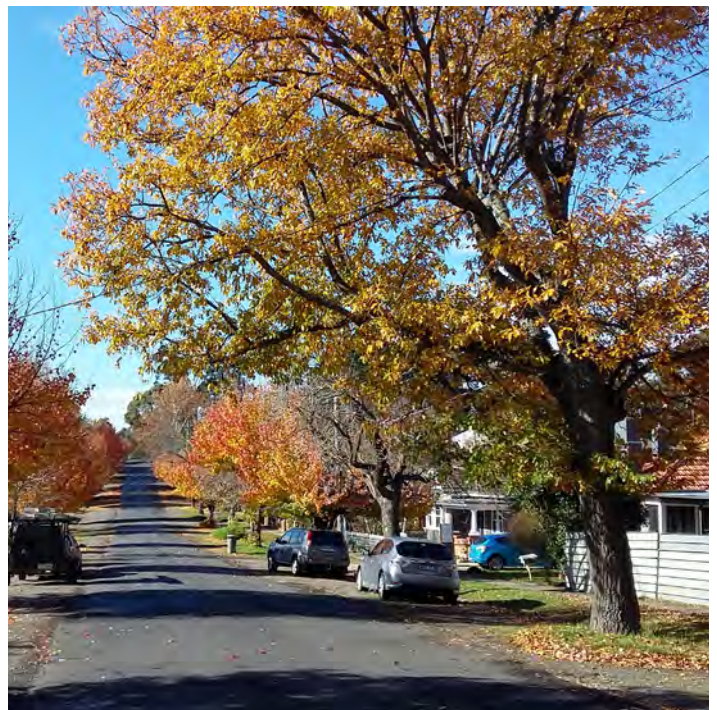
Civic Heart
Core Ballarat East

This area is closest to Ballarat’s CBD and includes the commercial area of Bakery Hill. It has a diversity of building styles, with modern commercial development interspersed with historic buildings. Maintaining views of the city skyline from the top of Bakery Hill, and improving the public environment (particularly the former Ballarat East Town Hall Gardens and the Len T Fraser Reserve) are priorities.



Urban Heritage
Inner Ballarat East

This area has significant built heritage form, smaller allotments, and enjoys proximity to the centre of Ballarat. Maintaining the quality and character of existing streetscapes and vistas is a priority.





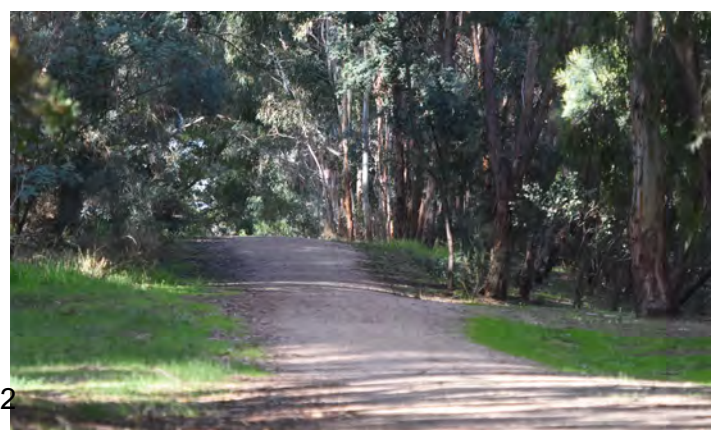
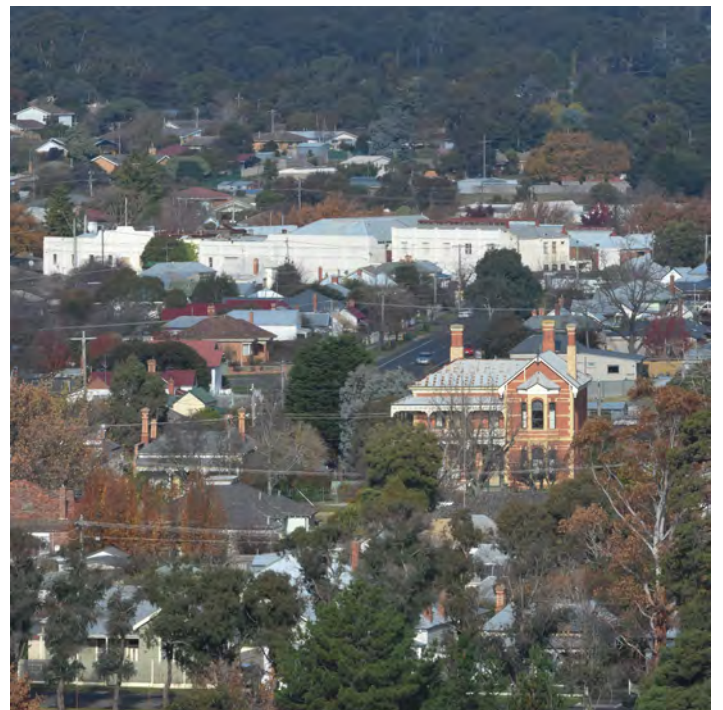
Central Neighbourhood
Urban Fringe Ballarat East

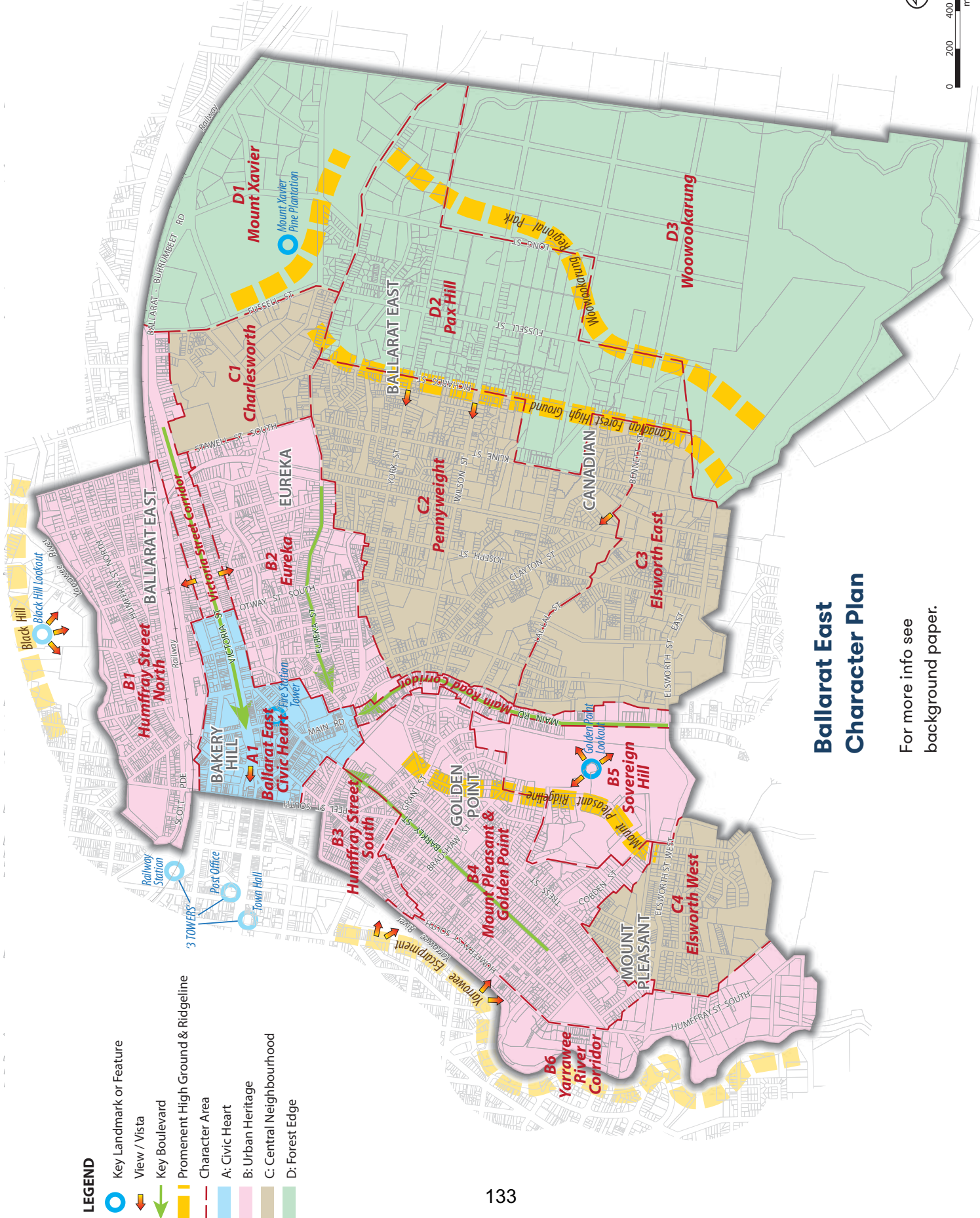
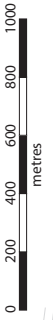
This area is located between the inner area and the rural and forested areas on the fringe of Ballarat East. Maintaining the balance between the built and landscape environment is a priority.



Forest Edge
Outer Ballarat East

This area is predominantly within a rural and forested setting, with landscape character its predominant element. Retaining larger allotment sizes and tree canopy cover are priorities.





LEGEND

- Key Landmark or Feature
- View / Vista
- Key Boulevard
- Prominent High Ground & Ridgeline
- Character Area
- A: Civic Heart
- B: Urban Heritage
- C: Central Neighbourhood
- D: Forest Edge

**Ballarat East
Character Plan**

For more info see
background paper.



WOOWOOKARUNG REGIONAL PARK

The new 641ha Woowookarung Regional Park was launched by the State Government in August 2016 under the Crown Land (Reserves) Act 1978 (initially gazetted as Canadian Regional Park). The park includes the former Canadian State Forest and other Crown Land (including ex-plantation land), and is part of a corridor that connects bushland to the north and south. It is an area identified in the Ballarat Strategy as a priority living corridor. The corridor also connects the park with other public land managed by Parks Victoria, the City of Ballarat and other agencies.

The Ballarat East area, including Woowookarung Regional Park, contribute to a vegetated north-south corridor on the eastern side of Ballarat. The corridor connects state forests and other reserves near Creswick

and Nerrina with vegetated areas around Mount Helen and Buninyong and, further south, around Scotsburn and Durham Lead, continuing through to Enfield. The corridor is interrupted in some areas by urban development and major roads.

While recognising the visual and environmental value of the natural environment that defines and penetrates Ballarat East, there is also the need to acknowledge the importance of fire hazard management. This may require a review of current land use zones at the interface between the forest and urban areas.

Given the extent of the natural environment surrounding and within Ballarat East and the opportunity to reinforce biodiversity and environmental values, the Local Area Plan is able to contribute to the reduction of climate change risks that are outlined in the Ballarat Strategy.

5.3 DEMOGRAPHICS

THE COMMUNITY NOW...

DIVERSITY

18.7%

OF PEOPLE WERE BORN OVERSEAS

3.3%

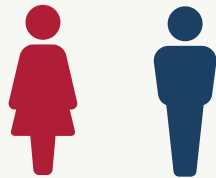
OF PEOPLE SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME

OF THOSE PEOPLE BORN OVERSEAS, THE TOP COUNTRIES OF BIRTH ARE: UNITED KINGDOM, NEW ZEALAND, CHINA, INDIA, NETHERLANDS, ITALY, UNITED STATES OF AMERICA, GERMANY, SOUTH AFRICA AND CROATIA.



POPULATION BY GENDER / ETHNICITY

TOTAL 2016 POPULATION APPROX **14,300**

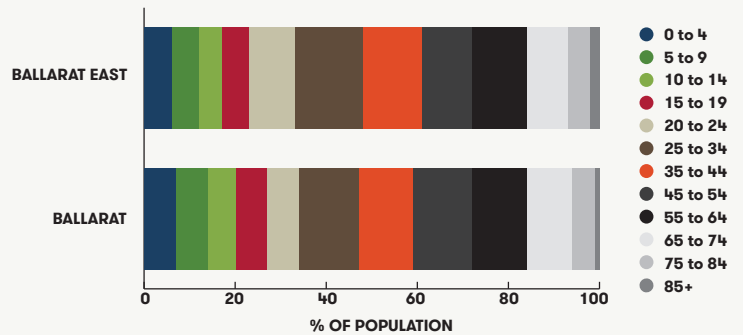


FEMALE
53%

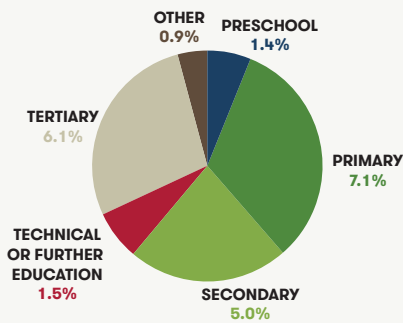
MALE
46%

(1.5% - Aboriginal or Torres Strait Islander)

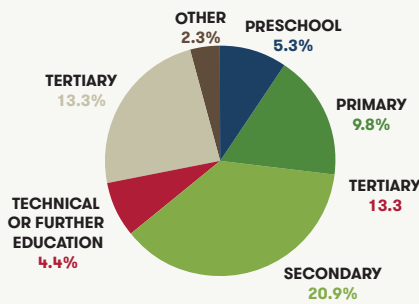
POPULATION BY AGE



EDUCATION

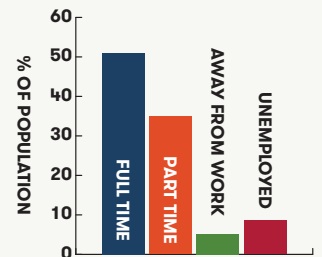


BALLARAT EAST

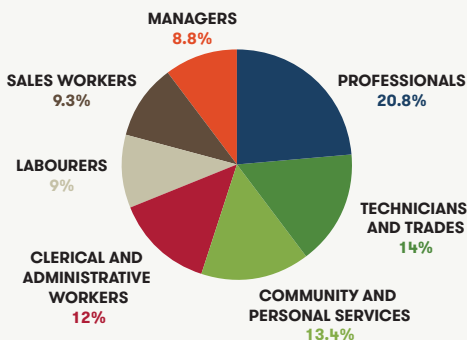


BALLARAT

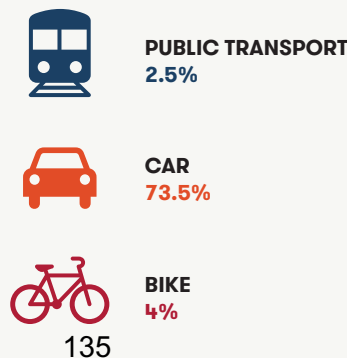
EMPLOYMENT



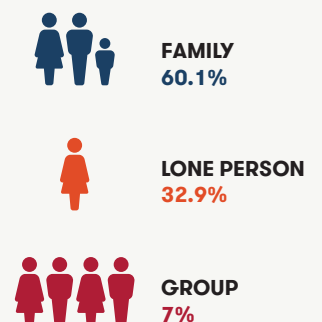
OCCUPATION



TRAVEL TO WORK

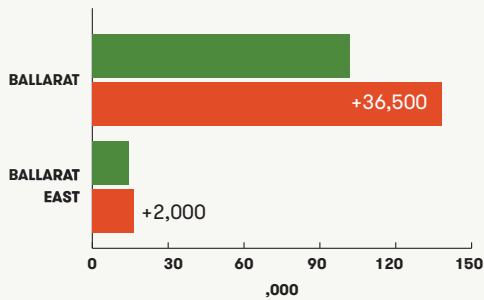


HOUSEHOLDS

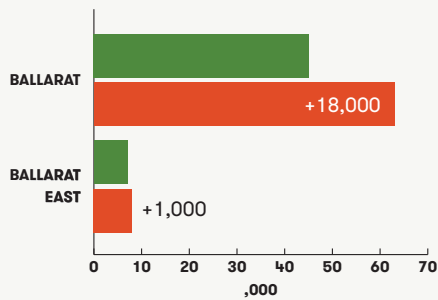


...AND INTO THE FUTURE

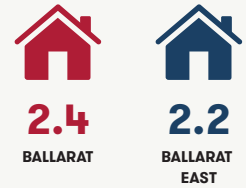
POPULATION



No. OF DWELLINGS



No. PEOPLE PER HOUSEHOLD



MANAGING CHANGE IN BALLARAT EAST

CHALLENGES

- Additional **2,000 people / 1,000 dwellings** by 2036
- Climate change leading to **increased natural environment risks**, eg bushfire, flood
- **Incomplete infrastructure** to support active transport choices
- Design that doesn't relate to **community values**



OPPORTUNITIES

- Take advantage of **existing services and infrastructure**
- **Ensure protection** of the natural environment
- Support a **diverse, active and passionate** community
- Ensure **well-designed and located development** that contributes positively to local character
- **Tailor local planning policy** and appropriate development controls



Appropriate growth and development



Improved natural environment



Liveable neighbourhoods



Good outcomes that reflect community values

6. A PLAN TO PROTECT WHAT PEOPLE VALUE IN THE EAST



6.1 THE PLANNING SYSTEM

The planning system, through the Ballarat Planning Scheme, can control and influence the way land is used and developed in Ballarat East.

Changes can be made to the Ballarat Planning Scheme to ensure that land is used in a way that adds value and that new developments enhance the desired character of Ballarat East. Options include:

- Planning policy
- Zone schedules to control elements of neighbourhood character
- The introduction of new overlay controls
- Updates to Heritage Overlay controls

Policy

A new planning policy will set the strategic direction for Ballarat East. It will describe the particular context of Ballarat East and outline what the community values about it. It will ensure that future planning decisions take into account community values and provide clear direction about what type and location of land uses and development are acceptable.

Zones

The existing residential zones can be adjusted to outline neighbourhood character objectives and vary certain Rescode standards for specified areas, subject to adequate evidence.

Overlays

Overlays can be used to control vegetation removal and the siting of buildings. They can be applied to particularly sensitive areas, such as those with an interface to the forest or waterways.

The Heritage Overlay can be applied to commercial buildings, such as former shops, which are now located within residential zones to allow for uses that may otherwise be prohibited.



6.2 HOW VALUES ARE CURRENTLY PROTECTED

6.2.1 Natural Environment

Remnant vegetation and habitat

Most remnant vegetation in Ballarat East is found on the less fertile sedimentary soils in the hills and along the creek corridors and gullies. There is some protection of remnant vegetation through the Ballarat Planning Scheme, however this could be strengthened. Anecdotally, current koala habitat controls have had limited impact in protecting koala habitat.

City in a Landscape

Council has a commitment to be a greener and more vibrant regional city through its City in the Landscape policy. It will achieve this by:

- Planting more trees and working with the community to more than double Ballarat's tree canopy to 40%
- Supporting the management and rehabilitation of a network of living corridors across Ballarat to properly manage our natural values in urban and township areas

The improved protection and enhancement of a natural living corridor is proposed on the eastern boundary of Ballarat along the Great Dividing Range. Vegetation or environmental controls in the Ballarat Planning Scheme could be applied to further protect and enhance this corridor.

Views and skylines

Many views and skylines are not currently recognised or protected by controls in the Ballarat Planning Scheme. The City of Ballarat has recently commenced a skyline assessment that could inform improved planning controls.



Waterways

The natural environment is the foundation of the overall framework for the Ballarat East Local Area Plan. Gold mining activities and European settlement have resulted in highly modified waterways throughout Ballarat East.

Waterways and their surrounds across Ballarat East are flood prone, however not all are covered by streamside and waterway protection controls in the Ballarat Planning Scheme. Flood modelling is currently being undertaken for the Ballarat East area and the findings of this study will inform an amendment to the Ballarat Planning Scheme.

Improvements to the Yarrowee River are guided by the Yarrowee River Master Plan.



6.2.2 Cultural Heritage

Aboriginal cultural heritage

The City of Ballarat has actively engaged with the Wadawurrung community throughout the development of this Local Area Plan. The Plan clearly acknowledges and recognises the importance of Aboriginal heritage and cultural association with Ballarat East, and includes a clear policy commitment and actions to ensure ongoing engagement with the Wadawurrung community during its implementation.

Character

The Ballarat Strategy includes a policy commitment to conserve the unique identity of Ballarat by promoting character and diversity in the design and planning of new housing areas. While it is widely recognised that Ballarat East has a distinctive character, there is currently no specific policy in the Ballarat Planning Scheme that recognises this. The Dynamic Neighbourhood and Landscape Character and Significant Views Study has been undertaken for the Ballarat East area (see Background Paper 9), and the findings of this study will inform an Amendment to the Ballarat Planning Scheme, as appropriate.

European Cultural Heritage

Regulatory protection for heritage buildings and landscapes operates largely through the Ballarat Planning Scheme. Key legislation for heritage includes:

- Locally significant heritage: the Ballarat Planning Scheme operating under the Planning and Environment Act 1987 (P&E Act 1987) and City of Ballarat local laws relating to building safety and condition
- State significant heritage: Heritage Act 1995 and 2017 amendment, operating largely through the Ballarat Planning Scheme
- Nationally significant heritage: Environment Protection Biodiversity and Conservation Act 1999

Historical archaeology has blanket protection under the Heritage Act 1995.



Heritage protection gaps

Ballarat East has a diversity of heritage places and sites. Places that are currently protected are mostly part of large heritage precincts. Many other significant places and sites remain vulnerable to development. A Heritage Gaps Master Plan that has recently been completed identifies vulnerable sites as well as places that the community has identified as being worthy of assessment for protection through the Heritage Overlay.

Ballarat East Heritage Precincts

- Ballarat East Civic Heritage Precinct
- Black Hill Heritage Precinct
- Bridge Mall/Bakery Hill Heritage Precinct
- Creeks and River Channels Heritage Precinct
- Eureka Street Heritage Precinct
- Humffray Street Heritage Precinct
- Mount Pleasant/Golden Point Heritage Precinct
- Victoria Street Heritage Precinct

Former Ballarat East Town Hall Gardens

This site has been identified by the community as a place that is highly important. The gardens represent the earliest surviving example in Victoria of this kind of public garden attached to a civic building and are significant for their association with notable figures in the early development of horticulture in Victoria as well as for a number of historic trees. The site is part of the former Ballarat Secondary College Barkly Street campus which is owned by the State Government and is currently zoned Public Use Zone 6 – Local Government. A Heritage Assessment has been completed which demonstrates their significance and a Conservation Management Plan will guide their restoration and future management.



6.2.3 Settlement and Liveability

The 10-Minute City

Council has a commitment to strive towards complete, liveable neighbourhoods within a compact city. This is to be achieved by:

- Taking practical steps to encourage 50% of future housing development in Ballarat occurs within established neighbourhoods
- Actively pursuing more housing developments that conserve local character within 200m of public transport and within walking distance of local activity centres
- Recognising the need for more diverse housing in well-located precincts.

New residential development

The abundance of natural environment within Ballarat East provides a unique and attractive context for new development. With the population of Ballarat East forecast to grow by approximately 2,000 by 2036 (equating to the need for an additional approximately 1,000 dwellings), ensuring that new development contributes positively to and enhances the highly valued, established character of the neighbourhood is a priority.

6.2.4 Community Services and Infrastructure

Transport

The City of Ballarat is committed to transitioning to a more sustainable transport system through the provision of efficient public transport and extensive walking and cycling trails and routes. Due to the ‘higgeldy-piggeldy’ internal road system throughout Ballarat East, public transport routes currently focus on connections along major routes and to main destinations.

Much of urban Ballarat East can be reached within a 10-minute walk or a 10-minute cycle from the CBD, however, there are issues with connectivity. The community has identified priority routes as the focus for improving walkability and cyclability. This feedback has been the basis for developing a new trail network works program which also gives consideration to the walking and cycling catchment of schools and other key community facilities.





Open space, recreation and community facilities

While Ballarat East has an existing network of good quality, well-distributed open spaces, Council is committed to further improvements in accordance with its Open Space Strategy.

Priority projects include: Llanberris Reserve, which despite being a major recreational facility, has limited public access, in particular from the York Street frontage; large sections of waterways that are currently designated as open space reserve but not zoned appropriately for public parks and recreation purposes; and the Eureka Hall which is well utilised but requires some upgrade.



6.2.5 A Prosperous Future

The Ballarat Strategy includes a commitment to invest in Ballarat’s points of difference as a key driver of our economy. These include our heritage streetscapes, the CBD, our enviable lifestyle and a green city.

Ballarat East Attractions

- Sovereign Hill and Gold Museum
- Eureka Centre and Stockade Gardens
- Ballarat Wildlife Park
- Historic buildings, architecture, parks and streetscapes

There is potential to better connect sites around the Eureka Centre and Stockade Gardens to improve the overall visitor experience.



CBD and Bakery Hill

The City of Ballarat's CBD Strategy aims to activate the CBD (which includes Bakery Hill) as a vibrant destination for working and living. The Strategy notes that Bakery Hill is the most significant entry point to the CBD and is an historic site of national significance as the location where the Eureka Flag was first raised. The presentation of Bakery Hill, including its appearance and heritage setting, should reflect its status and the unique history of the city.

Economic diversification

Ballarat East's eclectic blend of corner stores, industrial buildings and mixed commercial premises scattered among residential buildings provides great potential for diversifying the local economy and providing vibrancy through a combination of uses and services.

There are areas of light industrial development within residential precincts that may be suitable to transition to different land uses in the future. Rezoning strategically located industrial land would encourage economic diversification and support suitable mixed-use development.

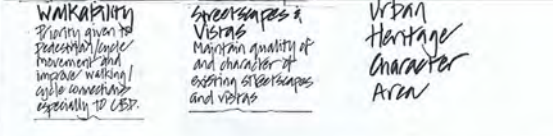
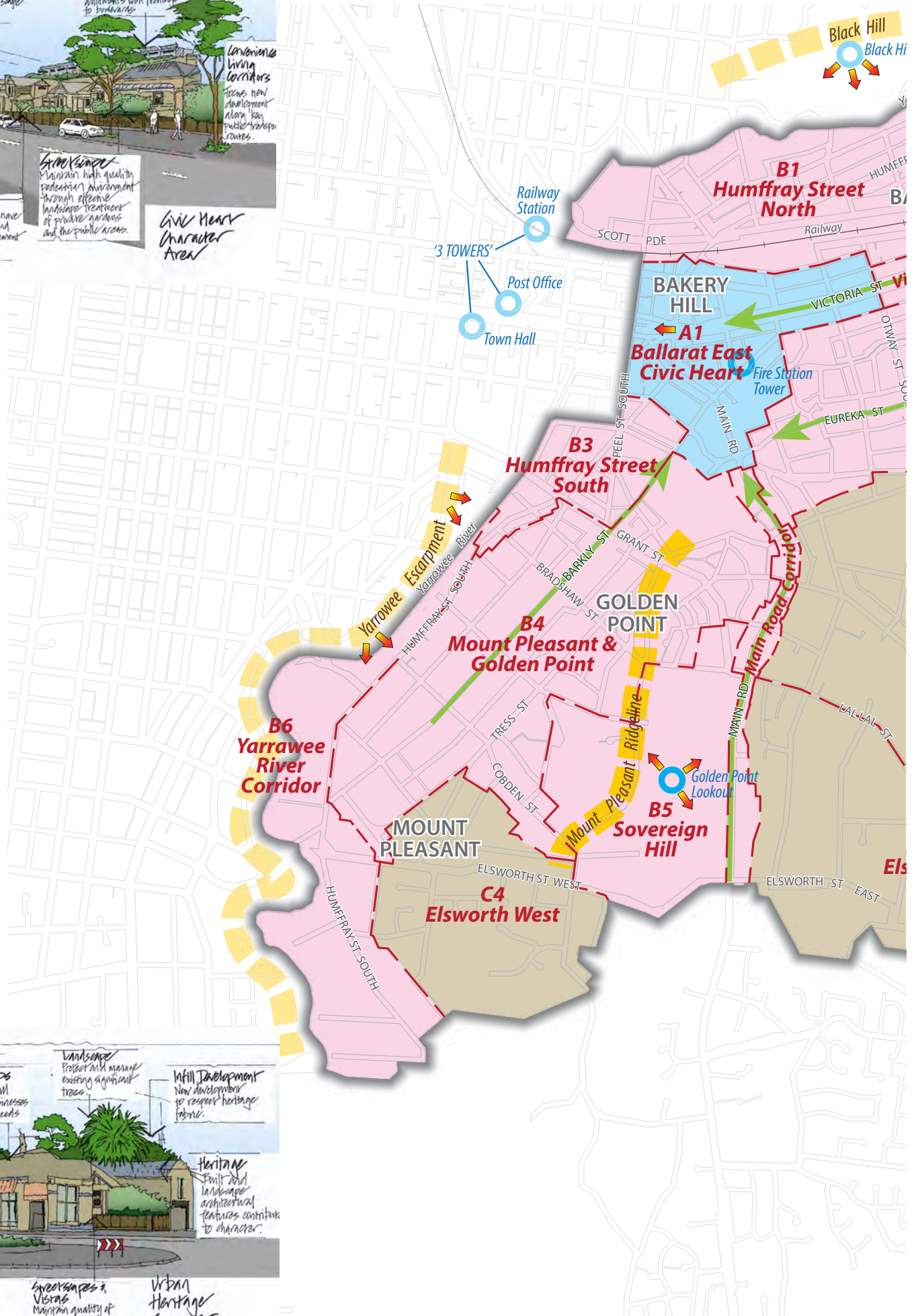
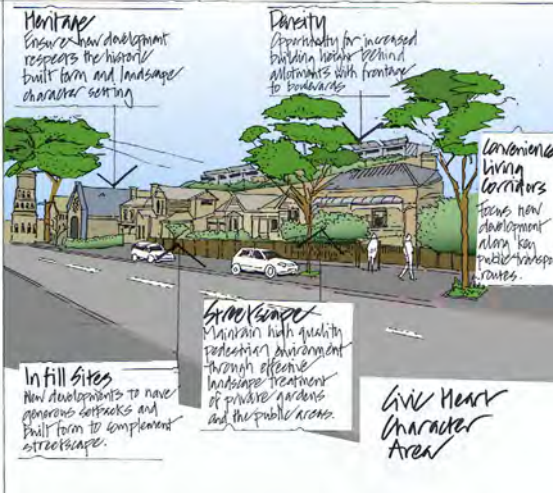
The former Ballarat Orphanage site will provide for some expansion of commercial services and a medical centre. This need for additional services has not been identified through the consultation process.

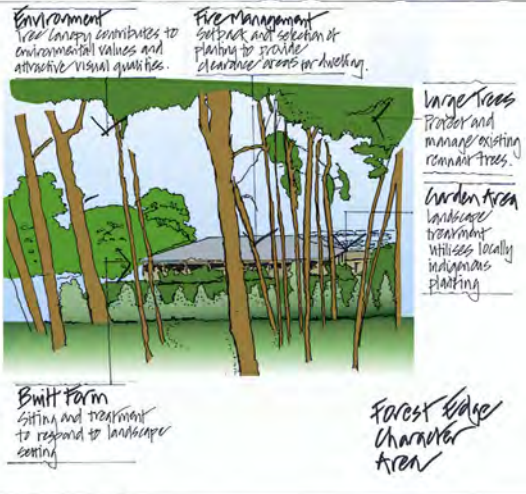
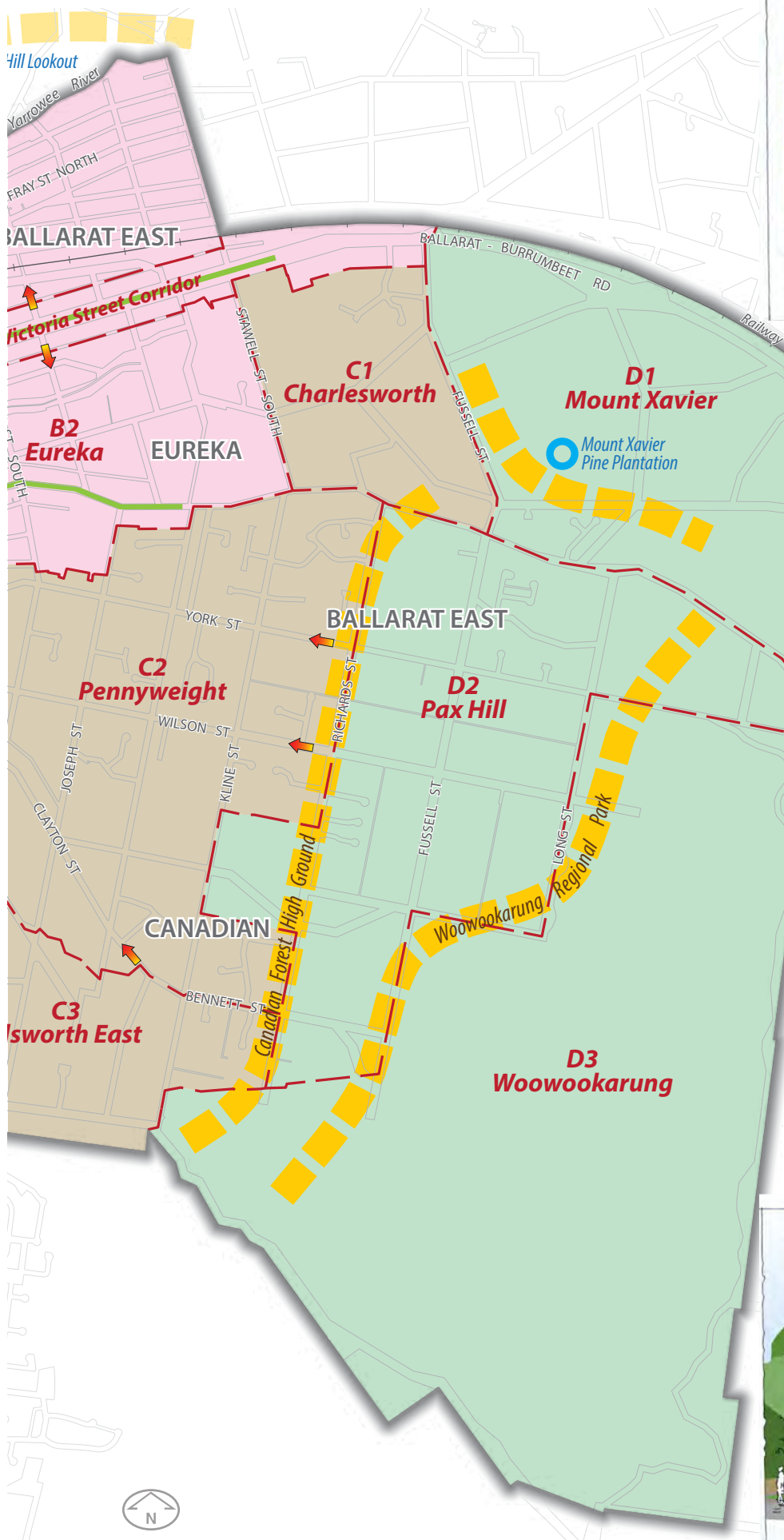
6.3 A PLAN TO CONSERVE LOCAL CHARACTER

Based on community values, a key driver for managing change in Ballarat East is the conservation and enhancement of valued character.

Landscape characterisation work undertaken has identified four sub-precincts within Ballarat East (for details see Background Paper 9). Protecting and enhancing their character is critical when deciding on appropriate planning controls.

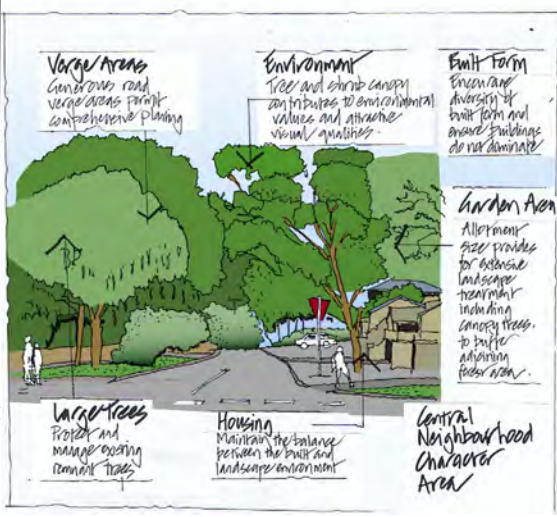
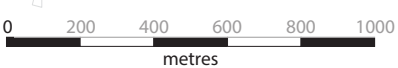
The Character Conservation and Precinct Objectives Plan for Ballarat East identifies key objectives for each precinct.





LEGEND

- Key Landmark or Feature
- View / Vista
- Key Boulevard
- Prominent High Ground & Ridgeline
- Character Area
- A: Civic Heart
- B: Urban Heritage
- C: Central Neighbourhood
- D: Forest Edge





7. THE BALLARAT EAST LOCAL AREA PLAN

7.1 COMMUNITY VISION FOR THE EAST

Ballarat East is made up of many environmental, cultural and historical legacies. Bookended by Woowookarung Regional Park and the CBD, connecting forest to city. A blending of old with new. A tapestry of distinctive streetscapes, a rich natural environment that draws its character from ancient waterways, and a diversity of housing with pockets that surprise and delight. Friendly locals, tales of gold, and continuing Wadawurrung culture.

The rolling landscape provides special views that remind us of where we are by connecting us with our surroundings. The abundance of open space and community facilities bring locals out, staying active and connected. World-class tourist attractions bring visitors, to experience and enjoy.

Ballarat East will continue to evolve as a place of innovation, creativity and opportunity, building on its distinctiveness and character. A wonderful place to live, celebrate the past and create new memories. A place we are proud of and happy to share.

7.2 GUIDING PRINCIPLES

The community vision for Ballarat East is underpinned by the following overarching principles:

- Encourage a settlement with a strong identity, which is prosperous and environmentally sustainable
- Provide local services and build community connectedness to help maintain a resilient and adaptable community
- Create a '10-Minute City' based on compact city form, complete local neighbourhoods, and land use and precincts that support jobs, productivity and efficiency and high quality local connections
- Achieve a 'City in the Landscape', where urban areas are linked and embedded with natural values and biodiversity, and where the garden settings of buildings and tree canopy of neighbourhoods are maintained
- Celebrate the past and ensure proper management of Ballarat's unique heritage, landscape and character as an integrated Historic Urban Landscape
- Ensure that the local natural environment is healthy, valued and well cared for
- Encourage innovation that achieves sustainable development and improved self-reliance by facilitating water and energy security
- Ensure that new development makes a positive contribution to the public realm
- Ensure that climate change is considered when managing change and planning for the future
- Balance new development with the protection of resources that are critical to the state's economic sustainability

7.3 MEASURES OF SUCCESS

By 2040, Ballarat East will:

- Have achieved 40% canopy cover
- Have well-connected, healthy living corridors and waterways
- Have new development that enhances the valued landscape character
- Tell the story of place through sensitive redevelopment and reuse of heritage places
- Have tripled the number of people who walk or cycle to work and to do everyday tasks
- Have a complete local walking and cycling network along all waterways
- Have increased the diversity and viability of businesses within the precinct
- Be developed to best practice ESD standards
- Be carbon neutral and energy resilient

7.4 KEY STRATEGIES AND ACTIONS

For each of the five key themes identified to guide progress towards achieving the community's vision and to inform decisions about future planning and development in Ballarat East, the following objectives, strategies and actions have been identified.

7.4.1 Theme 1: Natural Environment and Liveability

Objectives

- To protect and enhance waterways
- To ensure that new development is environmentally sustainable
- To protect and enhance vegetation and ecological diversity
- To recognise the importance of Woookarung Regional Park

Strategy 1**Ensure that waterways are managed appropriately****Actions**

- o Ensure that all waterways are zoned appropriately (Planning Scheme action)
- o Develop design guidelines to improve the interface between new development and waterways and public land
- o Implement regulatory controls over flood affected land (Planning Scheme action)
- o Support community advocacy and management of waterways, in particular those not identified as regional priorities
- o Review/update the Master Plan and develop a Management Plan for the Yarrowee River Reserve

Strategy 2**Establish living corridors by protecting and enhancing vegetation linkages between patches of remnant vegetation****Actions**

- o Review the effectiveness of the Environmental Significance Overlay, Schedule 5 (Koala and Koala Habitat Protection) and apply modified planning controls to support the creation of living corridors as identified in the Ballarat Strategy, in particular along the Great Dividing Range / Woookarung Regional Park (Planning Scheme action)
- o Support community involvement to protect koala habitat across the broader Ballarat East precinct
- o Develop a plan and undertake targeted revegetation on Council-managed land to improve the health of waterways, enhance habitat and manage erosion
- o Council to continue to support community groups by providing plants for plantings that will improve biodiversity outcomes
- o Support community environmental monitoring and knowledge sharing programs

Strategy 3

Protect significant vegetation and encourage the planting of vegetation in new developments to achieve 40% canopy cover by 2040 and improve biodiversity outcomes

Actions

- o Develop an assessment tool as part of the Urban Forest Strategy to achieve 40% canopy cover by 2040
- o Develop educational material to support the protection of vegetation and increase canopy cover in Ballarat East
- o Develop a tree planting policy and controls for new development and subdivisions (Planning Scheme Action)
- o Explore incentives that will encourage private landholders to increase tree cover and improve biodiversity outcomes
- o Investigate existing canopy cover to inform future specific vegetation planning controls (Planning Scheme action)

Strategy 4

Encourage environmentally sustainable development that achieves resource efficiency and protects the natural environment

Actions

- o Develop and implement an Ecologically Sustainable Development Local Policy in the Ballarat Planning Scheme (Planning Scheme action)
- o Support regulation reform to improve the energy efficiency of all buildings
- o Conduct ongoing research to continue to identify opportunities to mitigate and adapt to climate change and climate uncertainty and to build local environmental resilience
- o Support the transition to renewable and resilient energy systems
- o Research the energy profile of Ballarat East and develop a prioritised emissions reduction plan

7.4.2 Theme 2: Cultural and Built Heritage

Objectives

- To retain and enhance the distinctive and diverse landscape and neighbourhood character of Ballarat East
- To ensure that the natural and cultural heritage fabric of Ballarat East is not lost, including intangible elements
- To ensure that new development positively contributes to the character and identity of Ballarat East
- To reinforce a unique and diverse community identity

Strategy 6

Encourage ongoing and renewed use of heritage buildings

Actions

- o Ensure that the Heritage Overlay is applied appropriately, including completing the Heritage Gaps Study to identify and protect any missed heritage fabric (Planning Scheme action)
- o Support the adaptive reuse and regeneration of historic places and buildings
- o Promote heritage conservation incentive programs to property and business owners

Strategy 7

Encourage new development that reinforces the valued landscape and neighbourhood character of Ballarat East

Actions

- o Develop and implement design guidelines consistent with the Ballarat East Neighbourhood Landscape Character and Significant Views Study
- o Apply planning controls to ensure that new development reflects the valued landscape and neighbourhood character (Planning Scheme action)
- o Identify significant views and implement appropriate planning controls (Planning Scheme action)
- o Ensure that planning controls are adequate to protect the landscape character and the established boulevard along Victoria Street (Planning Scheme action)
- o Develop an online tool to enable current and potential property owners and developers to access instructive planning information and design guidelines/tools for individual properties
- o Establish a recognition program to acknowledge best practice new development outcomes
- o Develop design guidelines for new community facilities to ensure that local identity is incorporated into the design

Strategy 8**Revitalise the central civic heart****Actions**

- o Develop the Bakery Hill / CBD precinct as a key entrance to Ballarat
- o Enhance landscape quality and accessibility across the Len T Fraser Reserve
- o Seek funding and community partnerships to restore the Ballarat East Town Hall Gardens
- o Investigate and establish ownership and management to ensure continued public access to the Ballarat East Town Hall Gardens site

Strategy 9**Collect and share information about the history of Ballarat East****Actions**

- o Encourage and support the community to contribute knowledge and heritage information to the Visualising Ballarat, The Memory Atlas and Time Capsule Ballarat websites
- o Undertake cultural resource mapping to better understand current activity and to assist future planning

Strategy 10**Tell the stories of Ballarat East through design and interpretation****Actions**

- o Tell the story of Eureka at the Eureka Centre and Stockade Gardens
- o Partner with Traditional Owners to tell the local indigenous stories of Ballarat East
- o Support the community to tell the stories (including lesser known stories) of Ballarat East
- o Build on the Reimagining Main Road project to deliver a series of Reimagining projects across Ballarat East
- o Identify and implement opportunities to recognise and celebrate the Chinese settlement history in Ballarat East
- o Ensure that any new place names (streets, waterways etc) are decided using local knowledge

7.4.3 Theme 3: Settlement and Liveability

Objectives

- To ensure that new development positively contributes to Ballarat East
- To provide for healthy and active communities
- To embed sustainable practices into everyday life

Strategy 11

Encourage the use of sustainable and active transport

Actions

- o Require new developments to provide paths and trails to link residents with areas of open space and community facilities
(Planning Scheme action)
- o Establish bicycle and pedestrian linkages and infrastructure along waterways and between open spaces, schools and other community facilities

Strategy 12

Encourage new development that reflects the valued landscape character

Actions

- o Undertake a detailed site coverage study to determine the prevailing site coverage and optimum site coverage and lot size for new development
- o Require new development to positively interface with streets and public spaces and support their activation
(Planning Scheme action)
- o Require the design of commercial and community buildings to respond to heritage context and to provide places for community interaction
(Planning Scheme action)
- o Require new development to provide generous front and back garden areas and setbacks to accommodate quality landscaping
(Planning Scheme action)

Strategy 13

Ensure the provision of well-located and serviced affordable housing options

Actions

- o Encourage new development to provide for appropriate, affordable housing
(Planning Scheme action)

Strategy 14**Focus new infill development within the inner and core areas of Ballarat East****Actions**

- o Apply planning controls to encourage higher density housing that respects neighbourhood character and local community values in well-serviced areas that are close to employment and public transport corridors (Planning Scheme action)
- o Assess the suitability of land available for development, giving consideration to proximity to infrastructure and services
- o Review the current industrial land supply and demand to identify infill development opportunities, particularly in the land to the east and west of the Eureka Centre north of Eureka Street

Strategy 15**Ensure that new development takes into account environmental risks, including climate change****Actions**

- o Ensure that planning controls are adequate to appropriately manage environmental risks such as bushfires, floods and contamination (Planning Scheme action)
- o Consult with the local community about local flood modelling with the local community (including the local Aboriginal community)
- o Develop and implement a community education program about flood risk
- o Identify the areas at greatest risk to the impacts of climate change and establish an adaptation plan to build community and asset resilience
- o Ensure that local flood modelling takes into consideration climate change projections and associated risk
- o Collaborate with the State Government and other key partners to better understand Ballarat's vulnerability to disaster, to improve disaster resilience, and to better integrate emergency management

7.4.4 Theme 4: Community Services and Infrastructure**Objectives**

- To improve ease of movement throughout Ballarat East
- To provide sufficient and well-located community facilities and open space
- To strengthen resilience and social connectedness within the community

Strategy 16**Facilitate sustainable and active transport options****Actions**

- o Encourage new development to support and improve sustainable and active transport options such as walking, cycling and public transport
- o Promote cycling routes and walking trails throughout Ballarat East
- o Review public transport routes to identify gaps and advocate improved service provision
- o Continue to improve the walking and cycling trails network
- o Identify suitable locations for the installation of electric recharge stations
- o Explore the feasibility of reintroducing a tram service between the CBD and Ballarat East

Strategy 17**Create improved connections to community facilities and public open spaces****Actions**

- o Develop design guidelines to improve the interface of new development with public open space (Planning Scheme action)
- o Integrate new or renewed community facilities with residential developments
- o Continue to implement Council's Engaging Communities program across Ballarat East to strengthen community connections and undertake local priority actions
- o Negotiate public access to Llanberris Reserve
- o Develop and implement a prioritised program of safe footpath crossing points
- o Identify a suitable location for an off-lead dog park

Strategy 19**Ensure that community facilities are multi-purpose and adaptable****Actions**

- o Support community input into the design of community facilities and public spaces
- o Work with the community to develop an improvement program for the Eureka precinct and hall
- o Review existing recreational facilities and explore options for redevelopment/use as shared facilities

Strategy 18**Implement ongoing upgrades to open and public space****Actions**

- o Develop a prioritised plan to invest in the upgrade and maintenance of public spaces
- o Review local allocation of open space contributions
- o Identify opportunities to include artistic elements, such as public art, when developing public spaces

7.4.5 Theme 5: A Prosperous Future

Objectives

- To provide for economic growth
- To strengthen economic resilience
- To recognise the importance of Bakery Hill to the story and experience of the City

Strategy 20

Encourage innovation and diversity in economic activity

Actions

- o Explore options and controls to expand and diversify creative industry businesses in appropriate locations
- o Improve the visitor experience to the Eureka Regional Tourism Precinct through improvements to public spaces, better connection between sites and the CBD, and growth in complementary businesses
- o Develop a Bakery Hill Precinct Urban Renewal Plan
- o Develop a public realm plan for tourist routes to the Sovereign Hill Precinct and surrounding area
- o Embed UNESCO's 'HUL' approach in the next iteration of the Council's Economic Program

Strategy 21

Ensure that there is adequate land for industry and associated buffers

Actions

- o Review industrial land buffer requirements from sensitive uses, particularly for the industrial land between Larter and Kline Streets
- o Include policy support to discourage new sensitive uses from being located within the buffer of existing industrial sites
- o Review the Industrial Land Strategy and investigate current and likely future demand for industrial land to ensure that buffers are adequate

Strategy 22

Encourage the adaptive reuse of heritage and industrial buildings

Actions

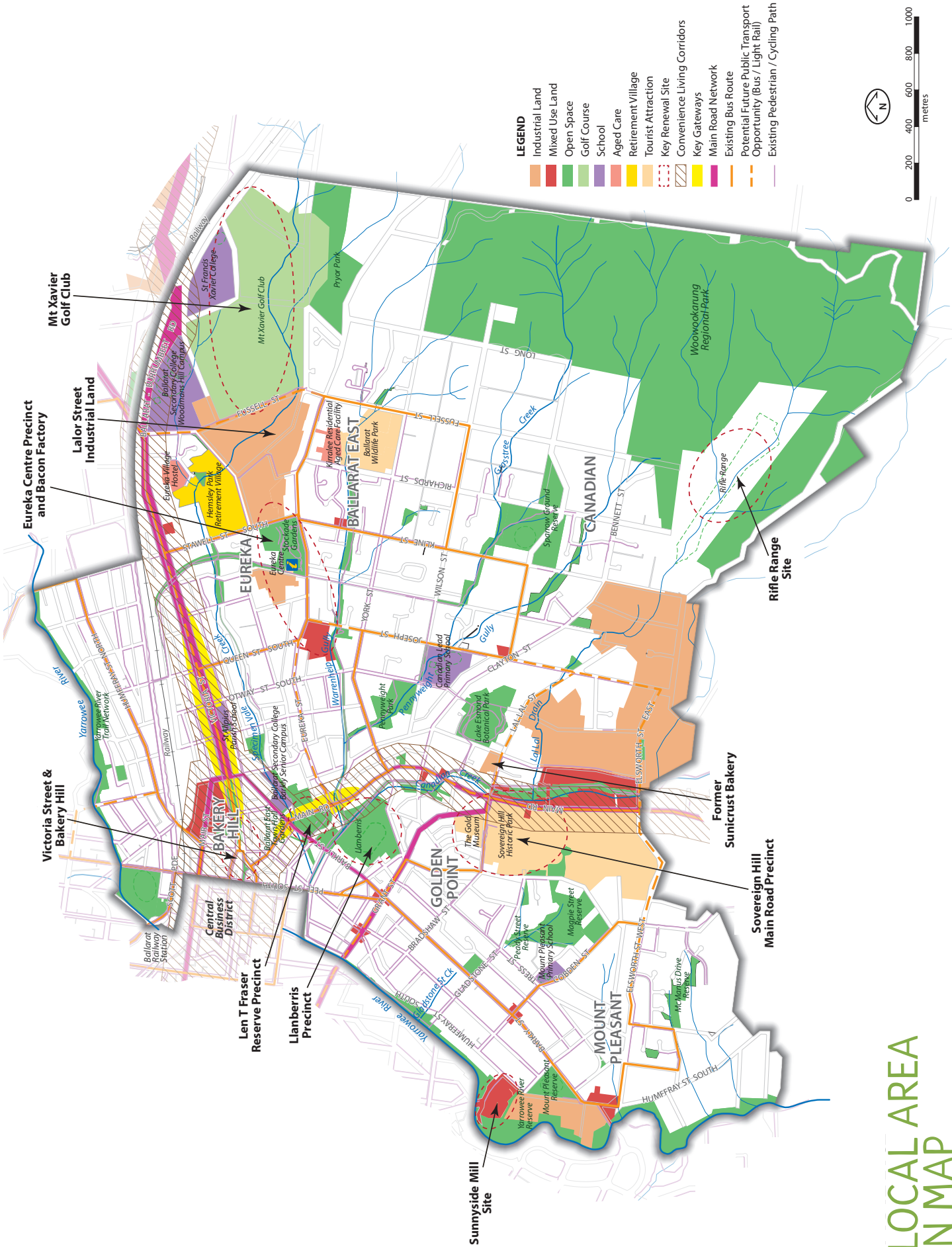
- o Identify infill opportunities in existing industrial areas to maximise the use of infrastructure
- o Explore opportunities for the provision of local services and adaptive reuse of industrial or heritage places

Strategy 23

Grow and diversify local jobs

Actions

- o Encourage the use and development of land to the east of Sovereign Hill (fronting Main Road) for tourism-related purposes, specifically accommodation
- o Support opportunities to increase heritage and nature tourism, and creative industries



7.6 KEY RENEWAL SITES

A number of strategic renewal sites have been identified for future enhancement and development. These sites have been identified because they:

- Are strategically located within the precinct
- Are key activity nodes or gateway sites with potential for landscape and public realm improvements
- Attract significant use from community and visitors
- Contain significant buildings that are well suited to adaptive reuse
- If upgraded, have the potential to provide significant community benefits in terms of safety, access and amenity



The Eureka Centre Precinct and Stockade Gardens

The Eureka Centre sits at the heart of a wider precinct featuring several sites including the Bunny Trail, the neighbouring industrial site to the west and the former bacon factory on Eureka Street. With close proximity to surrounding housing and the nearby retirement village on Stawell Street, the Centre can also support increased use as a local community hub.

Council is committed to continue managing the site, develop its heritage interpretation function, with the addition of a library and historical research services, and to encourage the café to widen its usage. In the broader reserve the Eureka Swimming Pool and Caravan Park will continue to provide a significant local recreational and tourist activity node. Within the Stockade Gardens there is an opportunity to reinstate the fountain within Lake Penhalluriack. An interpretation plan is also planned to integrate the indoor and outdoor visitor experience.





Main Road/Sovereign Hill Precinct

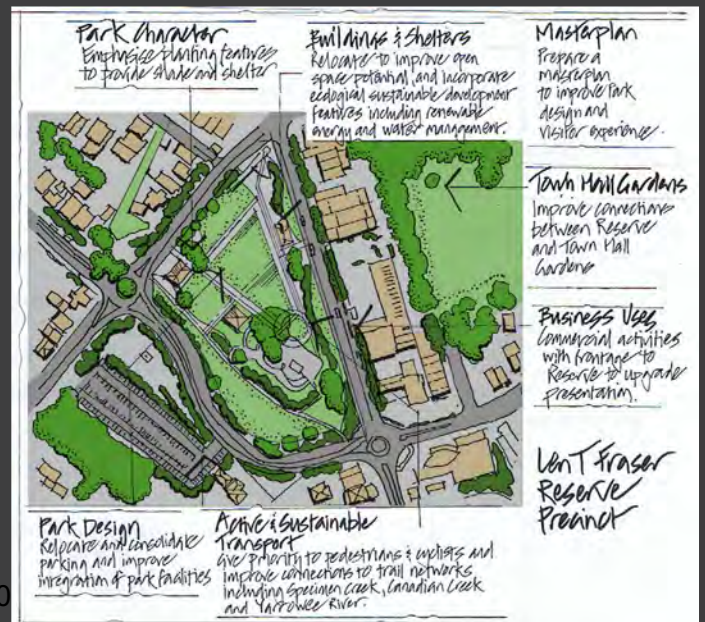
The aptly named Main Road was one of the original roads running through the Ballarat East area. It retains a number of historic buildings, particularly leading into Bridge Mall, with much character and appeal. Main Road serves as an entrance to the CBD from the south east and as an important route to and from Sovereign Hill. There is an opportunity to enhance the character of Main Road along this corridor from the CBD to Elsworth Street.

The City of Ballarat has recently upgraded the section of Main Road between Little Bridge and Humffray Streets to make it a greener, more vibrant and interesting space that tells local stories. Other opportunities include transit-orientated development along the road corridor, higher density residential use in appropriate locations, and consideration of how the significant open spaces adjacent to Sovereign Hill, such as the lookout, can support the future tourist function of the area. There is also potential to increase and improve tourist related commercial activity and accommodation in the precinct, particularly around Sovereign Hill.



Civic Heart Precinct

The Civic Heart Precinct, including the Ballarat East Town Hall Gardens, Britannia Reserve, Len T Fraser Reserve and Llanberris Reserve, forms a major open space and gateway area leading from the Ballarat CBD into Ballarat East. The area would benefit from an integrated approach to landscape improvements to become a quality civic centre and major gateway to the east of Ballarat. Parkland redesign and development will provide an opportunity to improve landscape features, better integrate current park facilities and elevate the visitor experience. Infrastructure upgrades to trail networks along Specimen Creek and Canadian Creek to Poverty Point and Sovereign Hill will improve active transport options and connectivity to surrounding areas.



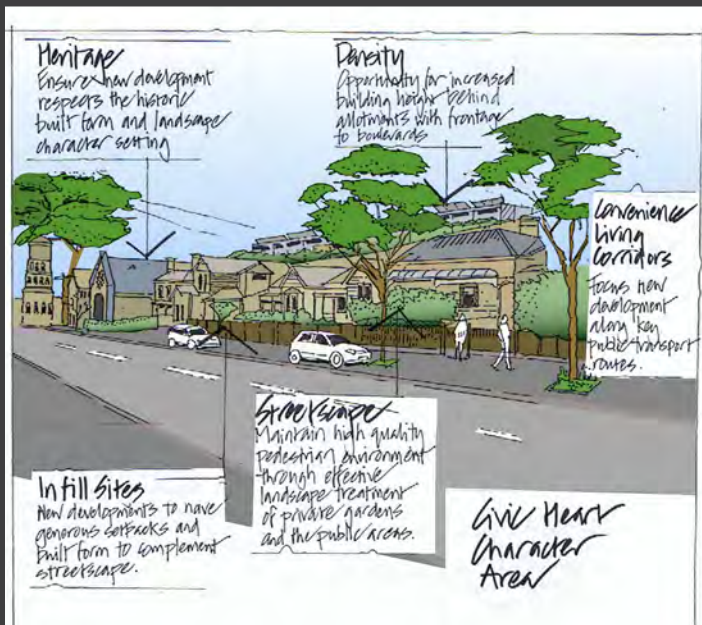


Rifle Range site

The Rifle Range site on the fringe of the Woowookarung Regional Park has potential for remediation and adaptive re-use. Major challenges include remediation of site contamination, managing potential bushfire risk and environmental considerations. For these reasons, the potential for residential development is very limited and alternative use and development, such as that which would complement the recent designation of the Woowookarung Regional Park could be considered to supplement its broader recreational use.

Convenience Living Corridors – Victoria St and Main Road

These heritage areas are important in providing a connection between Ballarat East and Central Ballarat. They also function as attractive gateways to and from Ballarat East. Opportunities for transit-oriented development along these routes in the form of future express busways, or light rail along dedicated alignments will be investigated. There are a number of large and/or former institutional sites which lend themselves to such development and are opportunities for adaptive reuse of significant historic buildings. Any new development, while possibly capable of providing for higher density residential use, will need to retain the pedestrian scale, garden frontage along the street edge and respect the area’s historic character.



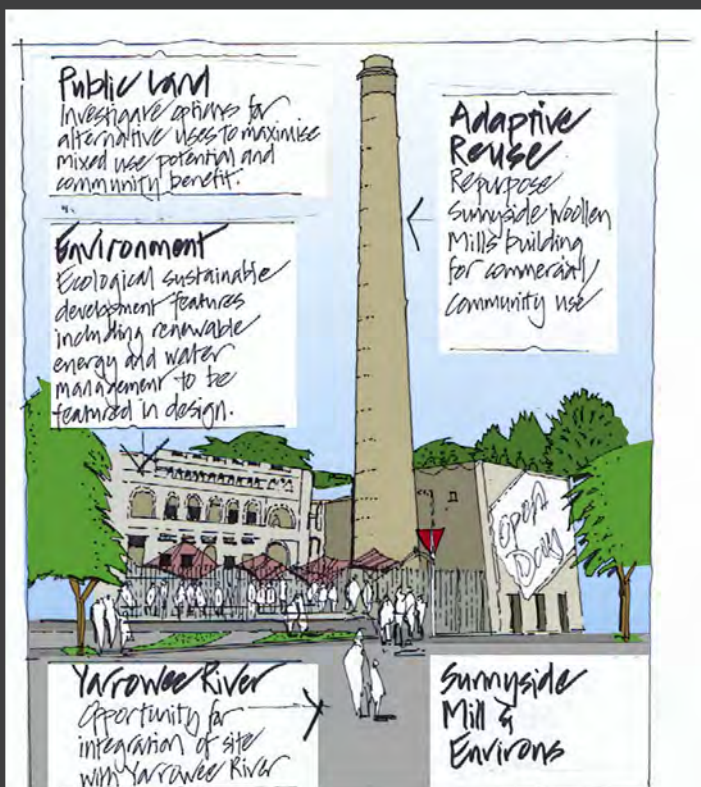


Sunnyside Mill

The former woollen mill on Hill street is a major landmark on the Yarrowee River corridor. The historic building complex with its surrounding environment has great potential for adaptive reuse for commercial, creative and community benefit. Currently within the Mixed Use Zone, the future development of the mill complex could help stimulate a renewed focus for the public park and recreation areas alongside the river corridor, for both recreational use and environmental improvements.

Mount Xavier Golf Club

The Mount Xavier Golf Club is the subject of ongoing improvements. It has potential to house a range of community facilities, particularly to service the outer areas of Ballarat East





Lalor Street Industrial Land

There is a need to review the current municipal wide industrial land supply. Opportunities for future development and alternative uses, including for residential purposes, could be explored, especially development that responds to and integrates the Specimen Vale Creek, to provide both recreational and environmental improvements.

Bacon Factory Eureka Street

The former bacon factory on Eureka Street is a significant landmark along one of the main east-west thoroughfares in Ballarat East. The historic building has recently been used as temporary exhibition space and has potential for more permanent adaptive reuse for commercial, residential, creative and community benefit. Currently within the Mixed Use zone, the future use and development of the site could complement the nearby Eureka Centre as well as improve the recreational use and environmental values of the Yarrowee Reiver Trail Network running along the south of the site.



Former Bakery Lal Lal Street

The former Sunicrust bakery on the corner of Lal Lal and Larter Streets in Golden Point has potential to provide a range of uses that complement the nearby Sovereign Hill tourist complex, including commercial, creative and accommodation uses. Given the site's current Industrial 3 zoning, there will be a need to understand Ballarat's broader industrial land supply prior to any future use and development.

8. IMPLEMENTATION PLAN



Action	Precinct	HUL Toolkit	Timeframe	Delivery
Natural Environment				
<i>Ensure that waterways are managed appropriately</i>				
Ensure all waterways are zoned appropriately (Planning Scheme Action)	BE	P	S	CoB, A
Develop design guidelines to improve the interface of waterways and public land	BE	P	S	CoB, A
Implement regulatory controls over flood affected land (Planning Scheme Action)	BE	P	S	CoB, A
Support community advocacy and management of waterways, in particular those not identified as regional priorities	BE	C	O	CoB, C, A, D
Review/update the Master Plan and develop a Management Plan for the Yarrowee River reserve	UH	P, K, R, C	M	CoB, C, A
<i>Establish living corridors by protecting and enhancing vegetation linkages between patches of remnant vegetation</i>				
Review the effectiveness of the Environmental Significance Overlay, Schedule 5 (Koala and Koala Habitat Protection) and apply modified planning controls to support creation of the living corridor as identified in the Ballarat Strategy, in particular along the Great Dividing Range / Woowookarung Regional Park (Planning Scheme action)	FE, CN	P	M	CoB, C, A
Support community involvement to protect koala habitat across the broader Ballarat East precinct	FE, CN	C	O	CoB
Develop a plan and undertake targeted revegetation on Council managed land to improve waterway health, enhance habitat and manage erosion	BE	R	O	CoB, A
Council to continue to support community groups by providing plants for plantings that will improve biodiversity outcomes	BE	R	O	CoB, C
Support community environmental monitoring and knowledge sharing programs	BE	K	O	CoB, C, A
<i>Protect significant vegetation and encourage the planting of vegetation in new developments to achieve 40% canopy cover by 2040 and improve biodiversity outcomes</i>				
Develop an assessment tool as part of the Urban Forest strategy to achieve 40% canopy cover by 2040	BE	P, K	S	CoB

Precinct

BE	Entire Ballarat East
CH	Civic Heart
UH	Urban Heritage
CN	Central Neighbourhood
FE	Forest Edge

HUL Toolkit

P	Planning
K	Knowledge
C	Community
R	Resources

Timeframe

S	Short (within 2 yrs)
M	Medium
L	Long
O	Ongoing

Delivery

CoB	City of Ballarat
C	Community
A	Agency/Authority
D	Developers

Action	Precinct	HUL Toolkit	Timeframe	Delivery
Develop educational material to protect vegetation and increase canopy cover in East Ballarat	BE	C, K	S	CoB, C
Develop a tree planting policy and controls for new development and subdivisions (Planning Scheme Action)	BE	P, K	S	CoB
Explore incentives that will encourage private landholders to increase tree cover and improve biodiversity outcomes	BE	R, K	S	CoB
Investigate existing canopy cover to inform future specific vegetation planning controls (Planning scheme Action)	BE	P	S	CoB
<i>Encourage environmentally sustainable development that achieves resource efficiency and protects the natural environment</i>				
Develop and implement an Ecologically Sustainable Development Local Policy in the Ballarat Planning Scheme. (Planning Scheme Action)	BE	P	M	CoB
Support regulation reform to improve energy efficiency of all buildings.	BE	P, K	O	CoB
Conduct ongoing research and identify opportunities to mitigate and adapt to climate change and climate uncertainty and build local environmental resilience	BE	P, K	O	CoB
Support the transition to renewable and resilient energy systems	BE	C, R, K, P	O	CoB
Research the energy profile of Ballarat East and develop a prioritised emissions reduction plan.	BE	K, C	M	CoB, C, A
<i>Protect the Woowookarung Regional Park interface and buffer</i>				
Ensure that planning controls are adequate to manage the interface between the Woowookarung Regional Park and the urban area. (Planning Scheme Action)	FE, CN	P, K	S	CoB, C, D, A
Cultural and Built Heritage				
<i>Encourage ongoing and renewed use of heritage buildings</i>				
Ensure the Heritage Overlay is applied appropriately, including completing the Heritage Gaps Study to identify and protect any missed heritage fabric (Planning Scheme Action)	BE	P, K	S-M	CoB, C
Support the adaptive reuse and regeneration of historic places and buildings	BE	P	S	CoB
Promote heritage conservation incentive programs to property and business owners	BE	C	M	CoB,
<i>Encourage new development that reinforces valued landscape and neighbourhood character of Ballarat East</i>				
Develop and implement design guidelines consistent with the Ballarat East Neighbourhood Landscape Character and Significant Views Study	BE	P	S	CoB
Apply planning controls to ensure new development reflects the valued landscape and neighbourhood character (Planning Scheme Action)	BE	P	S	CoB
Identify significant views and implement appropriate planning controls (Planning Scheme Action)	BE	P	S	CoB, C
Ensure that planning controls are adequate to protect the landscape character and the established boulevard along Victoria Street (Planning Scheme Action)	UH, CN	P	S	CoB
Develop an online tool to enable current and potential property owners and developers to access instructive planning information and design guidelines/tools for individual properties	BE	K	M	CoB

Precinct

BE Entire Ballarat East
 CH Civic Heart
 UH Urban Heritage
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 FE Forest Edge

HUL Toolkit

P Planning
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Timeframe

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Delivery

CoB City of Ballarat
 C Community
 A Agency/Authority
 D Developers

Action	Precinct	HUL Toolkit	Timeframe	Delivery
Establish a recognition program to acknowledge best practice new development outcomes	BE	R	O	CoB
Develop design guidelines for new community facilities to ensure that local identity is incorporated into the design	BE	K	M	CoB
<i>Revitalise the central civic heart</i>				
Develop the Bakery Hill / CBD precinct as a key entrance to Ballarat from the east	CH	P, R	M	CoB
Enhance landscape quality and accessibility across Len T Fraser Reserve	CH	R	L	CoB
Seek funding and community partnerships to restore the Ballarat East Town Hall Gardens	CH	C	S	CoB, C, A
Investigate and establish ownership and management to ensure continued public access to the Ballarat East Town Hall Gardens site	CH	C, K, R	M	C, CoB
<i>Collect and share information about the history of Ballarat East</i>				
Encourage and support the community to contribute knowledge and heritage information to the Visualising Ballarat, The Memory Atlas and Time Capsule Ballarat websites	BE	K	O	C, CoB
Undertake cultural resource mapping to better understand existing activity and to assist future planning	BE	K	L	CoB
<i>Tell the stories of Ballarat East through design and interpretation</i>				
Tell the story of Eureka at the Eureka Centre and Stockade Gardens	UH	K, C	O	CoB, C, A, D
Partner with traditional owners to tell local indigenous stories of the East	BE	K, C	O	CoB, C, A, D
Support the community to tell the stories (including lesser known stories) of Ballarat East	BE	K, C	O	CoB, C
Build on the (Re)Imagining Main Road project to deliver a series of (Re)Imagining projects across Ballarat East	BE	K, C	O	CoB, C
Identify and implement opportunities to recognise and celebrate the Chinese settlement history in Ballarat East	BE	K, C	O	CoB, C
Ensure that any new place names (streets, waterways etc..) are decided using local knowledge	BE	K, C	O	CoB, C
Settlement and Liveability				
<i>Encourage the use of sustainable and active transport</i>				
Require new developments to provide paths and trails to link residents with areas of open space and community facilities (Planning Scheme Action)	BE	P	S	CoB
Establish bicycle and pedestrian linkages and infrastructure along waterways and between open spaces, schools and other community facilities	BE	P, R, C	S/M	CoB
<i>Encourage new development that reflects the valued landscape character</i>				
Undertake a detailed site coverage study to determine the prevailing site coverage and optimum site coverage and lot size for new development	BE	K	S	CoB
Require new development to positively interface with streets and public spaces and support their activation (Planning Scheme action)	BE	P	S	CoB, D
Require the design of commercial and community buildings to respond to heritage context and provide places for community interaction (Planning Scheme Action)	BE	P	S	CoB, D
Require new developments to provide generous front and back garden areas and setbacks to accommodate quality landscaping (Planning Scheme Action)	BE	P	S	CoB, D

Action	Precinct	HUL Toolkit	Timeframe	Delivery
<i>Ensure the provision of well-located and serviced affordable housing options</i>				
Encourage new developments to provide for appropriate, affordable housing for all (Planning Scheme Action)	BE	P	S-M	CoB
<i>Focus new infill development within the inner and core areas of Ballarat East</i>				
Apply planning controls to encourage higher density housing that respects neighbourhood character and local community values in well-serviced areas that are close to employment and public transport corridors (Planning Scheme action)	CH, UH	P	S	CoB
Assess the suitability of land available for development, giving consideration to proximity to infrastructure and services	BE	P, K	S-M	CoB
Review the current industrial land supply and demand to identify infill development opportunities, particularly in the land to the east and west of the Eureka Centre north of Eureka Street	CN	P	M	CoB
<i>Ensure new development takes into account environmental risk, including climate change</i>				
Ensure that planning controls are adequate to appropriately manage environmental risks such as bushfire, floods and contamination (Planning Scheme action)	BE	P	S	CoB
Consult with the local community about local flood modelling with the local community (including the local Aboriginal community)	BE	P, K	S	CoB, L, A
Develop and implement a community education program about flood risk	BE	R, K	M	CoB, A
Identify areas of greatest risk to the impacts of climate change and establish an adaptation plan to build community and asset resilience	BE	K, P	L	CoB, C
Ensure that local flood modelling takes into consideration climate change projections and associated risk	BE	K	S	CoB
Collaborate with the State Government and other key partners to understand Ballarat's vulnerability to disaster, to improve disaster resilience and to better integrate emergency management	BE	K	M	CoB, A
Community Services and Infrastructure				
<i>Facilitate sustainable and active transport options</i>				
Encourage new development to support and improve sustainable and active transport options such as walking, cycling and public transport	BE	P	S	CoB, D
Promote cycling routes and walking trails throughout Ballarat East	BE	C	S, O	CoB, A, C
Review public transport routes to identify gaps and advocate for improved service provision	BE	K	M	CoB
Continue to improve the walking and cycling trails network	BE	R	O	CoB
Identify suitable locations for installation of electric recharge stations	BE	K	M	CoB
Explore feasibility of reintroducing a tram service between the CBD and Ballarat East	BE	K	L	CoB, A

Precinct

BE	Entire Ballarat East
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UH	Urban Heritage
CN	Central Neighbourhood
FE	Forest Edge

HUL Toolkit

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Timeframe

S	Short (within 2 yrs)
M	Medium
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Delivery

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C	Community
A	Agency/Authority
D	Developers

Action	Precinct	HUL Toolkit	Timeframe	Delivery
<i>Create improved connections to community facilities and public open spaces</i>				
Develop design guidelines to improve the interface of new development with public open space (Planning Scheme action)	BE	P	S	CoB, D
Integrate new or renewed community facilities with residential developments	BE	P	S	CoB, C, D, A
Continue to implement Council's Engaging Communities program across Ballarat East to strengthen community connections and undertake local priority actions	BE	C	O	CoB, C
Negotiate public access to Llanberris Reserve	CH, UH	R	S	CoB
Develop and implement a prioritised program of safe footpath crossing points	BE	C, R	M	CoB, C
Identify a suitable location for an off-lead dog park	BE	K	S	CoB, C
<i>Implement ongoing upgrades to open and public space</i>				
Develop a prioritised plan to invest in the upgrade and maintenance of public spaces	BE	R	O	CoB
Review local allocation of open space contributions	BE	P, K, R	M	CoB
Identify opportunities to include artistic elements, such as public art, when developing public spaces	BE	K, C, R	M, O	CoB, C
<i>Ensure community facilities are multipurpose and adaptable</i>				
Support community input into the design of community facilities and public spaces	BE	C	O	CoB, C
Work with the community to develop an improvement program to the Eureka precinct and hall	UH	C, R	M	CoB, C
Review existing recreational facilities and explore options for development/use as shared facilities	BE	K	M	CoB
A Prosperous Future				
<i>Encourage innovation and diversity in economic activity</i>				
Explore options and controls to expand and diversify creative industry businesses in appropriate locations	BE	P	S	CoB
Improve the visitor experience to the Eureka Regional Tourism Precinct, through improvements to the public realm, better connection between sites and the CBD, and growth in complementary businesses	UH, CH, CN	R	M-L	CoB
Develop a Bakery Hill Precinct Urban Renewal Plan	CH	P	S	CoB
Develop a public realm plan for tourist routes to and surrounds of the Sovereign Hill Precinct and surrounding area	UH, CN	K, R	M-L	CoB
Embed UNESCO's 'HUL' approach in the next iteration of the Council's Economic Program	BE	R	O	CoB
<i>Ensure there is adequate land for industry and associated buffers</i>				
Review industrial land buffer requirements from sensitive uses, particularly to the industrial land between Larter and Kline Streets	CN	P	S	CoB
Include policy support to discourage new sensitive uses from being located within the buffer of existing industrial sites	UH, CN	P	S	CoB

Action	Precinct	HUL Toolkit	Timeframe	Delivery
Review the Industrial Land Strategy and investigate current and likely future demand for industrial land and ensure that buffers are adequate	UH, CN	P	S-M	CoB
<i>Encourage adaptive reuse of heritage and industrial buildings</i>				
Identify infill opportunities for existing industrial areas to maximise the use of infrastructure	BE	P, K	S, O	CoB
Explore opportunities for the provision of local services and adaptive reuse of industrial or heritage places	BE	K, C	O	CoB
<i>Grow and diversify local jobs</i>				
Encourage the use and development of land to the east of Sovereign Hill (fronting Main Road) for tourism-related purposes, specifically accommodation	UH, CN	P	S, O	CoB
Support opportunities to increase heritage and nature tourism, and creative industries	BE	K, R	O	CoB

Precinct

BE	Entire Ballarat East
CH	Civic Heart
UH	Urban Heritage
CN	Central Neighbourhood
FE	Forest Edge

HUL Toolkit

P	Planning
K	Knowledge
C	Community
R	Resources

Timeframe

S	Short (within 2 yrs)
M	Medium
L	Long
O	Ongoing










Delivery

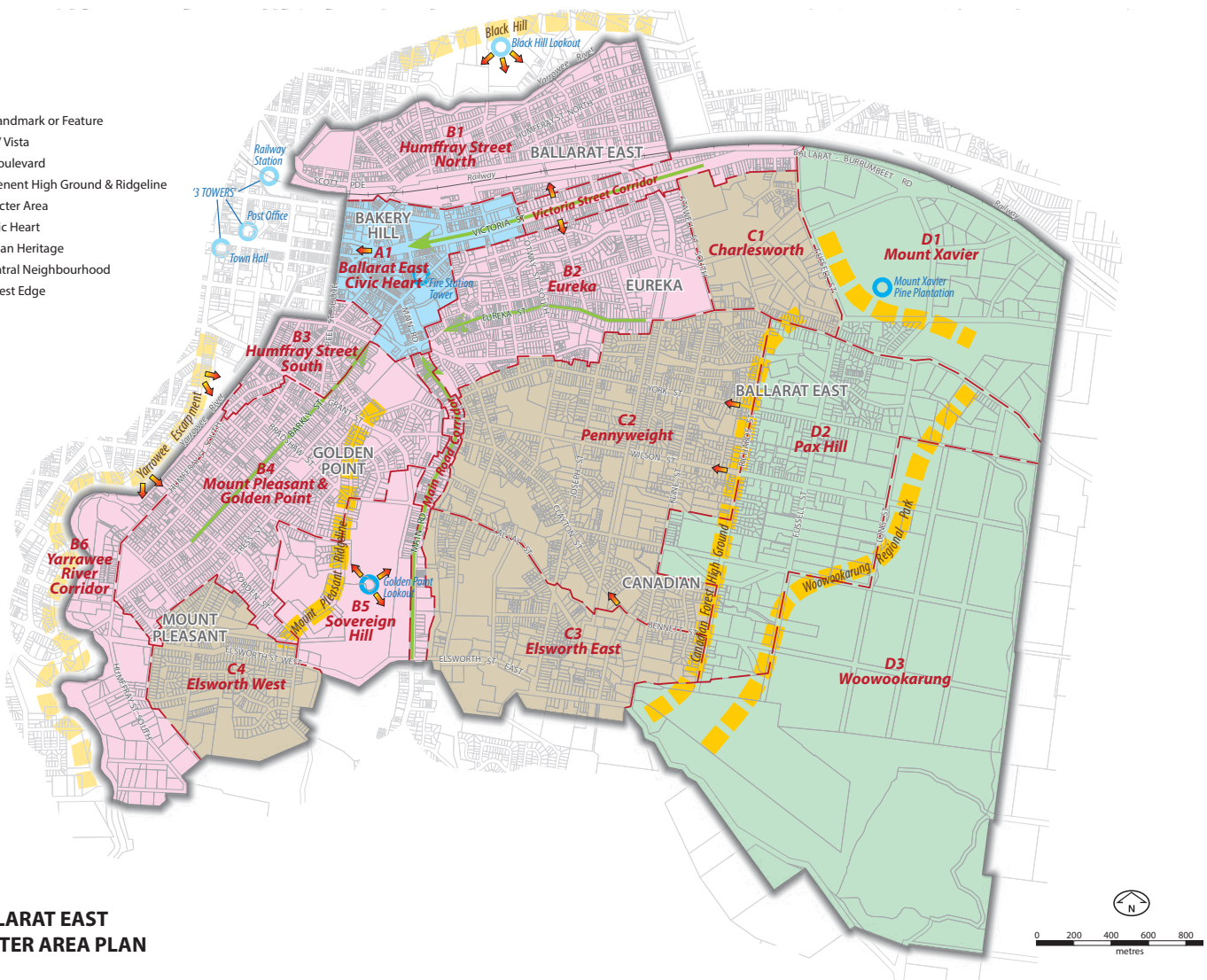
CoB	City of Ballarat
C	Community
A	Agency/Authority
D	Developers

APPENDIX A: SUMMARY OF CHARACTER AREA ATTRIBUTES AND VALUES



LEGEND

-  Key Landmark or Feature
-  View / Vista
-  Key Boulevard
-  Prominent High Ground & Ridgeline
-  Character Area
-  A: Civic Heart
-  B: Urban Heritage
-  C: Central Neighbourhood
-  D: Forest Edge



BALLARAT EAST CHARACTER AREA PLAN

Civic Heart

Urban Heritage

Central Neighbourhood

Forest Edge

- Humffray Street North
- Eureka
- Humffray Street South
- Mount Pleasant and Golden Point
- Sovereign Hill
- Yarrowee River Corridor

- Charlesworth
- Pennyweight
- Elsworth East
- Elsworth West

- Mount Xavier
- Pax Hill
- Woowookarung



CIVIC HEART

Boundaries

Ballarat East’s civic heart is bounded by Peel Street and Bridge Mall to the west, inner Ballarat residential development to the east, Canadian Creek to the south, and the railway corridor to the north. The area is centred on the raised ground of Bakery Hill, St Pauls and adjoining areas affording significant views over the CBD skyline.

Overall character

The Civic Heart is the area closest to the Ballarat CBD and includes the commercial areas of Bakery Hill. This area has real diversity of building styles with modern commercial development interspersed with historic buildings. Maintaining views of the city skyline from the top of Bakery Hill is a priority, as is improving the public environment, particularly the former Town Hall Gardens site and the Len T Fraser Reserve.

Key attributes

Landform

- The elevated ground on approaching from the east gives way to the more low-lying, flatter areas associated with the wider corridor of the Yarrowee River. This lower area defines the transition from the more irregular landforms of the east to the more uniform plateau of the west. The area is centred on the raised ground of Bakery Hill, St Pauls and adjoining areas, affording significant views over the CBD skyline.

Development patterns

- The irregular pattern of development reflects the early gold mining history of the Civic Heart area and contrasts greatly with the regular grid pattern of the CBD and western and northern suburbs of Ballarat.
- The early gold mining has left a legacy of open spaces and organically derived street patterns and a mix of dense residential and commercial development within that framework.
- Whilst a mix of open spaces and early single-storey housing generally characterise the southern portion of the area, the northern and eastern areas display a blend of modern commercial building stock of varied quality. Supermarkets, offices, shops, recreation venues and industrial units dominate particularly along the Mair Street and Peel Street corridors.

Historical identity

- The civic heart of Ballarat East developed around the civic institutions on Barkly Street. The historic fire station with its iconic tower, the former Ballarat East Free Library, the site of the former Town Hall, now occupied by college buildings, the substantial remains of the Town Hall Gardens all contribute to a sense of civic pride and retention of historic and cultural identity.

Built environment

- A mix of building types and eras...representing civic, commercial and residential development from the early days of gold mining through to present day developments along Main Road and on infill sites.
- Several historic overlays with a wealth of contributory buildings come together in the Civic Heart. A range of historic styles and detailing, including street furniture, add to the richness of the area.

Open space and vegetation

- The Specimen Vale Creek and associated vegetation cover forms a significant feature linking a network of major open public spaces that characterise the southern part of the Civic Heart.
- The open spaces resulting from former mining operations, civic and educational uses now form a complex of valuable open spaces close to the city centre.

Access

- Victoria Street forms a major processional way into the city centre characterised by formal avenue tree planting, wider ornamental verges, service roads and many significant heritage buildings. (Along with Sturt Street considered a major asset to the city.)
- In contrast Main Road forms a more organic and idiosyncratic approach through the Civic Heart to the city with few trees and contrasting passages of built form.
- Specimen Vale Creek presents an important connection through the Civic Heart for both cyclists and pedestrians, with the potential to link to the CBD, Sovereign Hill, Eureka Centre and the wider landscape.

Key views

- Significant views of the CBD skyline from the high ground of Bakery Hill, particularly on approach from Victoria Street and Mair Street.
- Dynamic views along Barkly Street in both directions. From the south the linear and undulating alignment of the street focuses views from several vantage points on the iconic Fire Station tower. From the direction of Victoria Street the vista is contained by the heritage streetscape featuring many historic buildings. A similar intact streetscape can be experienced on Main Road between the roundabout on Humffray Street South and the entrance to Bridge Mall.
- Panoramic views over the Civic Heart and the whole Ballarat East landscape from trains travelling over the elevated Peel Street Bridge.
- Expansive view of the city skyline opens out on approach from Buninyong and Sovereign Hill at the junction of Main Road and Eureka Street. The mix of uses in the foreground can detract from the appreciation of this view.
- Historic views from the former Town Hall site, which was orientated to face west and Ballarat Town Hall. In contrast, attempts were made to screen the 'chaotic landscape' of the adjacent gold mines and associated activity to the south and south-west (Britannia and Llanberis).

Values

- Pride in the civic buildings of Barkly Street, the tree lined grandeur and floral bedding of Victoria Street, and the historic buildings lining sections of Main Road.
- An appreciation of the open spaces and their contribution to the character and liveability of the area, despite some perceptions of neglect and untidiness. The former Town Hall gardens and the L.T. Fraser Reserve are especially valued.
- The range of cultural stories encapsulated in the architecture and spaces of the area, including the many aspects of the early gold mining activity, and the potential for greater exposure and interpretation.