



HEATHCOTE COMMUNITY PLAN 2017-2021

Introduction

The 2017-2021 Heathcote & District Community Plan was prepared by Advance Heathcote Inc., the community group that have led development and implementation of the community plan in Heathcote since 2014. Development of this plan involved wide consultation with Heathcote community groups and community members. The plan incorporates the ideas and priorities of a wide range of local people who live in Heathcote and the surrounding districts. The framework developed by the City of Greater Bendigo in its Community Plan 2017-2021 has been adopted and shaped to articulate our community's needs and aspirations for growing Heathcote's liveability.

The plan is the platform for our advocacy for Heathcote's liveability, future growth and development. It presents the priorities of the Heathcote community that will be implemented over the next four years. The implementation and success of the plan will be achieved through community members,

organisations and groups, businesses and tourism working together in partnership to collaborate, advocate and by taking direct action.

We welcome and encourage all residents to join Advance Heathcote Inc's activities as we strive to work together to ensure Heathcote continues to be a vibrant and liveable community where people of diverse backgrounds and interests can access the services and activities needed to live fulfilled lives.

If you want to be involved in particular projects listed in the plan, please forward your contact details to Advance Heathcote Inc using the links on the last page of our community plan.



GOAL 1: Lead and advocate for all

Effective community engagement will guide well-informed, collective decision-making for improving Heathcote's liveability.

Objectives	Strategies / Actions
Build community connection and opportunity for communication and information exchange	Develop a Community Directory (using various mediums) to publicise information on services, community groups, clubs and activities and establish a community noticeboard
	Work with local real estate agents, Council and the Visitor Information Centre to develop a "Welcome to Heathcote & Community Information Kit"
	Facilitate an annual Heathcote Community Expo Day to inform our community about services, groups, clubs and activities
	Establish an Access & Support Hub in Heathcote
	Review the distribution and access to information for residents and visitors and improve co-ordination of information, including liaison with the Mclvor Times
	Continue to work on 'Heathcote as a Caring Community' framework
Advocate for priority issues to improve Heathcote's liveability	Collaborate and partner with relevant community members and agencies to advance this plan and other emerging priority issues
	Organise two "Town Hall" style meetings to keep in touch with our community, in collaboration with community partners
	Provide opportunities for community members to have input into City of Greater Bendigo plans, strategies and networks
	Engage with the Heathcote community to implement this plan through time-limited working groups or special interest groups
Actively seek funding opportunities to implement Community Planning Projects	Work in partnership with community organisations, tourism and businesses to attain funds to implement projects
	Ensure alignment of this Community Plan with relevant local, state and federal government policies and priorities

Goal 2: Wellbeing and fairness

Inclusive policies, partnerships and projects that increase access, improve health and wellbeing opportunities, resulting in better community connections and quality of life.

Objectives	Strategies / Actions
Healthy and well Create a much healthier Heathcote and District community	Support implementation of the Achievement Program in 'early years' environments, schools and workplaces in the Heathcote and district area
	Implement health and wellbeing strategies identified through the GREATER initiative for the Heathcote and district community, and explore offering a Health & Wellness Expo
	Participate in research initiatives and projects that have direct benefit to the health and wellbeing of the Heathcote and district community members
	Investigate community attitudes towards fluoridisation of local drinking water in Heathcote and use this information as the basis for advocacy

Objectives	Strategies / Actions
<p>Safe and secure Create safe and resilient communities</p>	<p>Establish a Heathcote Safer Town Committee with links to the City of Greater Bendigo Safe Community Forum to consider all aspects of resident and community safety and protection</p> <p>Develop an Emergency Preparedness Plan for Heathcote and district to enhance the response capacity including:</p> <ul style="list-style-type: none"> identifying the most significant emergency risks planning for hypothetical emergency response options for each identified risk involving community members in planning, learning about and practice for emergency preparedness <p>Collaborate in activities that increase the resilience of vulnerable people in Heathcote and district, including resilience to climate change</p>
<p>Able to participate Support participation and development for residents of all ages and abilities</p>	<p>Ensure community participation in development of the Heathcote Integrated Civic Precinct project</p> <p>Advocate for local services that support vulnerable people who are isolated or living with disability, including cultural needs</p> <p>Increase awareness of local, reasonably priced meeting places for community groups to gather and participate socially</p> <p>Enable our young people to access facilities and services that will meet their needs and promote opportunities to reach their desired potential</p> <p>Explore new initiatives for early years services, including expanded library programs and a holiday program</p> <p>Establish local child care/day care services with family services in Heathcote</p>
<p>Increase opportunities for people to meet their transport needs</p>	<p>Investigate opportunities to increase public transport options, including more frequent and daily services on the Heathcote to Bendigo corridor</p> <p>Advocate for appropriate earlier departure times for VLine bus services to Melbourne</p> <p>Trial a community transport model for Heathcote that includes flexible in town community and medical transport options</p> <p>Advocate for improved disability access on footpaths and cross overs in Heathcote</p>
<p>Connect to culture and community Promote community connection</p>	<p>Trial the Casserole Club model in the Heathcote and district area and contribute to its evaluation as a basis for further action</p> <p>Support and build capacity of existing and new volunteers through recruitment campaigns, training opportunities, activities and programs</p>
<p>Liveability Promote positive wellbeing across the Heathcote and District community</p>	<p>Support initiatives that progress the Heathcote Dementia Village Project</p> <p>In partnership with relevant agencies implement priorities from the City of Greater Bendigo Municipal Public Health and Wellbeing Plan</p> <p>Investigate mechanisms to develop Heathcote's infrastructure including:</p> <ul style="list-style-type: none"> further development and expansion of services at Heathcote Community House opportunities to establish a hydrotherapy pool in Heathcote extend the opening hours of the community pool exploration and development of a community orchard beside the Heathcote Community House and Heathcote skate park

Goal 3: Strengthening the economy

Advocacy, innovation and support to grow jobs, attract visitors and diversify the local and regional economy.

Objectives	Strategies / Actions
Support our local businesses and industry to be strong, vibrant, grow and develop	Develop an investment prospectus to provide a focus for business and industry to make informed decisions when advocating for and planning future development and growth
	Support local business - create a buy-local campaign
	Work with Heathcote's commercial activity areas and community centres to retain their attraction and economic sustainability
	Work closely with all sectors, including manufacturing, mining, tourism, retail, education, health, creative industries and agriculture to enhance their success
	Support improved freight services for local business
	Support the establishment of a Rural Communities Officer in Council
Support new, emerging and potential developments and services that will stimulate economic growth and create local employment	Investigate and develop "business incubator" opportunities for new start-ups, emerging and existing micro businesses
	Leverage opportunities through the Heathcote Dementia Village project to increase employment opportunities
	Advocate on behalf of, and support the Heathcote Community Children's Services Inc to establish a children's community hub providing children's services and child care
	Support before-school and after-school care and vacation care (located in the primary school) in their efforts to become sustainable
	Extend opportunities for stronger links between business or industry and learning providers
Ensure Heathcote is a welcoming place for new businesses, industries and tourism that supports creativity and innovation	Create an asset register of existing assets and distinctive resources within the Township Planning process
	Support collaborative partnerships for tourism growth
	Attract and support creative industries
	Take advantage of communication technology for community benefit (i.e. Wi-Fi connectivity for township and High Street traders)
Attract visitors and promote the diversification of the local and regional economy	Support existing local events and festivals – Heathcote on Show, Wine and Food Festival, Heathcote Community Games, The O'Keefe Challenge etc.
	Work with entrepreneurs to create more events and festivals (i.e. Health and Wellbeing, Writers' Festival, Long Lunch etc)
	Create marketing and promotional packages that promote the diversity offered by Heathcote and district



Goal 4: Presentation and managing growth

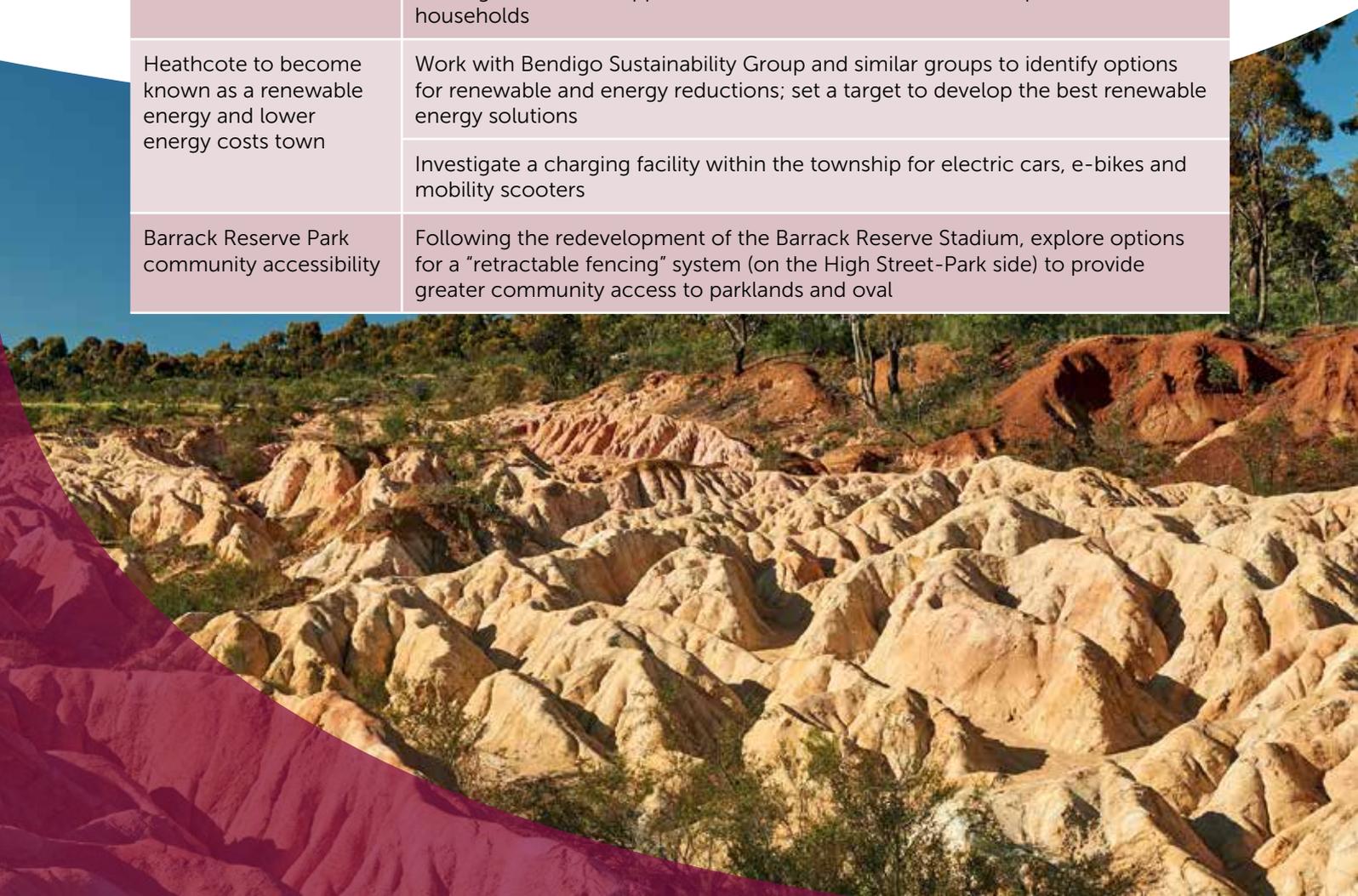
Planning, developments and administration that increase liveability and pride in where we live.

Objectives	Strategies / Actions
Complete adopted major projects	Complete the upgrade and expansion of the Barrack Reserve Stadium and facilities including the netball courts
	Re-surface the basketball court floor in the Barrack Reserve Stadium
	Seek funding for completion of Stage 2 of the solar project for the Heathcote Community Pool
	Complete the installation of the pedestrian footbridge on the Chauncey Street Lyall Bridge
	Complete the upgrade of RSL Hall facilities including improved toilets, floor sanding and painting
	Support the completion of the Heathcote Integrated Civic Precinct project, including expansion of library services
Keep Heathcote attractive with improved streetscape, good quality public facilities and places	Continue work on the High Street streetscape improvements and integrate the signage strategy into overall streetscape activities and township entrances
	Establish a traders' working group to develop a High Street improvement plan, including considering permanent banners for High Street retail area
	Seek funding to paint a mural on the wall of Barrack Stadium change rooms in collaboration with youth development initiatives
Provide and maintain rural infrastructure to support the liveability of the Heathcote community	Support implementation of the Heathcote Township Structure Plan
	Advocate for construction of footpaths, gutters and street lighting to enhance community connection and safety
	Support the Heathcote CFA to update their building to meet current minimum requirements
	Advocate to extend the 50km zone to the IGA/Heathcote Winery and advocate for police to actively monitor for compliance
	Promote and sign existing 'off-the-lead' dog park areas in Heathcote

Goal 5: Environmental sustainability

Make Heathcote and region attractive, environmentally responsible and liveable.

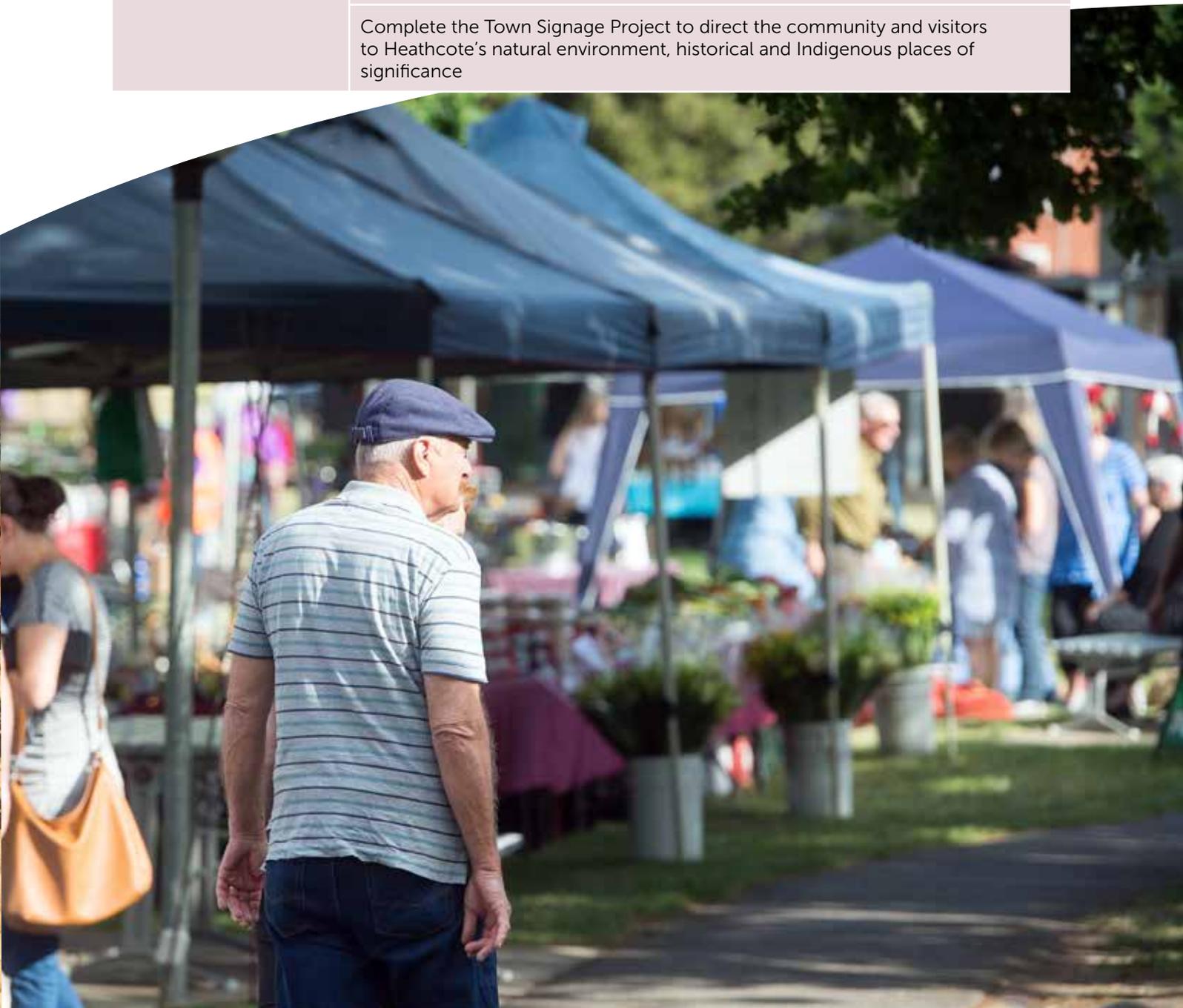
Objectives	Strategies / Actions
Support local action to value and enhance the natural environment	Establish and support an active Land Care group and activities that attract financial support to enhance its sustainability
	Commence land care operations with a focus on clean-up of Mclvor Creek – bridge to bridge
	Explore options for highway and district roadside clean-ups
Complete the Heathcote Spur Trail Network for walking, riding and cycling	Finalise the Pink Cliffs, Valley of the Liquid Amber, Viewing Rock and Mclvor Trail signage, maps and promotion
	Work with Regional Development Victoria, City of Greater Bendigo and Campaspe Shire to design and fund the Murchison to Heathcote Trails - incorporating the Winery Spur Trail
	Support the development of the Heathcote to Wallan Rail Trail
Support activities that make Heathcote a low waste town	Monitor opportunities for waste reduction and recycling initiatives in Heathcote (ie. funding, ideas, what other communities do)
	Support the plastic free town initiative
	Map the location of recycling bins and advocate for installation of more where required
	Investigate Council support for a hard rubbish drive to clean up the town and households
Heathcote to become known as a renewable energy and lower energy costs town	Work with Bendigo Sustainability Group and similar groups to identify options for renewable and energy reductions; set a target to develop the best renewable energy solutions
	Investigate a charging facility within the township for electric cars, e-bikes and mobility scooters
Barrack Reserve Park community accessibility	Following the redevelopment of the Barrack Reserve Stadium, explore options for a "retractable fencing" system (on the High Street-Park side) to provide greater community access to parklands and oval

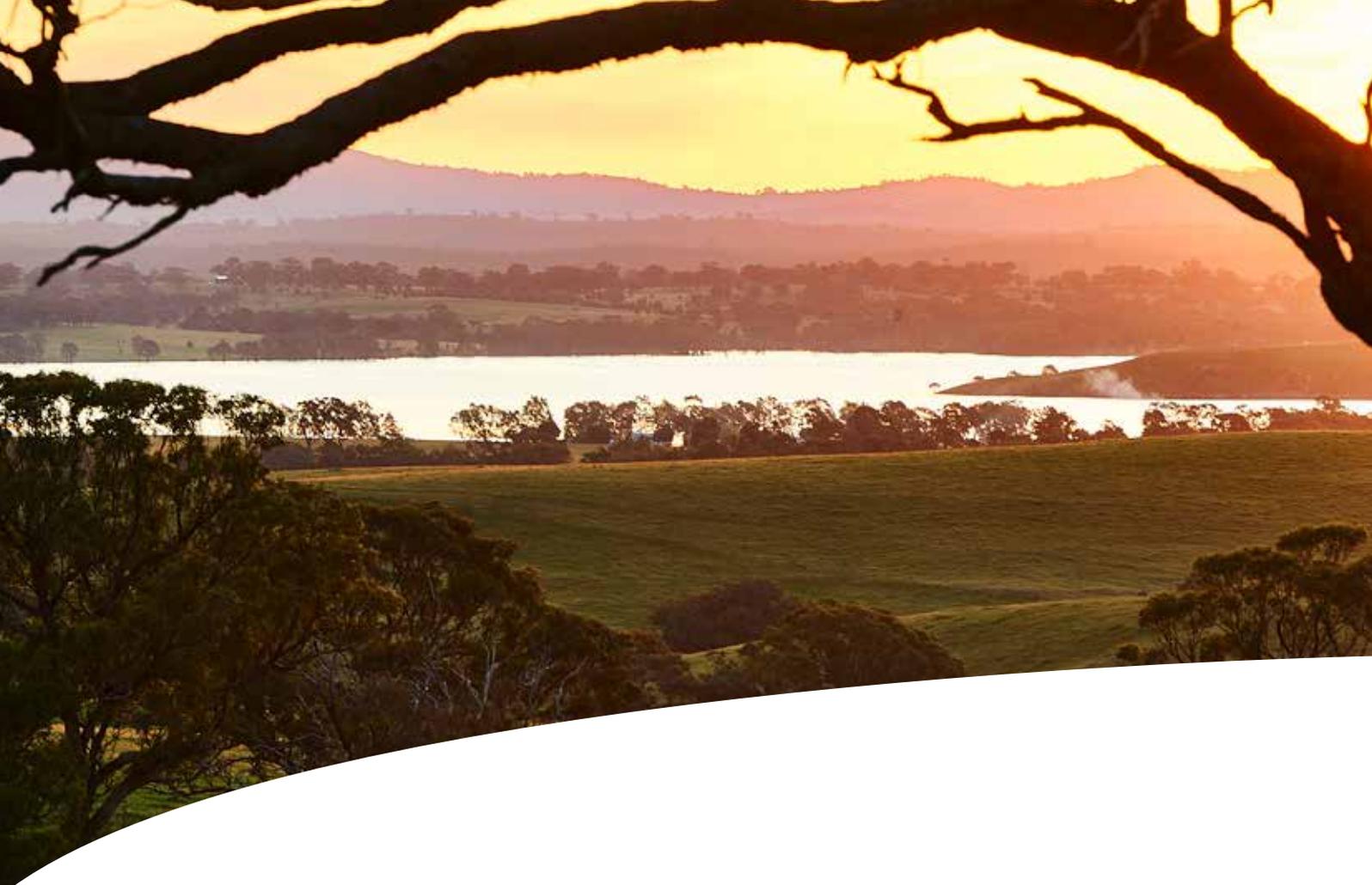


Goal 6: Embracing our culture and heritage

Recognise and celebrate our unique history and diverse cultures.

Objectives	Strategies / Actions
Offer a diverse range of events that attract and connect our community and visitors	Develop and publicise an annual calendar of cultural and tourism events
	Explore the establishment of the Leonard French Gallery and Museum
	Attract visitors and promote the diversification of the local and regional economy by: <ul style="list-style-type: none"> • supporting existing local events and festivals • working with entrepreneurs to create more events and festivals • promoting Heathcote attractions widely
	Support the development of the Heathcote Community Orchestra
Celebrate our unique heritage	Support the Heathcote Historical Society to secure funding to erect a large shed/museum to house the donation of historical agricultural and farming machinery
	Complete the Town Signage Project to direct the community and visitors to Heathcote's natural environment, historical and Indigenous places of significance





What is community planning?

Community planning is a process undertaken by a community where they work together to explore and document what is important to them about their locality and its future. A community plan is a document that sets out these priorities and directions. Periodically, a community plan will need revision when the community has achieved the majority of the projects in the plan, community priorities change, or the timeframe has expired for the current plan.

The City of Greater Bendigo supports communities across the municipality who wish to develop and revise their own community plan. The views and priorities in each plan are those of the community members who took part in its development. They do not represent the views of the staff of the City of Greater Bendigo, or its Councillors.

Community plans are a valuable source of advice about local priorities used by local, state and federal governments and other organisations.

FOR MORE INFORMATION:

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