



Elmore Community Plan 2015 -2020

Contact Details

Goal 1: Arts, Culture and Entertainment

Name:
Mobile:
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Goal 2: Beautiful Built and Natural Environment

Name:
Mobile:
Email:

Goal 3: Transport

Name:
Mobile:
Email:

Goal 4: Infrastructure

Name:
Mobile:
Email:

Goal 5: Industry

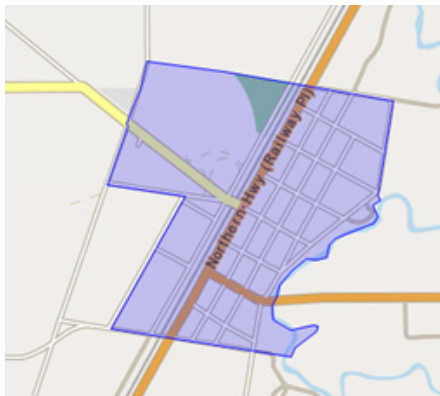
Name:
Mobile:
Email:

Goal 6: Community Connections and Communication

Name:
Mobile:
Email:

Elmore

Elmore is a small rural township in the City of Greater Bendigo which is bordered by the Campaspe River and surrounded by farmland and natural reserves. Elmore residents enjoy a rural lifestyle within a well-appointed township, whilst having access to larger centres, including Bendigo, Echuca and Shepparton.



Snapshot of results from the 2011 Census

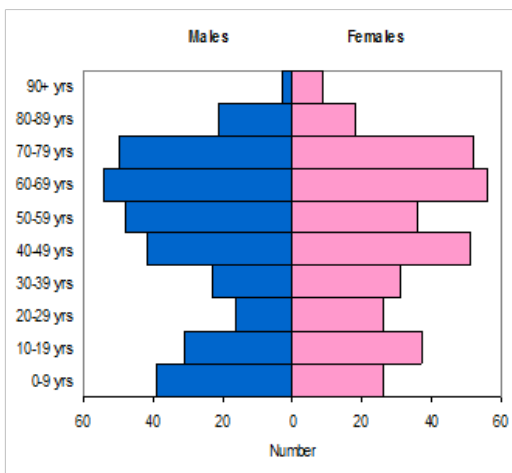
Source: Australian Bureau of Statistics Code SSC20455 (SSC) Web page link: http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/SSC20455?opendocument&navpos=220

Population

At the time of the 2011 Census, there were 668 people in Elmore. Of these, 49% were male and 51% were female. Aboriginal and Torres Strait Islander people made up 1.3% of the population.

Age

The median age of people in Elmore is 52 years which is higher compared to the median age for Greater Bendigo which is 38.



Ancestry

The most common ancestries in Elmore are Australian 30.9%, English 30.7%, Irish 12.7%, Scottish 8.8% and German 1.6%.



Median Weekly Income

(People aged 15 years and over)

The personal median weekly income for residents in Elmore is lower compared to Greater Bendigo and Victoria. In Elmore, 48.2% of households had a gross weekly household income of less than \$600 compared to 28.1% or Greater Bendigo and 2.6% had a gross weekly income of more than \$3,000 compared to 5.1% in Greater Bendigo.

	Elmore	Greater Bendigo	Victoria
Personal	\$378	\$513	\$561
Family	\$911	\$1,245	\$1,460
Household	\$656	\$991	\$1,216

Rent and Mortgage

The median weekly rent in Elmore is lower compared to Greater Bendigo; \$150 and \$200 respectively. 94% of households renting in Elmore paid less than 30% of the household income on rent compared to 91.5% in Greater Bendigo. The percentage of households paying more than 30% of income on rent in Elmore is 6% compared to 8.5% in Greater Bendigo.

The median monthly mortgage repayments in Elmore are \$650 which is considerably lower compared to Greater Bendigo. Households with mortgage repayments less than 30% of household income in Elmore are 95.3% which is higher compared to Greater Bendigo with 92.5%. Households with mortgage repayments greater than 30% of household income is 4.7% lower compared to Greater Bendigo with 7.5%.

Family Composition

	Elmore (%)	Greater Bendigo (%)	Victoria (%)
Couple family without children	50.8	39.2	36.7
Couple family with children	32.4	41.0	46.0
One parent family	16.8	18.3	15.5
Other family	0.0	1.5	1.8

In Elmore there are more couple families without children compared to couple families with children and one parent families. Compared to Greater Bendigo and Victoria, Elmore had more couple families without children.

In Elmore, 57.3% were family households (family households refer to family household with at least one child under the age of 15 years), compared to 68.8% in Greater Bendigo. The proportion of single or lone person households in Elmore is higher compared to Greater Bendigo with 37.7% and 24.5% respectively. This is due to the older age brackets living in the area.

Dwellings

	Elmore (%)	Greater Bendigo (%)	Victoria (%)
Occupied Dwellings	87.1	90.7	88.7
Unoccupied Dwellings	12.9	9.3	11.3

Of the total of private dwellings in Elmore, 87.1% were occupied. This rate of occupancy is lower compared to Greater Bendigo and Victoria. The average number of bedrooms per dwelling in Elmore is 2.8 and the average number of people per household is 2.1.

Developing the Elmore Community Plan 2015-2020

The development of the 2015-2020 Community Plan was supported by the following staged process:

- Community meeting to determine the need to renew the existing +25 Community Plan
- Communication via EPA News of current statistics from 2011 Census and information regarding development of new Community Plan
- Big Ideas Postcards distributed, collected and collated, including support for Preschool and Primary students to communicate their vision for Elmore
- Small Town Sexy Presentation including brainstorming opportunities and Greetings from Elmore Aspirational Postcards
- Identification of themes based on all collated Big Ideas responses
- Development of 6 overarching themes with associated goals, measures of success and timeframes
- Draft Community Plan written
- Presentation of Draft Community Plan to community with opportunities for individuals to provide feedback
- Final Elmore Community Plan 2015-2020 written
- Elmore Community Plan 2015-2020 Launch

The Community Plan Working Party consisted of Jennifer Crust, Meg Doller, Robyn MacLean, Bruce Anderson and Dennis Berlowitz.

Members of the Community Plan Working Party were supported throughout the process by Dr Lyn Talbot and Erin Smith from the City of Greater Bendigo. We wish to sincerely thank Lyn and Erin for their support, guidance and hard work.

A living document owned by the Elmore community

The Elmore Community Plan 2015-2020 is a living document. In order to keep the plan active and alive it will be reviewed in 2018. At this time, an assessment will be made of progress towards the achievement of goals via identified measures of success.

The Elmore community is responsible for this plan and the achievement of the goals contained within it. Individuals are encouraged to read the plan and take on goals which they, or the groups to which they belong, wish to see accomplished. Community members are also encouraged to get involved by supporting others in their efforts to achieve our collective goals.

Themes

Through the consultation and workshopping stages of the Community Plan development, the following key themes were identified:

- Arts, Culture and Entertainment
- Beautiful Built and Natural Environment
- Transport
- Infrastructure
- Industry
- Community Connections and Communication

These are expressed as Our 6 Goals for the future.

Please refer to Appendix 1 (Collated Big Ideas Postcards), Appendix 2 (Collated Greetings from Elmore Postcards) and Appendix 3 (Collated Notes from June 17 Small Town Sexy Presentation) for detailed information regarding community input. Please also refer to Appendix 4 (Links to City of Greater Bendigo Council Plan 2013-2017) to see the goals linked to the Council Plan.

Feedback from community members is included in the highlighted “boxes” throughout the plan.

Goal 1: Arts, Culture and Entertainment

As a community, Elmore has identified the potential, capacity and desire for enriched arts, culture and entertainment opportunities for residents and visitors.



Our objectives

- To encourage people to perform, exhibit, and establish pieces of public art
- To promote existing and developing arts, culture and entertainment assets (including people, places and events)
- To build and support local collaborations to ensure the success of local markets and events
- To establish a Heritage Walk
- To encourage and support opportunities for festivals (including music and special interest)

'Dear Friend, The boys and I have just enjoyed a gorgeous evening here in our home town. We had a wonderful meal at the Wood Fired Pizza Café and managed to get a table in their stunning courtyard garden. Then we took a stroll past the silos to check out the newest art projection. Tomorrow we're grabbing some nibbles from the provedore and heading to the river to check out the sculpture walk. Come visit soon! – Meg'

Aspirational postcard from the future

Measures of success

- More performances and exhibitions held in Elmore
- Establishment of public art in Elmore
- Markets, festivals and other events held regularly throughout the year
- Completion of the Heritage Walk

Timeframe

2015-2020

'This town's got it all! - Fabulous food, great coffee and the best tea house in Victoria. The artists' colony is now three years old and we have amazing potters, painters and craftsmen and women of many kinds. I have been staying at this charming BnB – so homely it takes me back in time, yet it is so up to date. I had the best sightseeing tour in a becak – 3 wheel bike – all around town.'

Aspirational postcard from the future

Goal 2: Beautiful Built and Natural Environment

As a community, Elmore has identified the development, maintenance and rejuvenation of the built and natural environments as a key to increasing community connectivity, activity and prosperity. The Elmore community has identified the Campaspe River as a key asset for local residents and a key attraction for visitors.

Our objectives

- To develop, maintain, improve and rejuvenate open public spaces
- To promote and support community working bees
- To continue to develop, improve and maintain the Campaspe River Reserve
- To support the development, maintenance and rejuvenation of street scapes
- To develop comprehensive wayfinding to promote public access

‘Clean and tidy entrances to our town, a smart well maintained shopping precinct, town streets sealed to kerbing with well-kept nature strip, Cardwell Street – the tourist street – with shops a buzz with tourists and locals – with a special coffee shop.’

Aspirational postcard from the future





Measures of success

- Shelter constructed and landscaping at Progress Park
- Monthly community working bees
- Formation of a Trader's Association
- Extension of the walking track to the Northern Highway to create a complete loop
- Permitted use of Crown Land along Campaspe River
- Installation of comprehensive public wayfinding

'Dear Jane, I had a lovely day today. Just walked up to the main street for some groceries. I ran into a friend so we had coffee at the café and were joined by some visitors just passing through town. They remarked on how pretty our township is. The shops are all vibrant and welcoming and the planter boxes were all in bloom. The local artist has been busy beautifying the main street. This town has really been put on the map! Please come and visit us soon.'

Aspirational postcard from the future

Timeframe

2015-2020

Goal 3: Transport

As a community, Elmore has identified safe, accessible public transport options as a priority for residents and visitors alike.

Our objectives

- To advocate for improved railway safety including installation of boom gates
- To advocate for improved public transport links and services

Measures of success

- Boom gates installed
- Increased public transport links and improved services

Timeframe

2015-2020

'Dear Friend, I arrived in Elmore yesterday. I got off the train from Bendigo and have had a great time. The town is clean, freshly painted and everyone is very friendly. The shops are great, especially the boutique shops – makes for great shopping. The coffee and cake shop is to die for. I'm staying in a self-contained accommodation in Cardwell Street and it's beautiful. If you're thinking of a weekend away, come to Elmore. Regards, M'

Aspirational postcard from the future



Goal 4: Infrastructure

As a community, Elmore has identified a range of infrastructure priorities required to support the health, wellbeing, safety and prosperity of its residents and visitors.

Our objectives

- To advocate for improved pedestrian safety, including the further development and improvement of walking and cycling paths, footpath accessibility, street lighting and a pedestrian crossing
- To advocate for the connection of walk and cycle paths to link schools, recreation facilities and the commercial centre
- To advocate for green waste collection
- To support activities that enhance useability and safety of recreational facilities
- To support the feasibility study to develop a retirement village/aged care facility in Elmore
- To advocate for connection to natural gas

'Dear Lyn, I am so proud of our amazing footy ground with its lights and great big grandstand. What an atmosphere. From Finlay'

Aspirational postcard from the future



Measures of success

- Reticulated water supply to caravan park for fire suppression
- Increase in usage of recreation reserve facilities
- Improved safety of recreation reserve facilities
- Pedestrian crossing installed
- Improved pedestrian and cyclist safety
- Improved pedestrian connections between schools, recreation facilities and the commercial centre
- Completion of walking loop

'Hello friend, I have just visited my friend at the Elmore retirement village. What a fabulous place! On the river, great accommodation, the residents can be private and keep to themselves and they have a great facility where they can do group activities. I think I am going to rethink my own accommodation and buy a home there. Much love from Elmore'
Aspirational postcard from the future

Timeframe

2015-2020

'Hi there, Elmore has been a happening little place. We have great new footpaths spanning from both schools and preschool to the main street that makes it easy for riding, so be sure to bring the bikes. Our main street is a buzz with new shops and a yummy coffee shop/café. Cardwell Street is a gorgeous spot to take a stroll – lots of bits and pieces to buy and look at. There's great accommodation options at the Shamrock and the Vic. We hope to see you visit our great little town.'

Aspirational postcard from the future

'Hi there, we have been lucky in Elmore to have got some fantastic new footpaths around town. This is fantastic for the kids as they no longer have to walk/ride their bikes on the road. A new car park for the supermarket has also been put in which is great as we no longer have to worry about little kids running on the road while we are loading groceries into the car.'

Aspirational postcard from the future

Goal 5: Industry

As a community, Elmore has identified the capacity and need to attract and support new businesses and industries alongside a determination to support existing local businesses and industries.

Our objectives

- To advocate for subdivision of land for industrial use
- To attract small businesses to the Elmore township
- To encourage, promote and support a 'buy local' campaign



Measures of success

- Formation of a Trader's Association
- Increased small businesses within the town
- Implementation of a 'buy-local' campaign

Timeframe

2015-2020

'What a wonderful town. Great footpaths and walking paths along the river. Great shops and eating places. The people are so friendly. Lots of young families, plenty of industry and opportunity for employment. Sporting facilities for everyone. The retirement village is great for the older residents and is so central to the larger towns.'

Aspirational postcard from the future

Goal 6: Community Connections and Communication

As a community, Elmore has identified the need to establish a coordinated online presence that markets the town and showcases events, activities and opportunities to a wider audience. The community has also identified the importance of volunteering which supports community connectedness and prosperity.

Our objectives

- To develop a website
- To advocate for the NBN, access to fast internet and improved, reliable mobile coverage across the wider district
- To promote events, activities and opportunities through the EPA news, community noticeboard and online
- To promote community connectedness and a positive culture through support for volunteering
- To support local networks and community groups to build and maintain social capital
- To formally welcome newcomers with a relevant, up to date welcome pack



*'We have it all at Elmore
– great food, great shops,
wonderful art galleries,
talented artists, music, sport,
relaxation, pet friendly, people
friendly, proud history!'*

*Aspirational postcard from the
future*

*'Hi, Just got back from a trip to
Echuca. Stopped in at Elmore. What
a great place. Went for a ride on the
miniature railway. Went for a walk
along the river track. Found a map
of all the attractions and historical
sites.'*

Aspirational postcard from the future

Measures of success

- Elmore website established including a community calendar
- Establishment of a dedicated community noticeboard
- NBN
- Increased volunteering, membership and association across all groups
- Development of welcome pack

Timeframe

2015-2020



Appendix 1 Big Ideas Postcards (Collated)

Technology

- NBN
- Professionally constructed website
- Podcasts to go with walks
- Public Wi-Fi

Industry

- More jobs
- Encourage new businesses (old mill service station/Grogan's/ease of permits)
- Upgrade the caravan park (create TOURIST caravan park or parking facility)
- Industrial area/trades and factories
- Child day care/private home care centre
- Animal shelter
- Truck depot
- Feed lot
- Chicken farm
- Stockfeed mill

Retail

- McDonalds
- Sumo Salad
- Subway
- Hardware store
- Shearing shop
- Woolworths
- Pet shop
- Car shop
- Lego shop
- Car wash
- A 'zone'
- KFC
- Equestrian shop
- Pet stock
- Tattoo shop
- Big W
- EB games (Electronics Boutique franchise)

- Pancake parlour
- Signs for Cardwell St shops
- Chinese takeaway
- More shops
- More bakeries
- More cafes
- Drum shop
- More banks
- A lolly shop

Activity

- Bigger skate park
- Pool - open longer
- Pool - cover
- Pool - shade
- Pool - heated
- River walking track - extend
- River walking track - signage and photos
- Youth centre/activities
- Walking track to cemetery (bitumen)
- Play park (across from bakery)
- Historic walk (town & out to English's Bridge)
- Indoor gym/spa
- Bike Path (to Elmore Events Centre, Bendigo/Heathcote)
- Dance classes for kids
- Footy for under 5s
- Outdoor fitness equipment
- Indoor courts at Elmore Events Centre for youth sport/morning ladies comp
- Elmore cup in Elmore
- Kick the footy over the silo comp
- A big park
- Giant chessboard
- More skipping
- An indoor play park
- A merry go round ride

Transport

- Railway boom gates
- More public transport trips
- More commuting to Bendigo/ community bus
- More safety signs
- More tractors
- More trucks

Infrastructure

- Pedestrian crossing
- Grade and better maintain gravel roads
- More and improved footpaths
- Improve kerbing and streets
- Double lines through shopping
- Footbridge across river
- Improved water pressure
- Improved sewerage
- Natural gas
- Public toilets (Michie St park/bakery)
- Seal gravel roads
- Improve Northern Highway and Clark St intersection
- Roundabout at BP corner
- Centre island at highway intersections
- Improved street lights
- Green waste collection
- Hard rubbish collection
- Composting facility
- Signed evacuation assembly point
- Improved parking for shoppers (off street parking/disabled parking)
- Parking for trucks/caravans (where junk yard is)
- Solar infrastructure
- Ashtrays in town
- More public rubbish bins
- Dog poop bins on walking track

Beautiful environment

- Wild Life Park
- BBQs
- Camping at river side Campaspe St (or along river at north end)
- Fountain
- Welcome signs at town entrances
- High fences around unsightly sites (Michie St/scrap yard)
- Replace trees in Cardwell St
- Community garden (with rainbow trees and fruit trees)
- Lifestyle garden (place for outdoor kitchen, yoga, meditation, tai chi)
- Bindii removal
- Improve Progress Park (shelter, solar watering, trees, shrubs)
- Elmore become a solar town
- Maintain land along railway
- A river beach
- Fix up trotting track
- Tidy up entire main street (paint, flower boxes, seats, northern end)
- Signs to promote what's in Elmore
- Clean up along river
- Tables at Michie St playground
- More tree pruning and slashing
- No plastic bag town
- More and improved street trees
- A fairy garden

Culture

- A library (volunteer run)
- Solar energy festival
- Town choir
- Town band
- ANZAC monument
- Market in town/main street
- Paint murals (harvester theme)
- Annual show/shine swap meet

- Avenue of remembrance
- Public art pieces
- Creating a labyrinth
- Music festival/live music for all ages
- Easter festival
- Farmers market
- Art festival
- Blues festival (part of Bendigo blues festival)
- Country music festival
- Museum
- Car show

Miscellaneous

- Fenced dog run /dog park
- Accommodation (field days)
- Hospital
- Locals to joins local organisations
- More volunteers
- Better community spirit
- All organisations working together
- Close down junk yard
- Become a Recreational Vehicles (RV) town
- Tool library
- Buy local campaign
- A zoo (with dinosaurs)
- Elevators
- More houses (especially pink ones)
- An airport
- Fix the roof of houses that need it
- More rain, snow and rainbows
- Ambulance station
- Heritage study
- Amalgamate both primary schools to a junior and senior campus
- A military base
- Bus trips bringing seniors to Elmore

Appendix 2

Greetings from Elmore Postcards (Aspirational ideas from the Small Town Sexy participants)

- Dear Friend, The boys and I have just enjoyed a gorgeous evening here in our home town. We had a wonderful meal at the Wood Fired Pizza Café and managed to get a table in their stunning courtyard garden. Then we took a stroll past the silos to check out the newest art projection. Tomorrow we're grabbing some nibbles from the provedore and heading to the river to check out the sculpture walk. Come visit soon! – Meg
- 5 years from now Elmore will have a fully functioning retirement village/lifestyle resort co-located with the Elmore Primary Health Services. Residents will enjoy the freedom and privacy as well as independence in their own self-contained units. It will have resort style facilities in a secure community with low maintenance living. Because of the vicinity to the health service, residents will have excellent access to health care. It will provide both luxury and comfort in an affordable package. This would bring in more volunteers and more people to our organisations, and support our businesses and economy. Ideally the facilities would . . . (handwritten text not continued)
- This town's got it all! - Fabulous food, great coffee and the best tea house in Victoria. The artists' colony is now three years old and we have amazing potters, painters and craftsmen and women of many kinds. I have been staying at this charming BnB – so homely it takes me back in time, yet it is so up to date. I had the best sightseeing tour in a becak – 3 wheel bike – all around town.
- Hi all, Just a note to let you know how things are going in Elmore. It is summer and I have just been for a beautiful swim at the newly restored pool and gym centre. There was tennis, bowls and cricket happening. I then walked over to the town for a relaxing coffee at the bakery. The town is looking amazing. We have a new Lifestyle Village recently completed and as we are getting to that stage of life, may be looking at retiring there. The accommodation is lovely. Hope you visit us soon. Best regards . . .
- Dear Leonie, How are you all? We are looking forward to your visit. Our main street is so colourful now. We have several cafes now and a music festival in December. Our caravan park has a heated pool now and beautiful cabins. Loads of parking and new footpaths to walk and ride on. Great shopping also. Look forward to seeing you. Bring your bikes! Michelle
- Hi all – hope you come to visit soon – lots happening here – bring the family! Mini train 20 year celebration all weekend, river boat cruises each afternoon, market on EPA lawns Saturday afternoon, lots of room for you to stay in our caravan park – it's been extended and even more facilities. All shops open all weekend. C U Soon, lots of love, P and H

- We have it all at Elmore – great food, great shops, wonderful art galleries, talented artists, music, sport, relaxation, pet friendly, people friendly, proud history!
- Dear Jane, I had a lovely day today. Just walked up to the main street for some groceries. I ran into a friend so we had coffee at the café and were joined by some visitors just passing through town. They remarked on how pretty our township is. The shops are all vibrant and welcoming and the planter boxes were all in bloom. The local artist has been busy beautifying the main street. This town has really been put on the map! Please come and visit us soon.
- Hello friend, I have just visited my friend at the Elmore retirement village. What a fabulous place! On the river, great accommodation, the residents can be private and keep to themselves and they have a great facility where they can do group activities. I think I am going to rethink my own accommodation and buy a home there. Much love from Elmore
- Hi there, Elmore has been a happening little place. We have great new footpaths spanning from both schools and preschool to the main street that makes it easy for riding, so be sure to bring the bikes. Our main street is a buzz with new shops and a yummy coffee shop/ café. Cardwell Street is a gorgeous spot to take a stroll – lots of bits and pieces to buy and look at. There's great accommodation options at the Shamrock and the Vic. We hope to see you visit our great little town.
- Hello there, how lucky am I to live in Elmore! We, as a family, have had the best weekend ever. The Christmas festival is now such a wonderful event. The kids were entertained and amused and I was able to spend up big at the market! We had beautiful meals at the bistro in the beer garden, the café and the bakery. You should come stay at the new bed and breakfast in Cardwell Street.
- Hi there, we have been lucky in Elmore to have got some fantastic new footpaths around town. This is fantastic for the kids as they no longer have to walk/ride their bikes on the road. A new car park for the supermarket has also been put in which is great as we no longer have to worry about little kids running on the road while we are loading groceries into the car.
- What a wonderful town. Great footpaths and walking paths along the river. Great shops and eating places. The people are so friendly. Lots of young families, plenty of industry and opportunity for employment. Sporting facilities for everyone. The retirement village is great for the older residents and is so central to the larger towns.
- Hi, Just got back from a trip to Echuca. Stopped in at Elmore. What a great place. Went for a ride on the miniature railway. Went for a walk along the river track. Found a map of all the attractions and historical sites.
- Wow. What a fantastic weekend I've just spent in Elmore. Arrived Friday night and checked out the new Fish and Chip Shop – great seeing the youth skate boarding from the Rotunda in the corner park. The

garage next door with vintage cars was amazing, people dining at the Shamrock – boy this place is buzzing. Up early next morning and walked along the beautiful Campaspe River (beautiful gums). Oasis for breaky then off to play a few rounds of golf. Lunch at the bakery (the old tea house). So much history, then on to check out Cardwell Street which was closed to traffic for market day. So much to see.

- Dear ?, Looking forward to your visit @ the weekend. We have planned a great few days here; visiting a local winery, enjoying a coffee @ our new coffee shop that displays local art. Cheers D+B
- Dear Bertie, Have just had the most glorious day paddling our kayak along the Campaspe River. There is a new park area at the river where you can pull up on the bank and enjoy your own picnic or better still, enjoy an amazing coffee and funky fresh meal at the art café. There is a sculpture walk through the park and you can safely ride your bike here as well. It is a happening place buzzing with life – locals and visitors. It's become Elmore's best-kept must-go-to not-so-secret place. You must come to visit!! Lots of love, Me
- Dear Bob, Take a look at our new public art, a kinetic sculpture on the corner of Jeffrey St (The Mill) (gorgeous picture drawn by participant!)
- Elmore. Why would you visit us here? We are 35 minutes from the mighty Murray River. We are 35 minutes from Bendigo – major goldfields and tourist centre. We have the best Bakery

in Australia. It is a great town with great facilities, a place to stop and spend some time. Great shopping – boutique and retail.

- Great in Elmore! Bought a trendy dress, caught a big fish, enjoyed a great concert and indulged in yummy food. Expect to see you here soon. Xx
- Clean and tidy entrances to our town, a smart well maintained shopping precinct, town streets sealed to kerbing with well-kept nature strip, Cardwell Street – the tourist street – with shops a buzz with tourists and locals – with a special coffee shop.
- Dear Friend, Come to Elmore – the town has everything you will ever need! Shopping, Caravan Park, swimming pool, doctor's clinic, bakery, pharmacy, bowls golf, etc. bed and breakfast.
- Shops in the Main Street and side precinct where we can sit, chat, have coffee, gourmet ice-cream – turn Cardwell St into art and food – lights strung up – music
- A bed and breakfast in town. Night markets in summer to catch through traffic. Would like more atmosphere in the town.
- Finally I was able to walk along the river track and use the outdoor exercise equipment. Yay! 6 (?) years in the making.
- Better sporting facilities. Pool looks amazing now, lawns mowed.
- Can't wait for you to visit us in Elmore. We can enjoy fantastic food/meal at a great restaurant, visit the local day spa and shop for beautiful antiques and local craft.

- Dear Lyn, I am so proud of our amazing footy ground with its lights and great big grandstand. What an atmosphere. From Finlay
- We went to an outdoor movie on the banks of the Campaspe River. We bought a picnic basket full of local, award-winning food and wine. Love and hugs from Michelle
- 'Enjoy a day with family' (Miniature train, Walk River Side, Elmore history, (Participant drew their postcard))
- Dear Friend, I arrived in Elmore yesterday. I got off the train from Bendigo and have had a great time. The town is clean, freshly painted and everyone is very friendly. The shops are great, especially the boutique shops – makes for great shopping. The coffee and cake shop is to die for. I'm staying in a self-contained accommodation in Cardwell Street and it's beautiful. If you're thinking of a weekend away, come to Elmore. Regards, M
- 2018 - Dear Mum, I have just experienced the best 'long lunch' festival in Northern Victoria. Set in Cardwell Street about 400 people attended. Great food and really good value - \$100 per person. Obviously they had REAL support from COGB to set this event up. The locals were terrific; all chipped in and volunteered. Can't wait till next year! Lots of love, JC

Appendix 3

Collated notes from June 17 2015 Small Town Sexy Presentation

What are our top attractions/assets?

- Railway station/passenger train service/VLINE trains service/Transport/train/bus/highways
- Central location (public transport, central to larger places, Bendigo/Echuca/Shepparton)
- Good people in our community
- People of Elmore and district
- Multi-faceted, talented people
- Small town caring
- Community leadership
- Cooperation and volunteers
- Artists in residence
- Essential retail services/ Range of shopping
- Community bank
- Solicitor
- Bakery/Fish and chips – local business
- New supermarket – IGA
- Medical facilities/Medical practice and Pharmacy
- Campaspe Run
- CFA
- Miniature railway
- River (walking/fishing)
- Antiques/ Art galleries/craft shops – touristy shops
- Grain stores (Emerald Grain)
- Farming aspect
- Footy club
- Markets
- BNS
- Field Days
- Equestrian Centre
- Elmore Events centre
- Fundraising expertise (field days, BNS)
- Community organisations (Lions, Scouts, Playgroup, Senior Citizens, RSL, Schools – School Mural)
- Golf/Tennis/Footy/Bowls/Pool/Fishing/Sport facilities
- Sporting facilities (Location/proximity, opportunities)
- Close to water sports (Lake)
- Walking track/Campaspe River
- Ayson's reserve
- Caravan park
- Historic buildings/architecture (Athenaeum/Bank etc.)
- Permanent water – No flooding
- EPA – EPA News
- EPA market
- Facilities – Sports and other
- Wide street
- History
- Scouting
- Playgroup
- Preschool
- Schools
- Churches
- Appearance – appealing to drive through/public places
- Toilets
- Michie Street Playground
- Safe/peaceful
- Climate – diverse

How can we share our story?

- New technology
- Social media especially Facebook (x2)
- Elmore community (Facebook Page and Website)
- WEBSITE
- Newspapers
- Win news
- Radio
- Use current communication
- Local radio run by teens
- Local people talking it up
- Community calendar
- Big branding on the side of O'Sullivan's trucks
- Signage upgrade/welcome at entrances (x3)
- Advertising in RACV, weekly times, tourist mags, sign at Ayson's reserve
- Logo
- Walking trail
- Promotion
- Rotunda
- Fixed table and chairs
- EPA

What could we do to improve Elmore in terms of a first impression?

- Improved colour 'welcome signs'
- Nature strips beautified/better kept
- Planter boxes – colourful
- Railway reserve/property from bakery corner to Northern entrance beautified
- Recreational Vehicles (RV) friendly town
- Policed parking
- Remove rubbish
- Local pride in appearance
- Community gardens
- Public art work
- Lighting
- Grass cut in 'key areas'
- BIG welcome signage – 'colourful'
- Slogan
- Tree planting
- Create major events for Elmore township
- Lights

- Better signage (train, parks and pointing to river etc.)
- Tree pruning
- Welcome signs
- Farewell signs
- There is no public art – make use of walls on main street buildings (Hanks and Bank)
- Revitalise Progress Park
- Friendly, helpful shop staff
- We saw – traffic (trucks), trees
- We didn't see Welcome to Elmore, footpaths, places for trucks/caravans to pull in off the road
- Signage (Welcome and Farewell as well as Location of ? signs)
- Landscaping along the side of the highway
- Friendliness
- Shop streetscape
- Focus on the heritage
- Parking improvements
- Travel stop introduction
- Design to attract – banners, what's on . . . condition of ?

How do we authentically engage young people?

Feed them and listen to/use their ideas

Appendix 4

Links to City of Greater Bendigo Council Plan 2013-2017

Arts, Culture and Entertainment

Theme 3 Presentation and Vibrancy

Strategic objectives

- 2. Diverse sporting, recreational and artistic experiences are offered for residents and visitors*
- 3. Activities, groups and networks enable people to be connected and feel welcome*
- 5. Greater Bendigo is a drawcard for visitors*

Theme 4 Productivity

Strategic Objectives

- 2. Bendigo is a centre for innovation and creativity that helps build economic sustainability*

Theme 5 Sustainability

Strategic objectives

- 3. We help to build community resilience for managing the impacts of climate change*

Beautiful Built and Natural Environment

Theme 3 Presentation and vibrancy

Strategic objectives

- 2. Diverse sporting, recreational and artistic experiences are offered for residents and visitors*
- 3. Activities, groups and networks enable people to be connected and feel welcome*
- 5. Greater Bendigo is a drawcard for visitors*

Theme 5 Sustainability

Strategic objectives

- 1. The built and natural qualities that make Greater Bendigo an attractive and appealing place are valued and conserved*

Transport

Theme 2 Planning for growth

Strategic objectives

- 2. Greater Bendigo residents, businesses and communities are connected with accessible transport options*

Theme 3 Presentation and vibrancy

Strategic objectives

- 1. High quality public space infrastructure, programs and services are planned and delivered that support the City of Greater Bendigo to be Australia's most liveable regional city*
- 4. Greater Bendigo is a child friendly city where people report improved health and wellbeing and they can feel safe*
- 5. Greater Bendigo is a drawcard for visitors*

Infrastructure

Liveability – Priority Area

- 1. Improving the health and wellbeing of our community. This includes healthy transport and the infrastructure to support that, including shared walking and cycling paths and footpaths to get around; accessible open space with networks that provide connections to community and neighbourhood facilities and services; links to bushland and forests and access to healthy food*
- 2. Reducing the environmental footprint through increased housing diversity and reduced waste to landfill*

Theme 2 Planning for growth

Strategic objectives

- 1. Greater Bendigo plans for the needs of our growing population through the reparation of long-term strategies and the development of 'major new assets' and supporting infrastructure*
- 2. Greater Bendigo residents, businesses and communities are connected with accessible transport options*
- 3. Planning ensures residents have access to diverse, affordable and sustainable housing choices*

Theme 3 Presentation and vibrancy

Strategic objectives

- 1. High quality public space infrastructure, programs and services are planned and delivered that support the City of Greater Bendigo to be Australia's most liveable regional city*
- 4. Greater Bendigo is a child friendly city where people report improved health and wellbeing and they can feel safe*
- 5. Greater Bendigo is a drawcard for visitors*

Theme 5 Sustainability

Strategic objectives

- 2. Council demonstrates leadership in reducing our environmental footprint*

Industry

Liveability – Priority Area

- 3. Supporting local employment – supporting the creation of jobs and careers for young people*

Theme 4 Productivity

Strategic objectives

- 1. Greater Bendigo has a vibrant and diverse economy that grows jobs and enables good standard of living*

Theme 5 Sustainability

Strategic objectives

- 3. We help build community resilience for managing the impacts of climate change*

Community Connections and Communication

Theme 2 Planning for growth

Strategic objectives

- 4. Effective telecommunication options connect businesses and community members*

Theme 3 Presentation and vibrancy

Strategic objectives

- 3. Activities, groups and networks enable people to be connected and feel welcome*
- 5. Greater Bendigo is a drawcard for visitors*

