

Outlined here is the people of Talbot's *Vision\** for the future of the township along with the **3 Jobs**, **4 Archetypes** and **5 Strengths\*** of Talbot. Considered together these form a key strategic direction for Talbot.

The Vision captures the town's ambitions and priorities and draws a picture of a shared future.

The 3 jobs capture the key functions of the township, both tangible and intangible. These are the services or roles that are primary reasons that people choose to live,

**“People in small towns, much more than in cities, share a destiny.”**

- Richard Russo

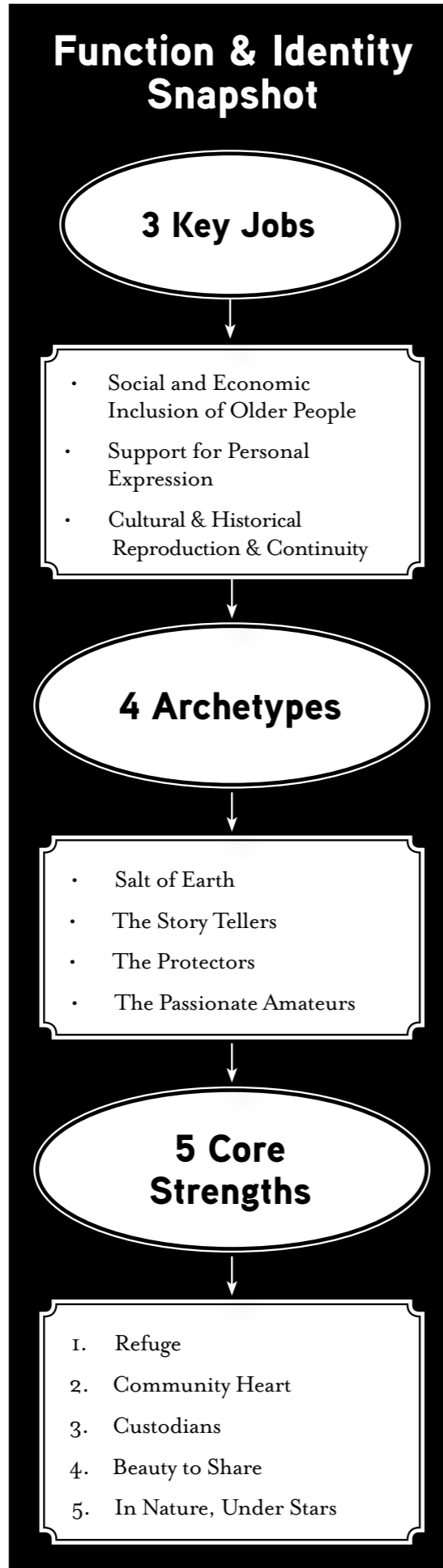
shop or invest in Talbot.

The archetypes map the characteristics and personality types that shape the town; most residents of Talbot township share motivations and values with one or multiple archetypes.

The 5 Strengths articulate the qualities that make Talbot Talbot and are essential for continuity of Talbot's identity and that enable Talbot to meet the needs of its community.

Think of these as a guide and a touchstone for day-to-day decision making. These should hold true for the better part of the next decade. None of the strengths can be lost without risking continuity in Talbot's function and identity, however it's possible that new jobs, archetypes or strengths may emerge which should be added to the mix.

*\* These are still in draft form and may evolve or change slightly during the feedback process*



## 5 Core Strengths of Talbot Township

### 1. Refuge

A place to slow down, age in place, find peace and quiet and meaningful face to face connections. A place for gardening, reading and reflection. A place where you can stand in the middle of a street and have a chat with a neighbour. A place to enjoy retirement/semi-retirement and the third age.

### 2. Community Heart

Busy and generous locals who pitch in and invest time in their community and each other, seeing the local footy team, belonging to a club/committee, participating in outdoor exercise. Cuppas at each other's houses, evening walks, giving your neighbour a lift to a medical appointment, taking initiative and pride in place.

### 3. Custodians

A town that has embraced the legacy of the Gold Rush and taken on the role of caretakers in its complexity and fullness. Locals volunteering to run museums, restore antique machinery, sweep out bluestone drains, and maintain, restore and register heritage buildings. Despite the challenges of declining infrastructure and insufficient preservation mechanisms, locals remain steady in their mission to keep history alive. Multi generations of families growing up in Talbot with deep connections to its past and wishing to pass on the stories and legacies to a new generation.

### 4. Beauty to Share

Home to potters, artists, curators, crafters, artisans and ornamental gardeners. A place of collaboration, creativity, community gardens at the centre of town, open garden events, Christmas lights festivals, free book racks and planter boxes on the street.

### 5. In Nature, Under Stars

Cradled by bushland reserves, under big skies, a perfect spot for stargazing, plenty of space, uninterrupted sightlines, views of the Pyrenees, bushwalking, Back Creek.

## Talbot Futures Community Vision

Talbot offers a *peaceful respite* from city life. The community is *growing slowly and steadily*, with visitors and new residents enjoying the personality, charm, and history of the town. Locals both new and old put down deep roots, know their neighbours and have a *strong sense of pride in place*.

The town has *everything you need for a comfortable life* including sewerage, local doctors, a pharmacy, a choice of places to eat, a small independently run supermarket and a thriving monthly market. Local employment is limited; most locals commute or drive to nearby towns to work using regular public transport services or they take advantage of improved internet and phone connection to work remotely.

Walking around the township, you will discover its *historic core with small houses, both new and old, knitted together tightly* on small original lots that extend the look & feel of Scandinavian Crescent. Larger surrounding properties in the township have *spacious gardens with wide views of big skies, sunsets and the landscape*. Contemporary homes and well-preserved historic architecture strike a *sensitive balance between past and present*.

**“It kind of feels like one big community working and playing together all day!”**

- Talbot Local

Both young families and those looking to enjoy retirement will find a *welcoming and secure place to call home* in Talbot. It has a thriving kindergarten and primary school and *accessible housing for people on fixed or lower incomes*. *Older residents are included socially & economically* and the town has high walkability with many targeted community programs for both the young and old alike. It also boasts *dedicated housing* with universal design that allows residents to age in place.

*Full of trees & birds*, Talbot is known for its beautiful gardens and landscapes, with shady streets, community projects and green backyards. It is surrounded by farmland & natural iron-bark and grassy woodland. It is *a place of beautiful journeys*, with forest paths, cobblestone lanes & myriad walking & cycling paths.

*Talbot tells the stories of its past and present*, celebrating the living culture of the Dja Dja Wurrung people and preserving its Gold Rush past. Making a home in Talbot is *an invitation to be a part of living history*, and *join a friendly, well-knit community*.

**“My Talbot is a quiet community where I feel at home and I can wear my gumboots to the Post Office”**

- Local

## About the project

The 5 Key Strengths of Talbot township and the Vision for the future captured in this document have emerged from the Talbot Futures project which includes investigations into sewerage upgrades and a new Structure Plan and is led by Central Goldfields Shire Council and delivered by Hansen Partnership, economists SGS and urban strategists and place-based consultants Hello City.

Talbot Futures is supported by the Victorian Government through the Living Regions Living Suburbs fund and it was launched in October 2022.

## About Talbot

Talbot is a small town located on the traditional lands of the Djaara or Dja Dja Wurrung people about 2 hours drive north-west of Melbourne. Situated in the Victorian Goldfields region, Talbot's history is intertwined with the Victorian Gold Rush of the mid-19th century, which shaped the town's architecture, identity, and economy.

As the gold prospectors moved on, Talbot's population steadily decreased, and it is now home to 452 residents, the majority of whom are over 50 and some of whom use the township as a second home on weekends. Talbot has a legacy of historical buildings, shop fronts, streets and subdivided lots much larger than is typical for a town of its size with many of the shops and historical buildings now private residential properties.

Small and peaceful, Talbot has easy access via road and train to neighbouring towns and cities, including Ballarat, and Maryborough. It's home to a cafe, a pub, an antique store, a gift store and a few boutique second hand book stores as well as a popular monthly Market. The Talbot Post Office fills some of the retail gaps providing multiple services to the community including operating as a convenience store, newsagent and visitor information centre.

Neighbouring towns include Maryborough, Clunes, Amherst, Majorca, Carisbrook, Lexton and Avoca. The township also serves as a centre for a district of smaller locations including Daisy Hill, Red Lion, Mt. Glasgow, Craigie and Caralulup.

## Research & Engagement

More than 12% of the population of Talbot have taken part in the conversation to date 100+ exchanges, and 50+ individual participants. Locals were challenged to work through difficult trade-offs, tackle thorny problems and do some open-ended creative dreaming and planning for their best possible future Talbot.

For more detail on the process and what the people of Talbot have had to say, see the Talbot Township Function and Identity Study.

## Key Research Insights

Key community priorities include;

- maintaining strong social networks
- slow growth
- increased demographics of families and young people
- improved mobile and internet service
- ensuring new development matches the look and feel of the heritage buildings
- a town centre with denser built form, strong township identity & increased activity including food and beverage choices, pharmacy, GP and an independent supermarket

## Talbot Futures Generator Outputs

Participants were asked to make a series of decisions and trade-offs around both strategic and day-to-day aspects of life in Talbot.

**Community Talbot:** a town with strong social networks and a community feel

**Township Talbot:** a Talbot town centre with denser built form, strong township identity & increased activity

**Sustainable Talbot:** a town which grows at a steady pace and minimises negative impacts on the environment and resources

**Expanded Talbot:** a town that relies on resources outside the town boundary, and is car dependent

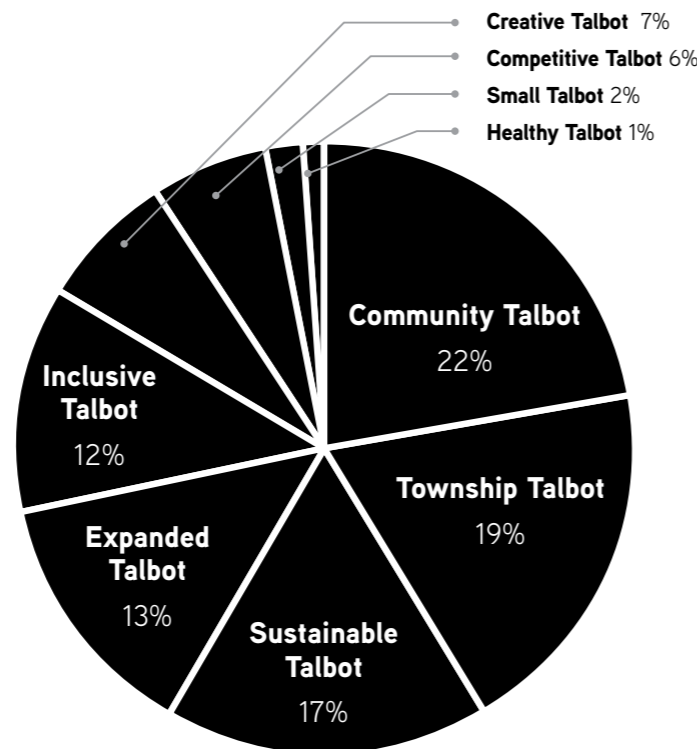
**Inclusive Talbot:** a town which prioritises fairness, equality & social cohesion

**Creative Talbot:** a place that embraces and supports innovation, learning, creativity & personal expression

**Competitive Talbot:** a fast growing town and economy where businesses have a strong voice

**Small Talbot:** a quiet, small town with slow growth & a strong focus on history

**Healthy Talbot:** a town where there are exceptional levels of health & wellbeing



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## Talking Sewerage

Most respondents believe that Talbot needs a sewerage upgrade, only 2 respondents were opposed.

Those in favour objected to the current smell of blocked drains and septic smells, and wanted to see increased enviro sustainability and development and growth.

While the vast majority of participants firmly support sewerage upgrades, it is possible that objections will emerge once specific sewerage design options and more information on the implications of these are available.

The following concerns and questions were raised by residents who were both for and against a sewerage upgrade;

- cost of initial connection
- damage to gardens during installation
- ongoing cost of being connected particularly for residents on a fixed income
- increase in rates
- locations of settling ponds and tanks
- general disruption during installation



## Case Study: Newstead, Vic

Newstead is a small but vibrant town with a strong sense of community whose economy is mostly based on agriculture and tourism. With a population of only 700 people it is home to a main street of well maintained Gold Rush era buildings operating as retail as well as a boutique music festival and an arts hub located in the old train station. Although small it has retained a healthy number of businesses and services including a post office, bakery, pub, cafes, community centre, supermarket, a butchers and gift and fashion retail.



## Case Study: Violet Town Markets

The small community of Violet Town, Victoria, has been successfully running one of Victoria's best loved Community Markets since 1978 despite having a population of only 1,100 people. The town's monthly community market has become a major attraction for both locals and tourists alike, with thousands of visitors flocking to the market each month to shop at one of its over 300 stalls. The market is run by volunteers, and all profits go towards supporting the local community. Visitors are encouraged to make a weekend of it with multiple accommodation options in town, a country pub, takeaway, as well as a wine bar and restaurant about to open doors in a historic mainstreet pub.