



Central Goldfields Shire Council

Integrated Transport Strategy
2020 - 2030



Disclaimer

The information contained in this report is intended for the specific use of the within named party to which it is addressed (“the Movement & Place Consulting client”) only. All recommendations by Movement & Place Consulting (M&PC) are based on information provided by or on behalf of the M&PC client and M&PC has relied on such information being correct at the time this report is prepared. M&PC shall take no responsibility for any loss or damage caused to the M&PC client or to any third party whether direct or consequential as a result of or in any way arising from any unauthorised use of this report or any recommendations contained within.

**Adopted by Central Goldfields Shire Council
15 September 2020**

Image on front cover supplied by Richard Gibbs

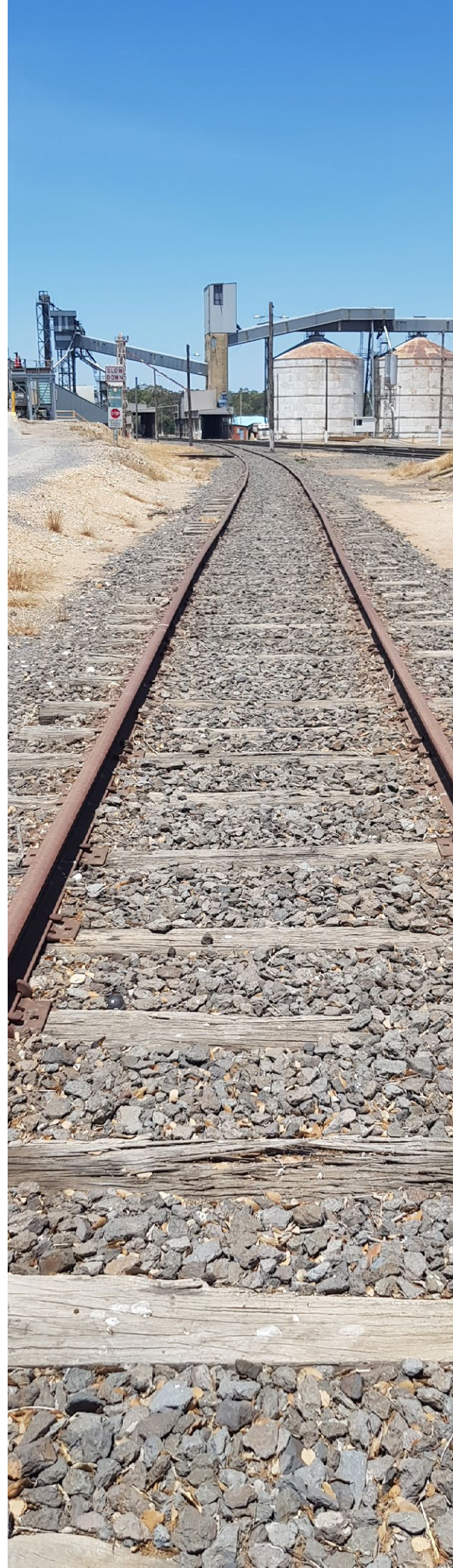


Image 1: Dunolly Station freight terminal

Acknowledgement of Country

Central Goldfields Shire Council and Movement & Place Consulting acknowledges the ancestors and descendants of the Dja Dja Wurrung. We acknowledge that their forebears are the Traditional Owners of the area we are on and have been for many thousands of years. The Jaara people have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.

Acknowledgements

M&PC gratefully acknowledges the contribution made by stakeholders who contributed to the consultation phase by attending interviews and completing surveys, including:

- Community members;
- Local businesses;
- Government agencies;
- Community transport volunteers;
- Schools; and
- Central Goldfields Shire Council.

Acronyms

ABS - Australian Bureau of Statistics

CASA - Civil Aviation Safety Authority

CFA - Country Fire Authority

CWS - Co-operative Wholesale Society

DDA - Disability Discrimination Act

DEDJTR - Department of Economic Development Jobs Transport and Resources

DELWP - Department of Environment Land Water and Planning

DoT - Department of Transport (*Victoria*)

FLTS - Flexible Local Transport Solutions (*program*)

CGSC - Central Goldfields Shire Council

HACC - Home and Community Care

HACC PYP - Home and Community Care Program for Younger People

HPFV - High Performance Freight Vehicle

ITS - Integrated Transport Strategy

L2P - Learner to Probationary [driver's licence] (*program*)

MDHS - Maryborough District Health Services

PTV - Public Transport Victoria

RRV - Regional Roads Victoria

ROSS - Recreation & Open Space Strategy

SES - State Emergency Service

TAFE - Technical and further education

TAC - Transport Accidents Commission

TC - Transport Connections (*program*)

TGSI - Tactile Ground Surface Indicator



Contents

6

Executive Summary

Executive Summary
(6)

Key Issues & Opportunities
(8)

Key Outcomes & Actions
(12)

16

Project Background, Vision & Themes

Project Background
(16)

Vision & Strategic Framework
(18)

20

Background & Context

Location Context
(20)

Strategic Context
(22)

Demographic Snapshot, Survey Results & Trips Snapshot
(24)

Image 4: Annual Energy Breakthrough race held in Maryborough, 2019





28

An Active & Engaged Community

Issues
(30)

Opportunities
(36)

Outcomes & Actions
(38)

40

Safe & Healthy Towns

Issues
(42)

Opportunities
(48)

Outcomes & Actions
(52)

54

A Vibrant & Mobile Economy

Issues
(56)

Opportunities
(62)

Outcomes & Actions
(68)

70

A Connected Shire

Issues
(72)

Opportunities
(74)

Outcomes & Actions
(76)

78

Implementation Plan

An Active & Engaged Community
(78)

Safe & Healthy Towns
(84)

Vibrant & Mobile Economy
(92)

A Connected Shire
(100)



Executive Summary

As part of achieving Central Goldfields Council's vision 'to be a vibrant, thriving and inclusive community', Council is preparing for the community's transport future. This Integrated Transport Strategy (ITS) has been jointly commissioned by Council and the Department of Transport (DoT) to address the challenges and opportunities that the Shire's network currently faces in achieving this vision.

The Central Goldfields Shire of 13,000 people consists of many small rural townships and the central sub-regional hub of Maryborough, where over 80% of the Shire's jobs, most of the Shire's residents and the vast majority of services are located. Most people travel long distances for work, education, shopping and other errands and find it difficult to make these trips by means other than driving. For many people the annual cost of transport is significant and low-cost transport options such as walking, riding a bicycle or using public transport are considered a last resort.

This can make transport particularly difficult for people with limited weekly budgets, especially the 38% households in the Shire who earn less than \$650 a week. After spending most of this income on housing and other bills, some households need to make difficult decisions every week about whether they should spend their remaining income on food or driving costs. In rural areas currently, cars on average make up \$300 of weekly household expenses which includes fuel, insurance, registration and vehicle maintenance.

Council aims to provide greater transport choice to our community by making low-cost and healthy transport options more safe and desirable.

This Strategy is informed by independent research and analysis, as well as consultation with the community, representatives of community groups, organisations, businesses and Local Government and State Government stakeholders. Our strategy showcases our community's voices from artworks, photographs and stories.

The Key Issues and Opportunities section has been prepared to understand various challenges we face as a community and the opportunities we can take advantage of in improving our levels of transport access and choice. Through achieving this, the community will benefit from reduced costs of living, improved health outcomes and increased economic activity.

The Project Background, Vision and Themes section details how the strategy was researched, developed and the consultation methods used. Council's role, the strategic vision and objectives, context and relevant legislature for the development of this ITS is explained in detail. From the outcomes of this research and analysis, transport in our community supports several themes.

These four themes for transport in our community are revealed in the Background and Context section as:

- An active and engaged community
- Safe and healthy towns
- A vibrant and mobile economy
- A connected shire

We developed these by understanding our location, context and auditing our assets. The surveys taken during consultation revealed further data about our community's transport behaviour. There are many opportunities for Council to implement improvements, drawing from local, regional, state and international examples.

Finally, we have a detailed implementation plan focusing on achieving our themes on concrete, specific and achievable outcomes. Council aims to provide greater transport choice to our community by making low-cost and healthy transport options more safe and desirable.



Image 2: Maryborough Station

Transport should support the development of the following four outcomes:

1. An Active and Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a range of activities including learning to drive, improving streets and carpooling.

Understanding this as a key strength, enables the ITS to address how this can be further built on to achieve highly effective transport solutions.

2. Safe and Healthy Townships

Transport safety Shire-wide is a key issue. Improving safety requires addressing critical gaps in the active transport network and ensuring the network is well-integrated with public transport. These outcomes will be key to making walking and bicycle-riding viable transport options for people.

3. A Vibrant and Mobile Economy

Increasing transport cost savings for households will also increase spending capacities in the local economy, creating additional opportunities for the Shire’s local economy.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders’ and industries’ transport and freight needs are met.

4. A Connected Shire

There are a number of regional public transport links to centres such as Ballarat, Bendigo and Castlemaine that need to be improved.

Addressing these links will enable higher levels of connectivity to key services and activities available in the regional centres. It will also better enable people to visit the Shire, generating higher benefits from tourism.

Key Issues

Reliance on car ownership and use, social isolation & socioeconomic disadvantages

The salient issue identified in this report is the lack of transport alternatives people have to owning and driving a car. The Shire has the highest rate of socioeconomic disadvantage in Victoria. The median income for households is \$775 and about half of this is spent on transport due to the need to own and use a car to get around. Enabling households to make savings on their transport costs will not only substantially relieve financial pressures, but will also increase capacities for spending locally, and help the Shire's local economy.

(Read more in: [A Vibrant & Mobile Economy](#))

Transport access for senior residents and young people

Over 28% of residents in the Central Goldfields Shire are over 65 years old. These people find it challenging to finance their car ownership and useage. Most senior residents earn \$650 a week or less and some lack the ability to drive.

The lack of transport access young people face makes it highly difficult to 'get started' in the Shire. There are a number of services available to young people such as education support, employment services and health services, but many of these require a car to access due to poor public transport connections. Access to tertiary education and training is also difficult for local residents as the nearest university campuses are in Bendigo, Ballarat, and Creswick.

(Read more in: [An Active & Engaged Community](#))

Obesity and other health issues

The Central Goldfields has some of the highest rates of obesity and related health issues in Victoria. 69% of adults are overweight or obese; only 51% of adults meet the guidelines for physical activity; and 15% of households reported they had run out of food and could not afford to buy more. A likely substantial factor contributing to these results is a reliance on driving for most errands. Car reliance impacts households financially and limits opportunities for residents to be physically active in their transport.

(Read more in: [Safe & Healthy Towns](#))

Local public transit issues

A key reason why people find it difficult to get around without a car is because of the limited public transport services available. Most of the population live and work in Maryborough, which is served by four local bus routes. These routes however are complex, infrequent and counter-intuitive to rely on. Additionally, connections between townships in the Shire are limited to one or two return trips a day.

(Read more in: [A Vibrant & Mobile Economy](#))

Road safety

Road safety is a particular issue for the Shire. The Shire's small population has been over-represented in crashes and fatalities on the road over the last five years. Many of these crashes including struck bicycle riders and pedestrians have happened in Maryborough and other townships.

(Read more in: [Safe & Healthy Towns](#))

Safe & healthy access to school

The vast majority of trips to school are made by car and some by school bus or public transport, however very few are made by walking. This is due to a lack of safe walking and crossing facilities near schools which results in low confidence levels in walking or riding (especially independently).

(Read more in: [Safe & Healthy Towns](#))

Footpath network and access for all

Many people live within walking distance of key services and employment, though most townships in the Shire have a sporadic footpath network that is not ideal for many walking trips. For people with severe mobility impairments, footpaths are essential to access the services within walking distance, including connections to community transport and public transport. Council have mapped their 'all abilities' footpath network and could identify priority areas for improvement. A key issue is how to fund increased concrete footpaths in our townships.

(Read more in: [Safe & Healthy Towns](#))

Parking availability and pressures on economy

Some locations in the Shire - such as High Street in Maryborough experience high levels of parking demand at some times. The levels of demand do not exceed parking supply in the whole town or activity centre. However, drivers find it difficult to find a car space in the location they want (or expect) to. Providing these spaces, however is highly costly for the community and they should be more optimally managed.

(Read more in: [A Vibrant & Mobile Economy](#))

Regional freight connectivity

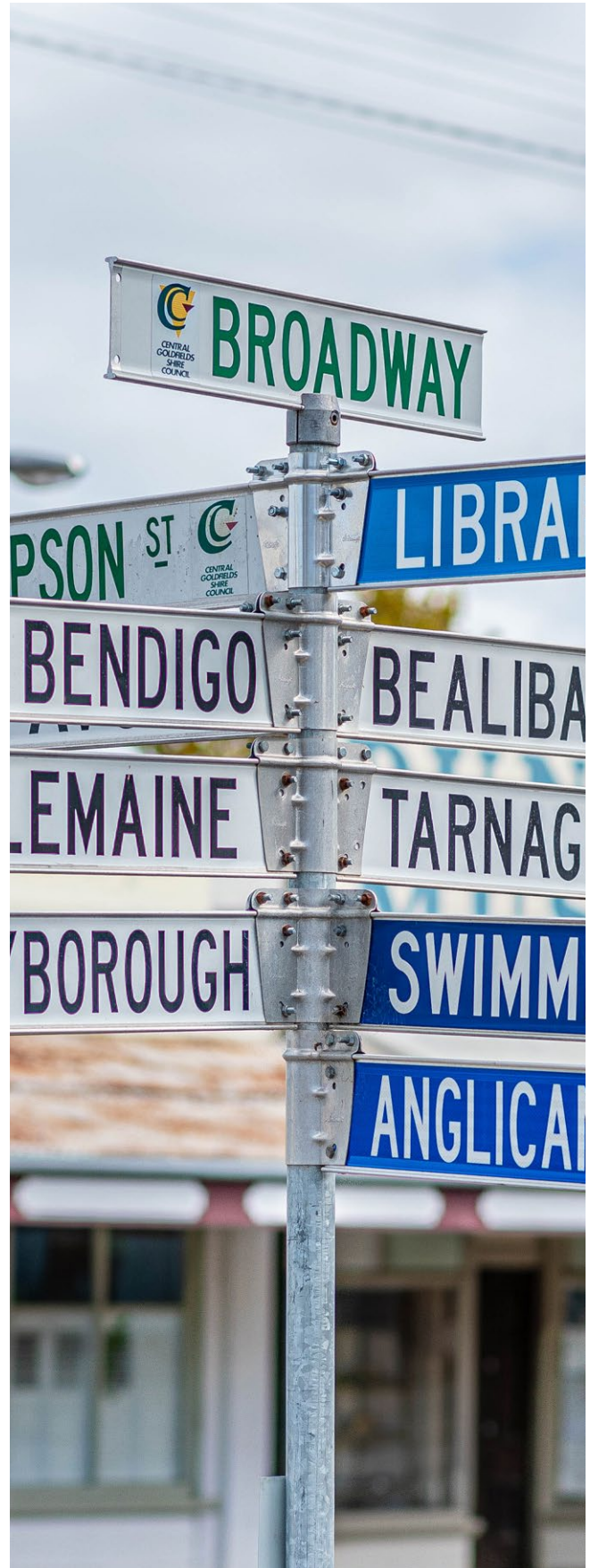
Most businesses in the Shire rely on road freight to move their produce or products due to the limited rail routes. Routes for HPFV routes are also limited, reducing viability for external investment.

(Read more in: [A Connected Shire](#))

Regional public transport connectivity

There are many people in the Shire who choose not to drive, or struggle to afford the cost of driving long distances. There are V/Line coach and train services fill this gap, but people need to plan their travel around the limited service timetable. This is highly relevant for tertiary students, tourists and some employees.

(Read more in: [A Connected Shire](#))



Key Opportunities

Optimising community transport

Community transport in the Shire is primarily organised by Council, but there are many other groups such as community groups, MDHS's 'Wellness in Motion' transport service and HACC provide services for medical appointments and social groups as well as meals on wheels and home care. These meet a critical service gap for elderly residents, particularly for medical appointments.

There are many ways in which these services can be run more efficiently and more effectively for the community. There are also opportunities to support trials for alternative routes using existing Council-owned transport assets.

(Read more in: [An Active & Engaged Community](#))

Promoting sharing economy for cars, bikes rides and parking

The community are actively engaged in sharing transport on a mostly informal basis. Supporting initiatives for car sharing, bike sharing and parking spaces is a key way the community can meet a variety of transport needs without needing many additional resources. There have many successful initiatives launched in other regional areas in Victoria and Australia that demonstrate key lessons from which the Shire can draw from.

(Read more in: [An Active & Engaged Community](#))

Improving road safety

Safety on rural roads is managed by Central Goldfields Shire (on local roads) and Regional Roads Victoria (for arterial roads). A range of funding sources exist to maintain and upgrade roads to improve safety for all road users (including bicycle riders and pedestrians). Council works with the Department of Transport, Regional Roads Victoria and the Transport Accident Commission to improve road safety across the Shire. Members of the community can also notify the relevant authority to resolve road safety issues as they appear using mobile phone apps such as [Snap, Send, Solve](#).

(Read more in: [Safe & Healthy Towns](#))



Improving safe & healthy access to school

Local communities benefit in a wide range of ways when school students walk or ride bicycles to school. Council can improve infrastructure and promotion to facilitate and encourage parents and students to rediscover the joy of walking and riding bicycles to school. There are currently some curriculum-based programs that support this and there are many opportunities to develop these programs in other schools. There are also opportunities for Council to work with DoT and the community to make safer walking and riding environments.

(Read more in: [Safe & Healthy Towns](#))

Encouraging civic engagement in improving streets and public spaces

Council have recently taken steps to organise some low-cost active transport infrastructure projects. In addition to being quick, cheap wins for improving pedestrian and bicycle safety and priority, they offer opportunities for engaging with the community in 'tactical urbanism'. This not only achieves a quick result in enhancing active transport options, but also promotes higher levels of community ownership and partnership with Council.

(Read more in: [Safe & Healthy Towns](#))

Transit-oriented hubs for arts tourism, industry and innovation

Agglomerating key services near key public transport nodes is the most efficient way of enabling access by public transport. Where commercial and civic services and residences continue to expand beyond the existing network, resources are strained and the ability for routes to be direct, quick and frequent becomes limited. As commercial and civic services diversify and densify near transit hubs, transport services improve substantially in order to ensure people can travel to them.

(Read more in: [A Vibrant & Mobile Economy](#))

Transport Tourism

A key opportunity for the Shire to deepen the Shire's tourism offer is to use existing road and rail corridors or traditional owner pathways to connect places of interest. The wider community can play a significant role in building up this offer through indigenous interpretation guides, farmstay opportunities and a range of transport related products and services that would appeal to various tourist segments.

(Read more in: [A Vibrant & Mobile Economy](#))

Capitalising on upcoming and recent infrastructure

There are substantial opportunities to build from recent and upcoming state and federal projects such as Regional Rail Revival and Murray Basin Rail Project to improve freight and public transport regional connections.

(Read more in: [A Connected Shire](#))

Improving regional scheduling for tourists, students and workers

Council can work with V/Line to understand why some transport connections are scheduled in ways that are unsuitable for many travelers, and the extent to which they can be improved. The community can highlight any poor transport connections that are reducing their transport options and highlight these to Council and the State Government.

(Read more in: [A Vibrant & Mobile Economy](#))

Key Outcomes & Actions

Outcome 1. Improved access for senior residents and people with a disability

Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads

Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire

Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise

Outcome 2. Improved access for young people

Action 2.1. Build a shared path with priority across roads to each school including:

2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.

2.1.2. Along Prince Alfred Street to Talbot Primary School

2.1.3. Along Davies Street to Bealiba Primary School

2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)

2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School

2.1.6. Along Kars Street to Highview College and St Augustine's Primary School

Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground

Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options

Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians

Outcome 3. Improved community transport efficiency, resilience and effectiveness

Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels

Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday

Action 3.3. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents

Outcome 4. Access to rideshare, carshare and bikeshare

Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council

Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire. Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields

Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others

Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries

Outcome 5. Safe local and regional roads

Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)

Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:

5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough

5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough

5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook

5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly

5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot

Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways and regional roads within local townships, such as the Pyrenees Highway and Ballarat-Maryborough Road and Broadway (Dunolly)

Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)

Outcome 6. Increased levels of health and wellbeing

Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly

Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods. This should be developed from the 'all-access' footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network

Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network

Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails

Outcome 7. Safe, healthy and fun streets for all

Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres

Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot

Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres

Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently

Outcome 8. 20-minute neighbourhoods and reduced reliance on car ownership

Action 8.1. Amend the Planning Scheme in the Municipal Planning Strategy (MPS) section (or Vision and Purpose section) to include walkability and accessibility as objectives in:

- Clause 02.3-1 Settlement
- Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods
- Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options

Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:

- Clause 18.01-2L Transport Modes
- Clause 18.02-1L Walking and cycling
- Clause 18.02-2L Public transport,
- Clause 18.02-4L Car parking

Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions

Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability

Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy

Key Outcomes & Actions

Outcome 9. Improved parking

Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the “Column B” rates within 1.5km of the Maryborough town centre

Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights:

- When community will be consulted
- What policy objectives will be set in the Council chamber
- What operational decisions will be delegated to appropriate staff

Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened

Outcome 10. Improved transit options

Action 10.1. Advocate for provision of Myki validators at Maryborough Station

Action 10.2. Liaise with DoT to simplify Maryborough’s bus network and optimise efficient use of the assets to run more direct and frequent services

Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling

Action 10.4. Support increased mixed activity development within 400m of each town centre

Outcome 11. Testing grounds for innovative transport technologies

Action 11.1. Advocate to the State and Commonwealth Government to designate the Central Goldfields Shire as the primary ‘trial zone’ for UberAir and all aerial automated services before services are trialed in Melbourne.

Also investigate establishing an ‘area of excellence’ for aviation innovations and technologies

Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)

Outcome 12. Improved regional public transport

Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat continues to Maryborough via Creswick, Clunes and Talbot

Action 12.2. Partner with neighbouring local government areas to advocate for a timetable that meets the needs of employees travelling between the Central Goldfields and other regional and rural townships

Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:

12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for ‘day trip’ tourism market and for employees travelling between Maryborough Talbot and Ballarat

12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire

12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station

Outcome 13. Improve transport related tourism opportunities

Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire’s Walking and Cycling Strategy (2017)

Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire’s Tourism Strategy (2020)

Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for ‘day trip’ visitors from Bendigo, Ballarat and Melbourne

Action 13.4. Liaise with V/Line to investigate potential to create a ‘Central Goldfields’ tourist package as part of the annual Victoria Seniors Week in October

Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully

Outcome 14. Improved freight access for businesses and industries

Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)

Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road

Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task

Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:

14.4.1. More direct link from Gladstone Street to Elgin Road

14.4.2. Long term connection from Dooleys Road to McClure Street

Action 13.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day



Image 3: General Store, Timor

Project Background

Movement & Place Consulting is preparing an Integrated Transport Strategy to improve transport options across the Central Goldfields Shire.

The Strategy will identify ways to improve transport connectivity and accessibility throughout the Shire, particularly seeking to strengthen links within and between key townships of Maryborough, Talbot, Carisbrook, Bealiba and Dunolly.

This project has been funded by the State Government through the Department of Transport and Central Goldfields Shire.

To inform the Strategy, this Issues and Options Report has been prepared to identify the challenges we need to address and the opportunities that we can take advantage of.

This Report is informed by independent research and analysis, as well as consultation with the community, representatives of community groups, organisations, businesses and Government stakeholders.

The process also involved surveying local residents, businesses and employees. Local school students were asked to explain how they currently travel around and how they would like to travel.

Council invited input and feedback from all members of the community on the content of this Strategy and we will continue to liaise with the community as we implement the strategy's actions.

Key questions we needed the community to answer were located on the Council webpage.

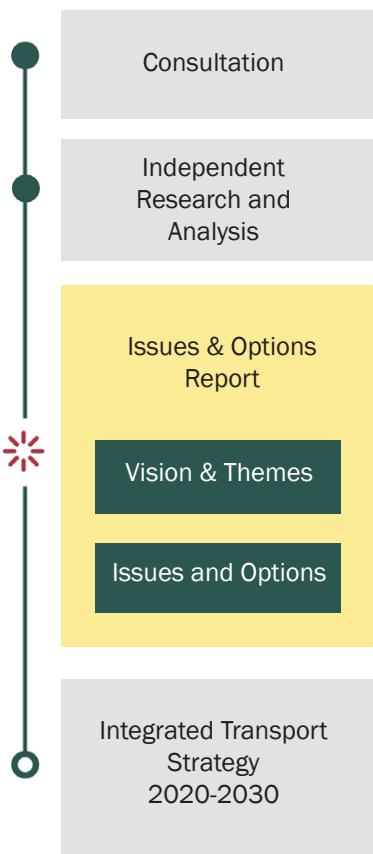
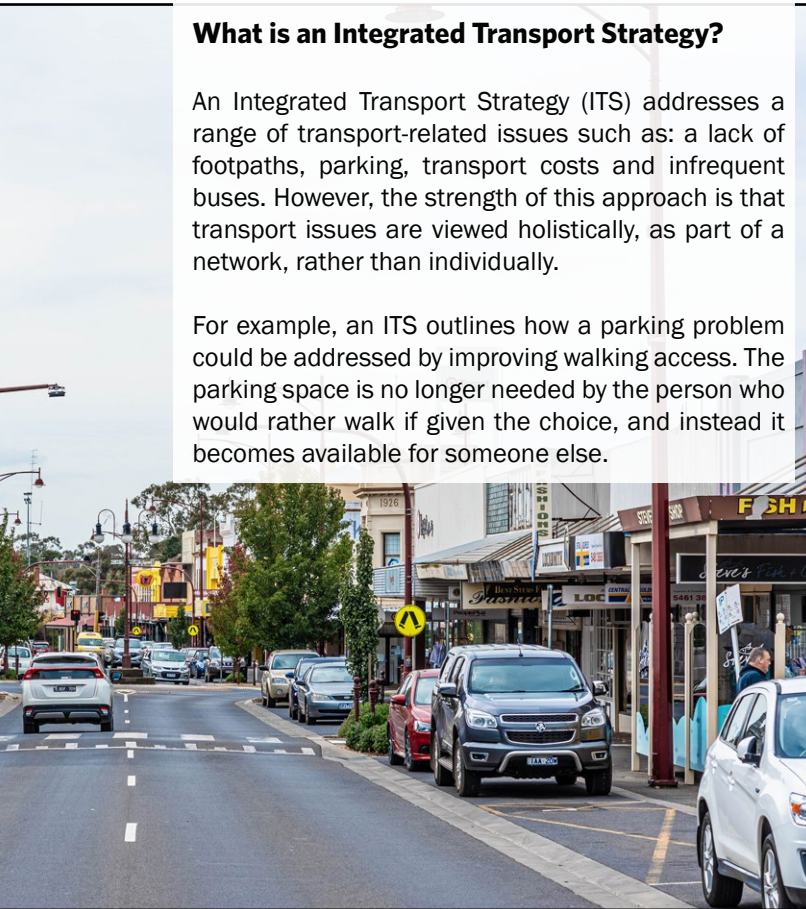


Image 5: High Street, Maryborough

What is an Integrated Transport Strategy?

An Integrated Transport Strategy (ITS) addresses a range of transport-related issues such as: a lack of footpaths, parking, transport costs and infrequent buses. However, the strength of this approach is that transport issues are viewed holistically, as part of a network, rather than individually.

For example, an ITS outlines how a parking problem could be addressed by improving walking access. The parking space is no longer needed by the person who would rather walk if given the choice, and instead it becomes available for someone else.



Council's role regarding transport

Council are responsible for various transport assets, infrastructure and services throughout the Shire. Chiefly, these include:

- Local roads and streets, but not arterial roads such as the Pyrenees Highway
- Community transport services
- Footpaths
- Most bicycle paths (except for on-road lanes on State controlled corridors)
- Street trees and other vegetation
- Street furniture
- Parking
- Hiking and Cycling Trails
- Maryborough Aerodrome (Council is responsible for organising leasing of land)

Council works closely with the Department of Transport (DoT) in strategic transport planning. Council can also play a key advocacy role for the community in identifying critical public transport improvements. DoT are responsible for:

- V/Line train and coach routes, scheduling and operations
- Funding and managing local bus services such as Routes 1, 2, 3 & 4 in Maryborough
- State roads such as the Pyrenees Highway
- Road safety improvements and law enforcement

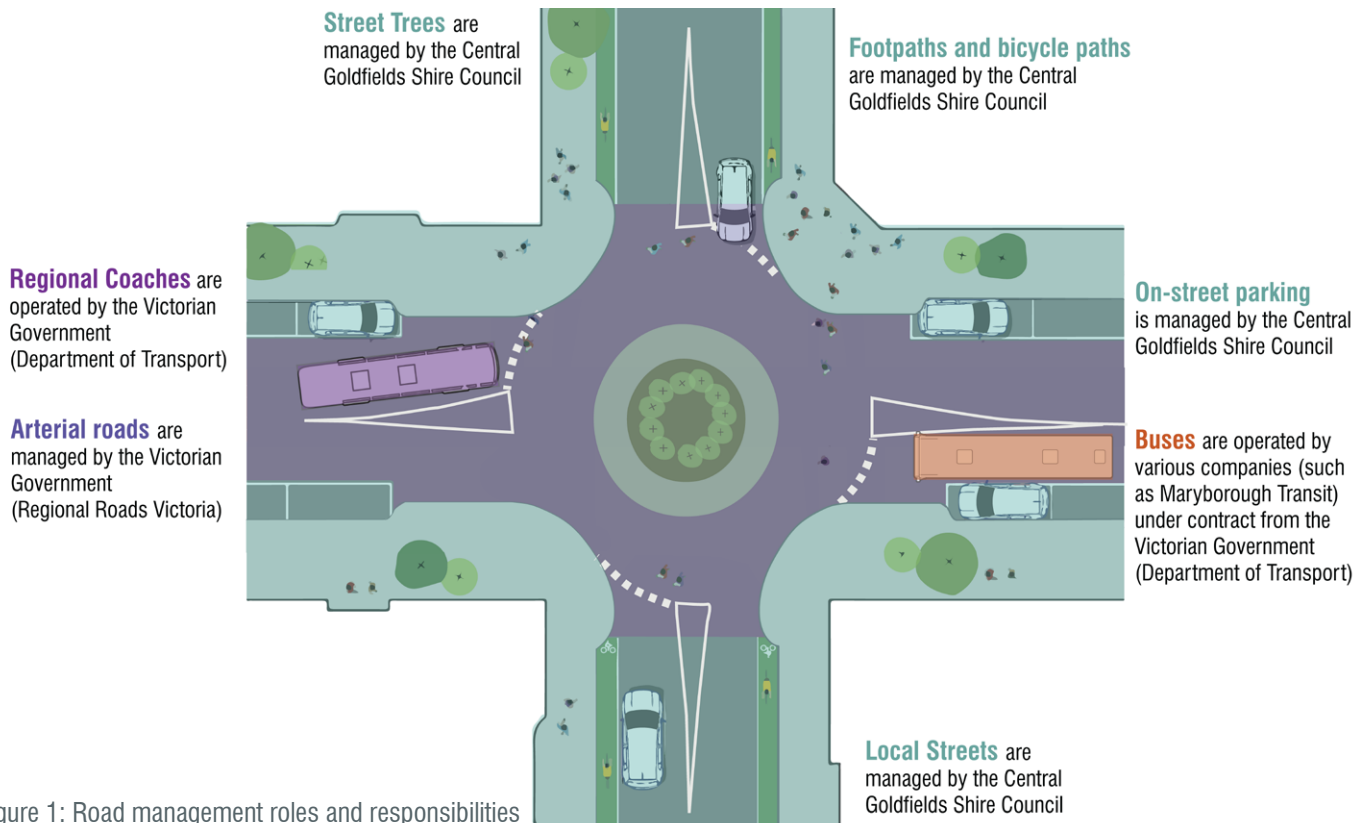


Figure 1: Road management roles and responsibilities



Vision & Strategic Framework



Image 6: Cyclist in Phillips Gardens, Maryborough

Council’s vision for this strategy sits within its overall vision for the Central Goldfields community and specific objectives for the local economy, as expressed in the Council Plan.

Our Vision:

‘To be a vibrant, thriving and inclusive community.’

Our Purpose:

‘To achieve the best outcomes for the local community and having regard to the long term and cumulative effects of decisions.’

Transport Outcome:

‘Residents and visitors of the Central Goldfields Shire should be provided with a diversity of transport alternatives to driving that meet or exceed their needs.’

In doing so, the community will share dividends of financial, economic, social, health and environmental benefits.’

Transport objectives:

- Promote Central Goldfields as a place of choice to live, work and play.
- Improve costs of living for all households.
- Improve access to work and education to reduce levels of socioeconomic disadvantage.
- Capitalise on community transport and other community initiatives to enhance connections
- Provide safe and enjoyable transport choices to all residents
- Leverage the Shire’s transport heritage assets to promote local tourism.
- Enhance conditions for external investment and economic growth for new and existing businesses.
- Enhance tourism experiences and create further opportunities for additional tourist services.



Themes

Based on the research and analysis conducted, transport in Central Goldfields should support the development of the following outcomes:

Image 7: Talbot Railway Station Gallery, Heritage Train Carriage

1

An Active & Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a wide range of transport activities including:

- Learning to drive;
- Improving streets and the public realm;
- Car sharing; and
- Beautification schemes.

This is key strength, that the community should leverage to achieve highly effective transport solutions.

2

Safe & Healthy Towns

Transport safety and health outcomes are both key issues across the whole Shire. Improving this situation requires addressing critical gaps in the active transport network and attention to road safety black spots.

These outcomes will be key to making walking and bicycle-riding viable transport options for all members of the community.

3

A Vibrant & Mobile Economy

Minimising the transport costs incurred by households will increase local economic activity, create local jobs and provide new development opportunities.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.

4

A Connected Shire

There are a number of regional transport links that need to be improved.

Addressing these links will enable higher levels of connectivity to key regional centres such as Bendigo and Ballarat. It will also better enable people to visit the Shire, generating higher benefits from tourism.

Location Context

Location

Central Goldfields Shire is located at the geographic heart of Victoria approximately 150 km north west of Melbourne. It is located between two regional cities, approximately 40 km north of Ballarat and 55 km south west of Bendigo (as shown in figures 2 and 3).

Central Goldfields Shire is home to just over 13,000 people. Maryborough is the Shire’s major business centre and is a health and retail centre for surrounding towns including Castlemaine, St Arnaud, Avoca, Talbot and Dunolly. The Shire hosts a number of food manufacturing businesses that add value to agricultural produce from the Shire and the surrounding region.

The Shire is part of the Goldfields Tourist Region, with many visitors coming to see the historic buildings and townships that date back to the 1850s when the region supported a prosperous gold mining industry. The Shire also hosts a number of cultural events including Energy Breakthrough and the Highland Gathering which will celebrate its 160th year in 2021.

Regional Transport Overview

Dja Dja Wurrung People have lived on and cared for Country including Central Goldfields Shire over many thousands of years. Some of today’s transport networks align with pathways that have been used for many millenia. The Dja Dja Wurrung People have clear expectations that infrastructure and enterprise development will be designed to minimise harmful impacts on Country.

The Central Goldfields Shire is mainly connected by roads vehicular tracks. There are a limited number of dedicated walking and bicycle riding routes for long distance travel. There are also a small number of regional public transport services and a local bus network in Maryborough. This network however, is seldom relied on as a mode of travel for work. In 2016, over 70% of people from the Central Goldfields either drove to work (68%) or shared a car with someone else (5%). Some walked to work (5%), very few rode a bicycle and even fewer people caught public transport (less than 1%).

In 2016, most residents in the Central Goldfields worked locally (81%). The remaining 19% worked in surrounding areas including Ballarat (5%), Mt Alexander (4%) and Bendigo (2%). Most of the jobs in the Shire (80%) are located in Maryborough as are two thirds of the Shire’s residents. Because of this, the public transport network is highly Maryborough-centric, forming a north-south corridor from Ballarat through to Bealiba.

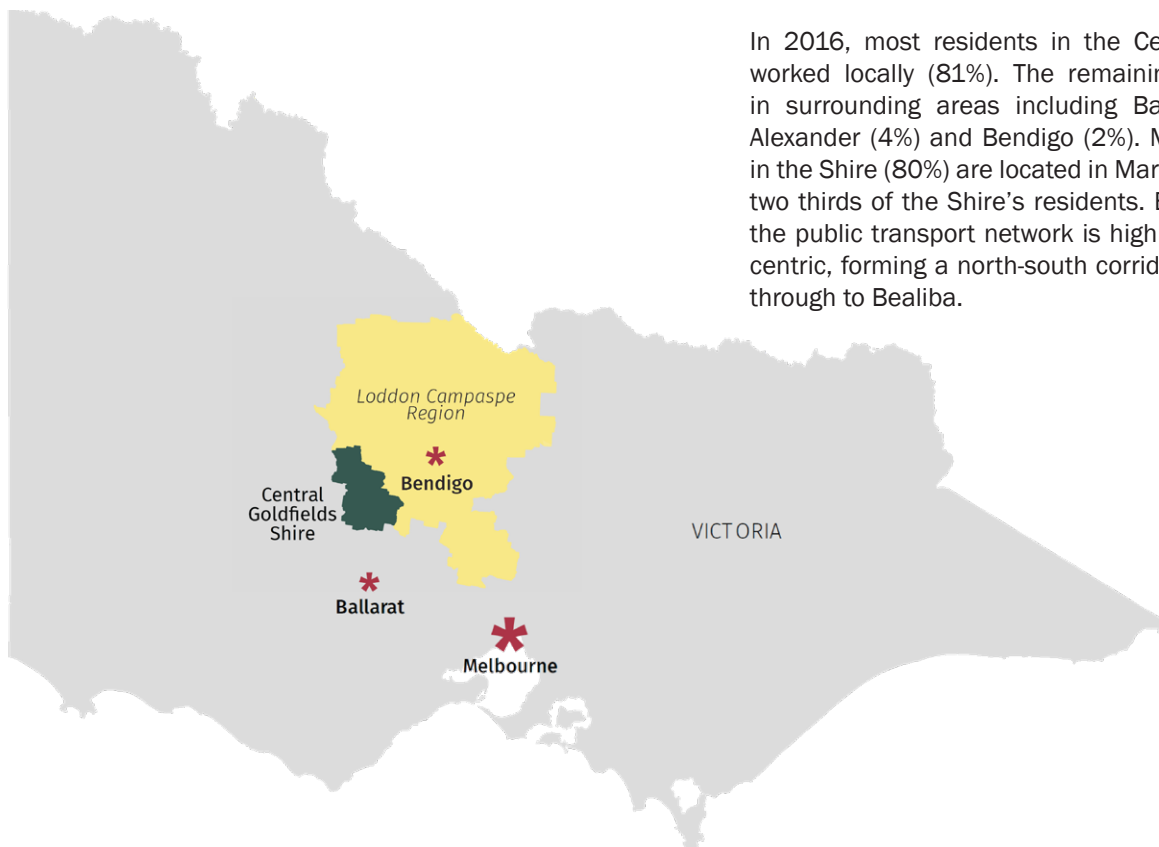


Figure 2: Regional context

Links to Castlemaine and Bendigo are limited to five services or less on weekdays and two on weekends. low level of service significantly weakens the potential for public transport to provide for work journeys and any degree of travel spontaneity. Tourists can arrive by public transport, but traveling around without carefully considering the service schedule is difficult.

Public transport investment from the Government in this region is limited due to the sparsity of population and services. Previous State Government initiatives such as Transport Connections from 2006-2010 have helped start-up community initiatives. These have had varying degrees of success across the Shire, including bus loops in Maryborough which have since become State-funded Regional Urban Bus routes.

Many other community driven initiatives across the Shire including community transport, car pooling and tactical urbanist interventions to redesign public spaces. Through these ongoing initiatives, the local community shows a high level of care for helping out with each other’s transport needs. This strategy aims to identify ways which the community and Council can continue to strengthen connectivity in the Shire and provide a broader range of low-cost, safe and reliable transport options for people.

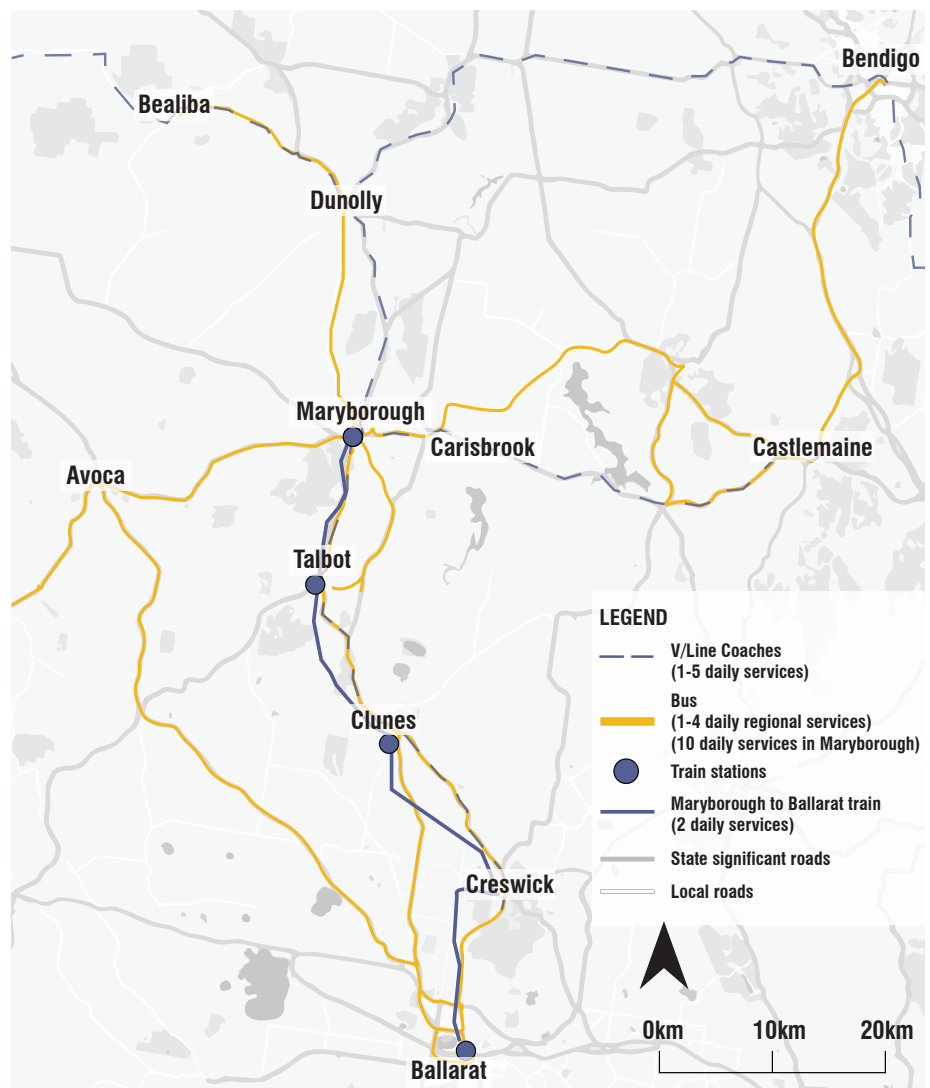


Figure 3: Regional public transport context

Strategic Context

Relevant Strategies

This strategy aligns with the following State Government and Local Government Strategies:

Custodians

- Dhelkunya Dja: Dja Dja Wurrung Country Plan 2014-2034

Victorian Government

- Connecting Regional Victoria: Regional Network Development Plan (2016)
- The Victorian Freight Plan (2018)
- Victoria's Road Safety Strategy & Action Plan (2013-2022)
- Rail Revival Study: Geelong-Ballarat-Bendigo (2013)
- Murray Basin Region Freight Demand & Infrastructure Study (Murray Basin Rail Project) (2014)
- Victorian Cycling Strategy (2018)
- Loddon Mallee South Regional Growth Plan (2014)
- Loddon Campaspe Regional Integrated Transport Plan (2019)
- Loddon Campaspe Freight Hub Study (2018)
- Loddon Campaspe Regionally Significant Trails Strategy (2018-2023)
- Central Highlands Regional Growth Plan (2014)
- Central Highlands Regional Transport Strategy (2014)
- Healthy Heart of Victoria: Central Goldfields Report (2019)

Central Goldfields Shire Council

- Action Plans (2018-2019 & 2019-2020)
- Sustainability Action Plan (2012-2020)
- Health and Wellbeing Plan (DRAFT)
- Council Plan (2017-2021)
- Walking & Cycling Strategy (2017)
- Economic Development Strategy (DRAFT) (2020)
- Tourism Strategy (DRAFT) (2020)
- "Cool It" Regional Summary & Recommendations (2018)
- Draft Council Plans for: Maryborough, Talbot, Dunolly, Bet Bet, Carisbrook, Majorca, Bealiba, Timor (2020)
- Planning Scheme Review (2019)

This strategy aligns with a range of strategic policy which provides a guiding framework for transport. These policies have been prepared for the Central Goldfields and surrounds at a local, regional and state level.

Local Strategies

Existing local strategies support careful management of existing road and parking assets to ensure continued investment is cost-effective and sustainable. Key to this has been improvements to road safety and a shift towards more sustainable modes of transport such as public transport, walking and cycling. There has been substantial recent investment in road projects to achieve this, such as:

- Treatments to Majorca Road
- A bicycle corridor between Maryborough and Carisbrook
- Street tree planting and landscaped swale drains along the Pyrenees Highway
- Treatments to Majorca Road, including a bicycle lane on the shoulder

Additionally, there has been continued support for community transport initiatives, particularly strengthening links to Dunolly and Bealiba. There have also been proposals for integrated transport and land use precincts such as Maryborough station arts and cultural hub and improving links from the Talbot station to the core township.

Regarding freight, there is substantial local strategic support for safely improving freight connections, separately from local roads within townships to further attract external investors without increasing crashes.

Recent Council strategies also support key links to Ballarat and Bendigo for additional economic development and tourism opportunities.

State Strategies

Key state strategies such as Connecting Regional Victoria, Central Highlands Integrated Transport Plan and Loddon Mallee Integrated Transport Plan all recognise the need to strengthen links between Maryborough and key regional centres such as Ballarat, Castlemaine and Bendigo particularly for freight, tourism and for making some work trips viable. Recent strategies have also identified opportunities to enhanced railway freight connections to Ararat via Avoca and Mildura along with reintroducing passenger rail services to Dunolly.

Major Recent and Upcoming Projects

Notable examples of major projects that have either recently been completed or will be in the next year that impact the Shire include:

- **Regional Rail Revival**

The Regional Rail Revival Project and Connecting Regional Victoria are State initiatives to strengthen connections across regional Victoria. Since 2016, this has resulted in additional passenger rail and coach services between Ballarat and Maryborough.

The project has also included an investigation of ways to better connect Maryborough to Bendigo via Castlemaine by restoring disused track. Though these initial feasibility studies found that the economic case for passenger service was weak and that a stronger case could be made for reintroducing passenger services between Ballarat and Geelong.

Prior to the 2018 election, the State government announced a plan to introduce passenger services between Dunolly and Maryborough.

- **Murray Basin Rail Project**

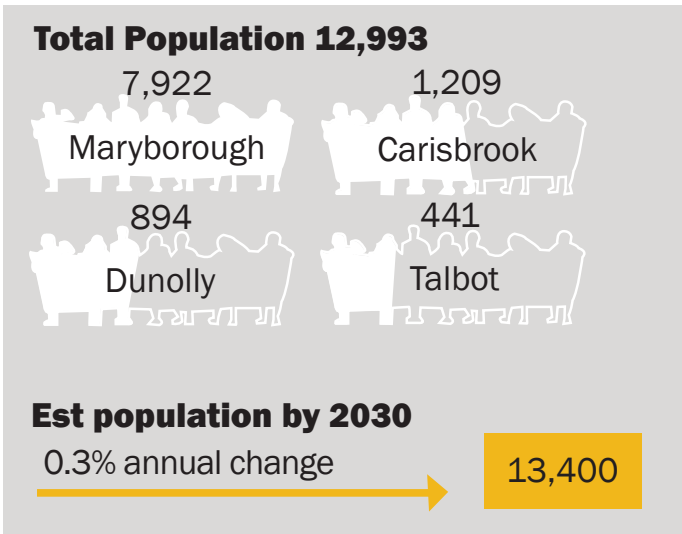
The Murray Basin Rail Project is a major state initiative to improve standard gauge rail freight connections between Melbourne, Geelong and Mildura. A key part of this project includes the Maryborough to Ararat via Avoca freight rail link (which has been recently completed) and strengthening of Geelong to Maryborough links.

- **Safety improvements to Pyrenees Highway**

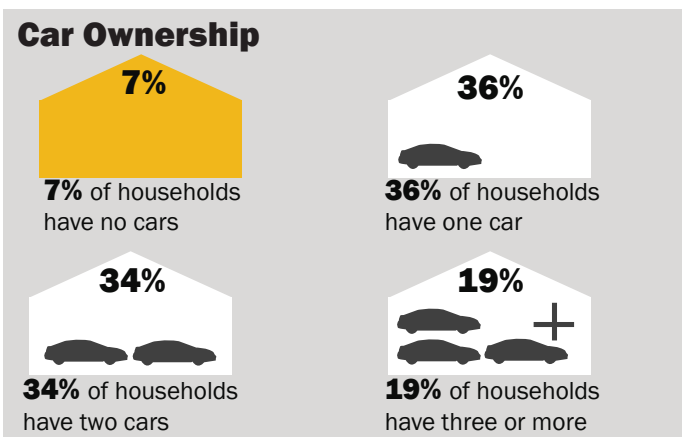
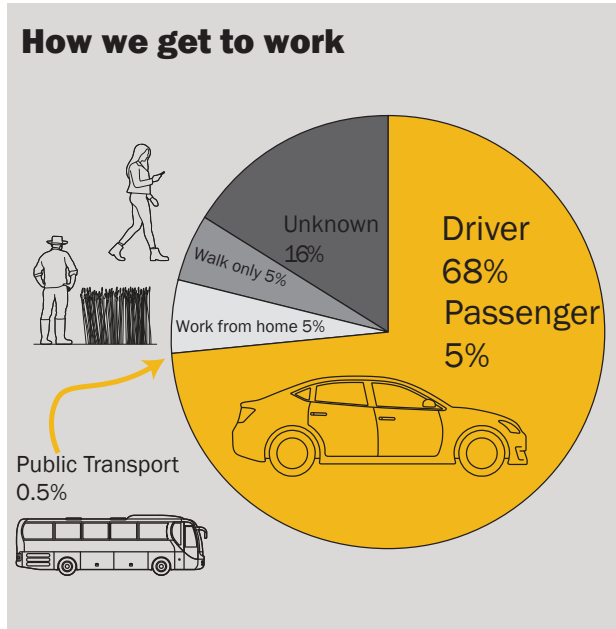
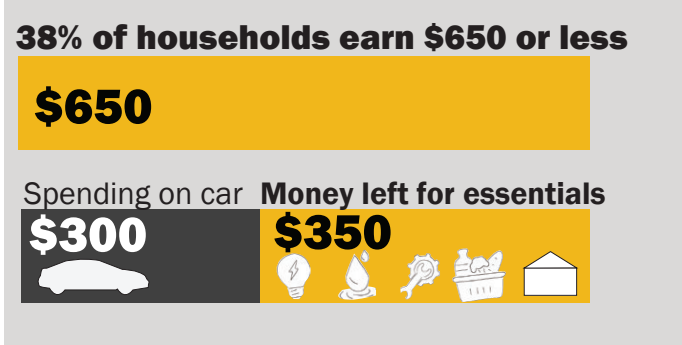
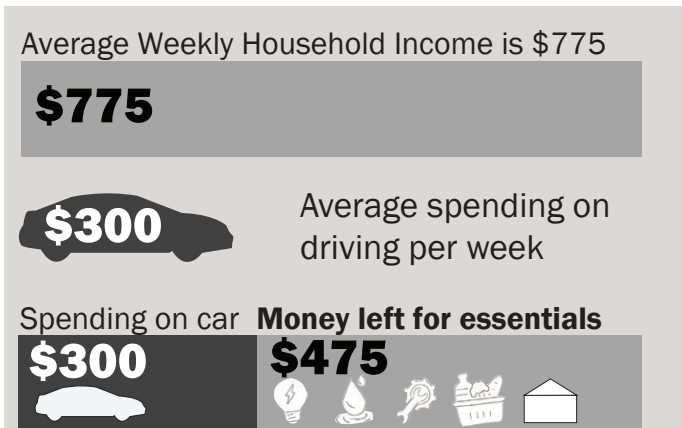
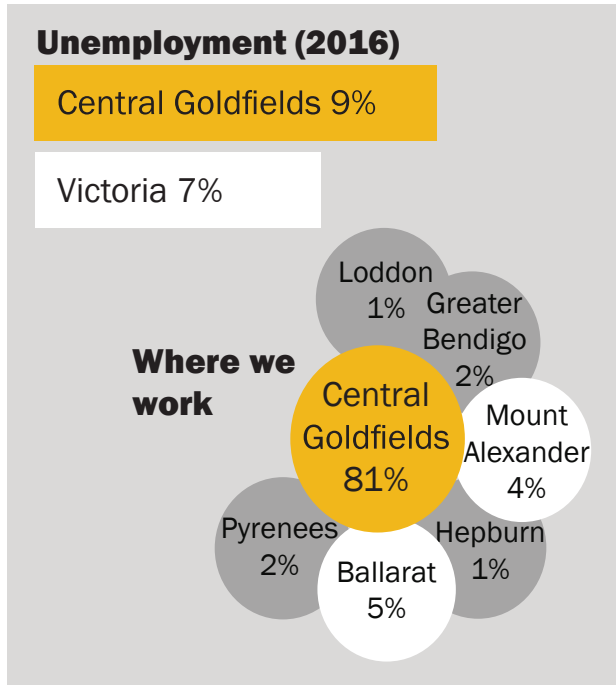
Given the number of crashes along the Pyrenees Highway, particularly between Maryborough and Ballarat, there have been many recent upgrades to improve levels of safety for freight and other road traffic.



Demographic Snapshot



#1 Socioeconomic Disadvantage in Victoria

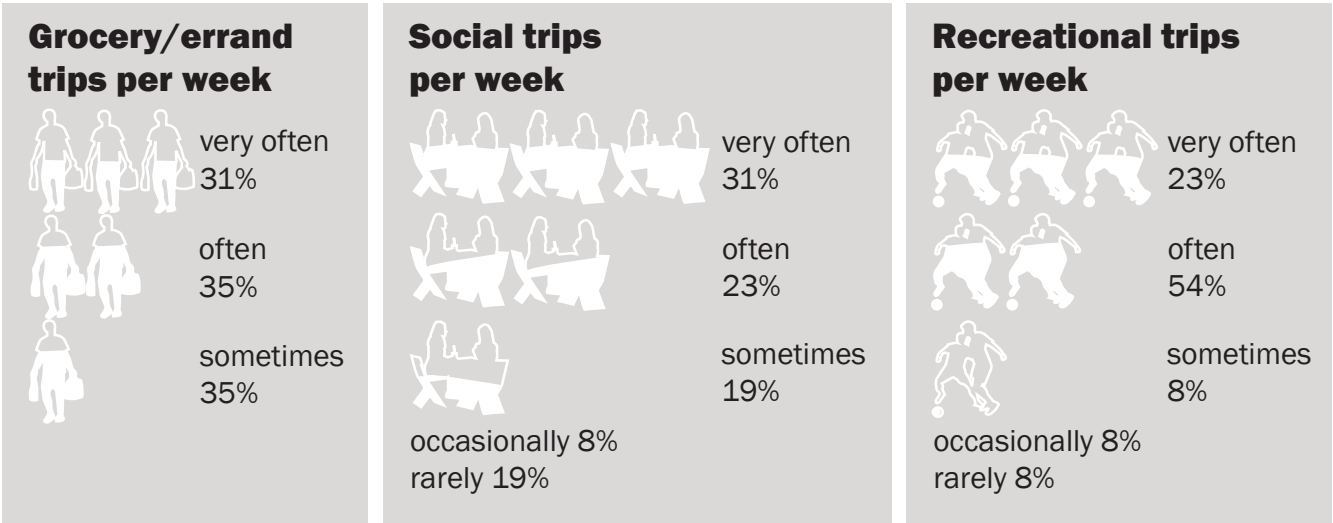


- Top employment industries**
1. Agriculture, Forestry, Fishing
 2. Construction
 3. Retail
 4. Transport, Postal, Warehousing
 5. Rental, Hiring, Real Estate

Source: ABS Census Data, 2016; Victoria in Future, 2016

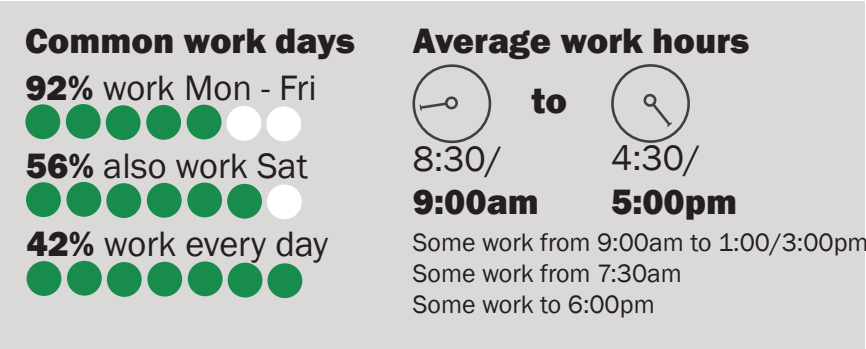


Existing Travel Behaviours: Survey Results

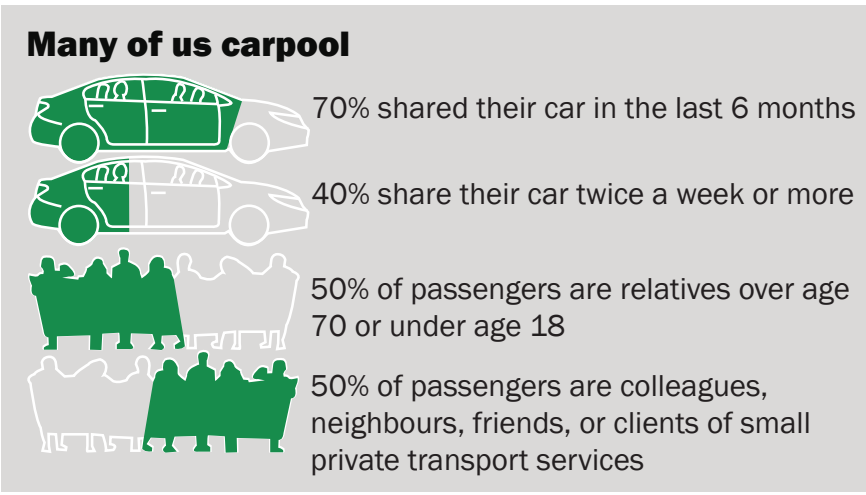


Average weekly local spending per household **\$300**

- Top frustrations**
- Lack of car parking available in key areas
 - Long travel times
 - Lack of public transport
 - Unsafe to walk and ride a bicycle (high traffic speeds)
 - Lack of bike paths & lanes
 - Lack of alternatives to driving



- Community ideas to improve travel**
- More bus services
 - Align bus timetable to work schedule
 - Improve footpaths and lighting
 - Safe bike connections to other towns + bike parking
 - Community bus improvements - share with community groups
 - Encourage more carpooling initiatives



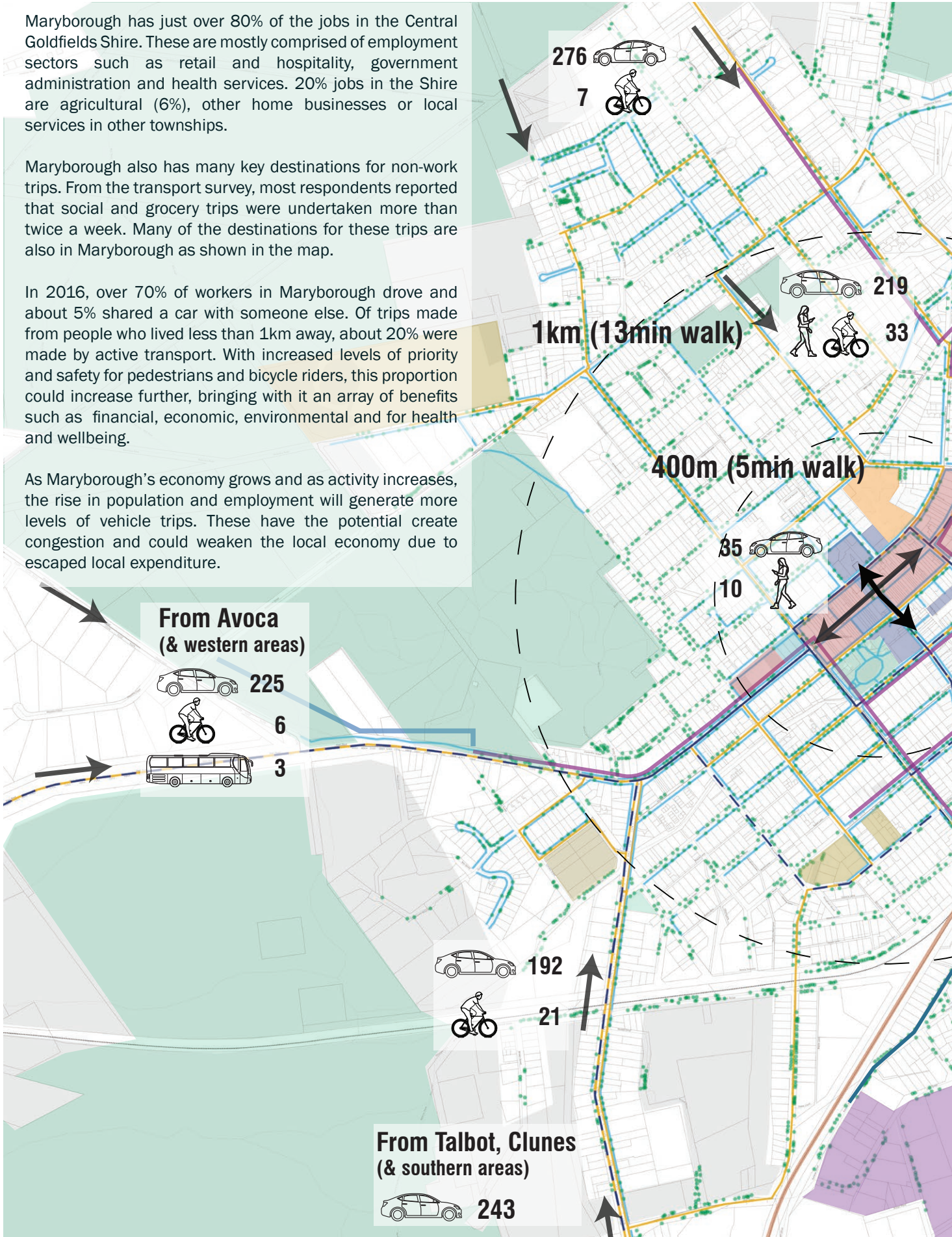
Transport Network & Trips Snapshot: Maryborough

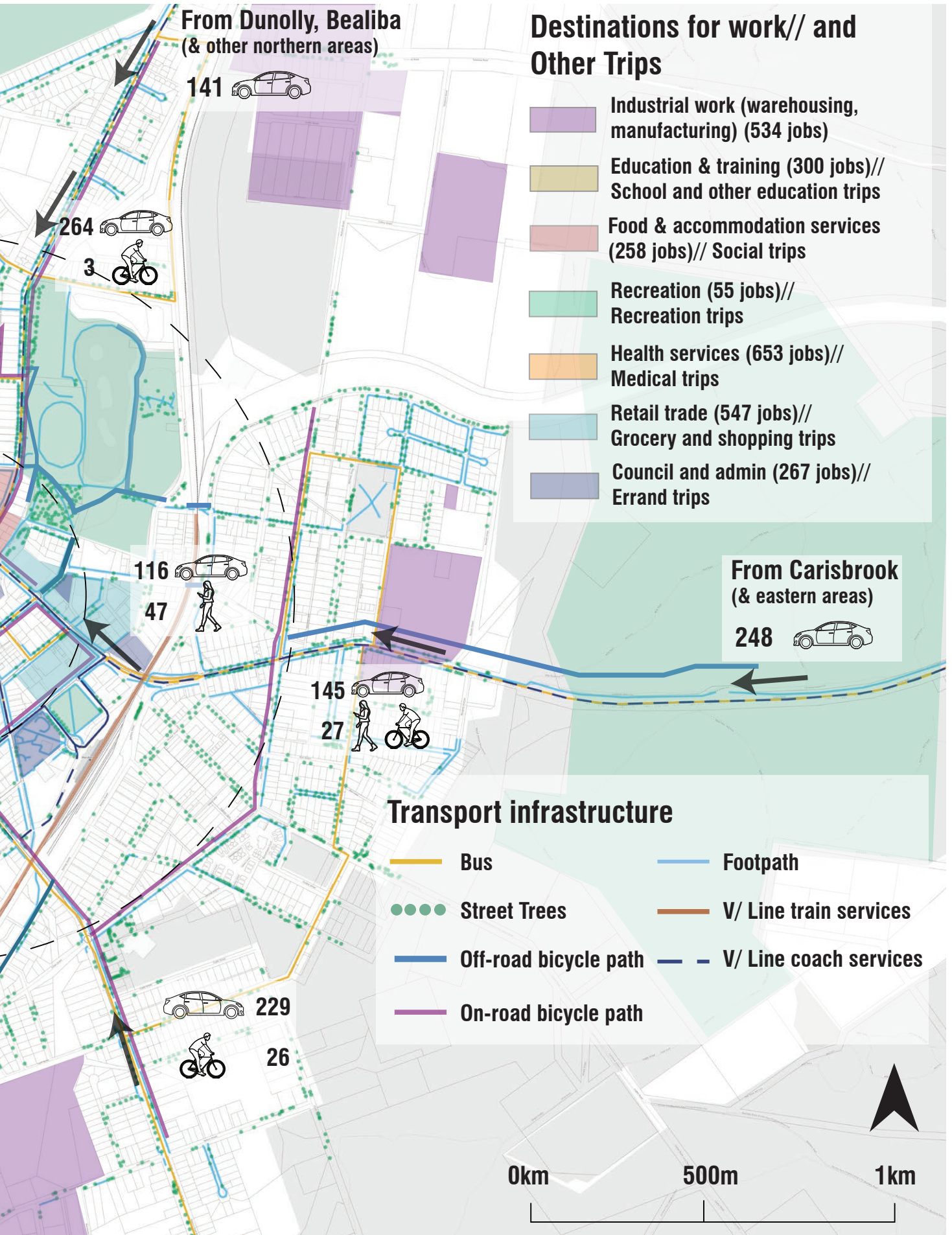
Maryborough has just over 80% of the jobs in the Central Goldfields Shire. These are mostly comprised of employment sectors such as retail and hospitality, government administration and health services. 20% jobs in the Shire are agricultural (6%), other home businesses or local services in other townships.

Maryborough also has many key destinations for non-work trips. From the transport survey, most respondents reported that social and grocery trips were undertaken more than twice a week. Many of the destinations for these trips are also in Maryborough as shown in the map.

In 2016, over 70% of workers in Maryborough drove and about 5% shared a car with someone else. Of trips made from people who lived less than 1km away, about 20% were made by active transport. With increased levels of priority and safety for pedestrians and bicycle riders, this proportion could increase further, bringing with it an array of benefits such as financial, economic, environmental and for health and wellbeing.

As Maryborough's economy grows and as activity increases, the rise in population and employment will generate more levels of vehicle trips. These have the potential create congestion and could weaken the local economy due to escaped local expenditure.





An Active and Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a wide range of transport activities including:

- Learning to drive;
- Improving streets and the public realm;
- Car sharing; and
- Beautification schemes.

This is key strength, that the community should leverage to achieve highly effective transport solutions.

There are many existing opportunities to improve community transport and car sharing initiatives to provide options for the Central Goldfields community. Alternatives to driving are especially critical to residents with a low income, disability, the elderly and young people.

Often these groups are in a position where they need to access many services such as health, education and government administrative offices but either do not have the finances to afford a car or lack the ability to drive.





Image 8: Key organisers and participants of Pop-up Youth Hub in Maryborough (February, 2020)

Issues

Transport access for senior residents

Over 28% of residents in the Central Goldfields Shire are over 65 years old, 20% are over 70. Many senior residents are retired but actively engage in the community as volunteers in local programs such as community transport. From the survey, many respondents who were retired are also engaged in social and recreational activities and undertake these trips often (twice a week) or very often (more than twice a week). However, these people find financing car ownership and use challenging as most earn \$650 a week or less and some lack the ability to drive. From the survey, of the 40% who frequently share transport, about a quarter of the passengers were relatives of the driver who were over 70 years old and many of these trips were for medical appointments.

There are some services currently available for senior residents to access medical appointments and sometimes social and recreational trips also, particularly when driving is not an option for them. These include:

- The Maryborough District Health Service (MDHS) 'Wellness in Motion' service which runs door-to-door by appointment and requires passengers to have a medical referral.
- MDHS & Council also run one regular route on Thursdays at 8:45am from Talbot to Carisbrook and Maryborough. Passengers of this service require an Aged Care Package for Ageing in Place.
- Other community transport organisations run by community groups, some of whom also provide services to travel to other places in Victoria if health centres in Maryborough have too longer waiting lists.
- Private transport services.

Many of these operate with minimal state and federal HACC PYP funding and rely on volunteers. There is also a lack of services which have a lift to cater for residents in a wheelchair.

A number of improvements would help this demographic of residents, particularly:

- Ensuring infrastructure such as footpaths and bus stops are DDA compliant, (which will be discussed further in the 'Safe & Healthy Towns' section). This would enable many residents living in Maryborough or in Aged Care facilities to walk to the town centre or catch public transport.

- Continuing and expanding community transport services and public transport options, particularly to areas such as Dunolly and Bealiba, where there is currently only one service per week.

Transport access for young people

In 2016, the population of young people in the Central Goldfields was significantly lower than State average levels.

The lack of transport access young people face makes it highly difficult to 'get started' in the Shire. There are a number of services available to young people such as education support, employment services and health services, but many of these require a car to access due to poor public transport connections. This is particularly critical for young people who live outside of Maryborough. Even for residents of Maryborough, many of these services are scattered, difficult to locate and require young people to have license and own a car at a time when car ownership therefore become essential to qualify for access to these services.

The vast majority of trips to school are made by car and some by school bus or public transport, however very few are made by walking. A common frustration from the student survey was the lack of transport to schools in areas such as Carisbrook.

Access to tertiary education and training is also difficult for local residents as the nearest university campuses are in Bendigo, Ballarat, Creswick and Geelong. According to the 'On-Track' study in 2017, only about a third of students went on to complete further training or study. The recent closing of TAFE programs in the Central Goldfields has also resulted in significant drop in TAFE attendance, which are all at least an hour by car or hour and a half by public transport. For daily trips, according to studies, 90 minutes is an important threshold of people's travel time budget. Travel time is a key factor in deciding whether or not to attend tertiary education and if so where to attend. Distance from education is also a key determinant of academic results.

There is also an over-representation of young people (between the ages of 18-24) in crashes in the Shire. Despite making up less than 10% of the Shire's population, about a quarter of crashes over the last five years involved a young driver. The Transport Accident Commission (TAC) and Central Goldfields provide a Learn2Drive, L2P (Learners to Provisional Licence) and Road Trip programs to reduce this result in the Shire, to a high degree of success. Additionally, these services also help to reduce the amount of time young people take to acquire a license, given that rates of failure in the Ls and Ps test are high due to comprehension difficulties. This is particularly critical for young families to ensure that they are able to access employment and drive their children to school and on other errands.

To better understand these issues, Council will be conducting a youth transport survey in 2021 as part of their integrated transport planning.

Getting around as a young person: Chelsea, 18 years old, Maryborough (3465) (L2P participant)

“Before my license I felt I put a lot of pressure on my family to take me places and pick me up. I sometimes even used taxis but they were expensive. I did a lot of walking because I lived in town, and it was just the easiest and cheapest way to get around without Mum or Dad. Which I guess I was lucky to have parents who could drive, and a grandmother who could also.

After getting my license I felt so free. It's really a privilege to have it and I'm lucky to have been able to get it before the world was turned upside down [due to COVID-19 shutdown]. I was driving to school, I was helping my family with extra things, taking my brother to work because it let some pressure off Mum and Dad.”

Case Study: Youth Hub



Youth Hub was a recent initiative from Council to temporarily co-locate a number of services near the Post Office and Town Hall in Maryborough. These include services such as:

- Housing
- Drug abuse support
- Counseling
- After school care
- Quiet study space
- Health services
- Headspace, telehealth and LGBTQI+ support
- Road trip
- Employment

The Hub initially ran for 2 days a week and was starting to grow to 3 just before COVID-19. It had been running for 6 weeks before shutting down due to COVID-19.

The co-location of services made it easier and intuitive for young people and young families to access the services that were previously less visible and less accessible. They were located close to the Maryborough town centre as it has the highest level of transport service in the Shire and is particularly central to the Central Goldfields school bus network. Some participants were dropped home using the Council transport assets.

Issues

Community transport financing

International research regarding community transport has found that reliable funding is the most significant challenge across the sector. All Australian investigations into community transport services report 'lack of funding' as a key problem.

Community transport funding is typically underpinned by government through the health sector. In Central Goldfields, one-off vehicle acquisitions through various programs has given the community an opportunity to provide services with volunteer drivers (which are shown in pages 28-29). Like other community transport services, the service in Central Goldfields does not have a strong focus on revenue-raising. If government funding ceased, the service would become unviable.

A key objective for the Central Goldfields community is to make Community Transport a permanent feature like other volunteer organisations such as the CFA, CWA or SES. To achieve this transition to being a permanent feature, Central Goldfields Community Transport services need to be established with an independent governance structure and variety of funding sources including private sponsorship, donations, ancillary businesses and fare box payments. Alternatively an existing well established, larger community transport service provider could be brought in to provide a longevity of focus for the community to support.

Managing community transport volunteers

Currently the management of community transport volunteers is undertaken by paid Council staff (who also volunteers as a driver). Managing the scheduling of volunteer drivers takes dedicated skills, particularly given that the current vehicles have over 9-seats and require a special licence. If the service is to grow, it will also require specific resources to manage a larger volunteer base and more complex transport task.

There are three options available to make long-term management of community transport services more viable:

- Council commit to long term funding of management
- Encourage an established provider (such as Link Community Transport) to partner with the Shire to share resources and volunteers
- Leverage systems and resources available elsewhere.

The optimal outcomes will be:

- A management organisation that is not solely dependent on Council or government funding
- An organisation that provides services for a wider reach than just Central Goldfields
- To maximise the availability of volunteers, funding and technical resources.

Given that many of the community transport service providers use a common volunteer base, there is a substantial opportunity for Council to promote participatory resource management. This would involve a series of workshops with community transport service providers to share ideas about how the community transport network could address critical needs of the community. Part of understanding these needs, could also include an expanded trips survey, particularly in addressing non-work trips, of which there is currently limited data.

Community transport route and asset management

With medium term funding provided by Council, the biggest issue facing the current community transport services in Central Goldfields is the lack of volunteer drivers. This leads to low asset utilisation and fewer services being provided. Community transport services are currently only provided on two days each week, and some are provided on Friday only. The routes are shown in more depth on pages 34-35.

However, there are currently at least four vehicles used for community transport services in Central Goldfields Shire. There are also some privately owned vehicles that are used for a variety of similar transport needs either for a fee, or for customers of specific businesses and groups such as the Maryborough Golf and Bowls Club.

Community transport providers should also consider integrating services with school buses, given that members of the public can also use these, provided that they have the Principal's permission. Community transport providers should also make this clear as an option for people who require transport to areas (or at times) that are not available by community transport routes.

The number of vehicles owned by the community however, does not translate to a high level of service, as this is dependent on having volunteer (or paid) drivers. To make the most of the communities resources (including drivers, fuel and the vehicles themselves), it is critically important that services should not overlap or duplicate each other (as they currently do).

To resolve this issue several steps should be taken:

1. Council's 11-seater vehicle should be used between Carisbrook and Maryborough every day of the week (provided that regular drivers can be found). Ideally the driver would be someone who lives in Carisbrook and works in Maryborough. They would drive the vehicle to Maryborough in the morning and home in the evening, with the potential for an opposite trip around lunchtime.
2. Council's 17-seater vehicle should be used between Bealiba and Talbot on Friday and Saturday each week – with other days added if volunteer drivers can be found.
3. The Maryborough District Health Service vehicles should be used on other days of the week with a focus on medical appointments and connecting to Avoca.

4. Timing of all services should be careful not to duplicate existing V/Line coach and train services in each corridor, and should seek to connect with services in different corridors. For example, services from Bealiba and Dunolly should connect to the V/Line coach towards Carisbrook and Castlemaine (with connections to Bendigo and Melbourne) at 9:36am each weekday.
5. Consideration should be given to sharing resources with Maryborough Golf and Lawn Bowls Club in the form of sponsorship, finding volunteer drivers or leveraging volume discounts for fuel and maintenance.

Case Study: Victoria Transport Connections (2006-2010) - Maryborough Town Bus



The Transport Connections program was an \$18 million Victorian State Government initiative which provided grants to community transport providers to run services in rural areas and regional towns. The program aimed to foster levels of self-reliance for these transport services to maximise investment over the long-term. This was ended in 2010 and DoT currently facilitate a similar program called 'Flexible Local Transport Solutions'.

Most community start-ups were canceled as a result of the TC program ending, however, some more successful routes became State-funded regional bus transit services. One success story from this was the Maryborough town bus, which became Maryborough Transit, which operates Routes 1, 2, 3 & 4 using one bus.

Issues

Existing Community Transport Assets & Routes

17-Seater Coaster



Day(s) of operation - Friday

Route - 10:00am Dunolly to Maryborough
12:30pm return

Operations/funding - CGSC (running costs), Bendigo Bank (partial vehicle cost), Rural Transaction Bank (partial vehicle cost). The Dunolly community played a significant role in securing the original Transport Connections funding and piloting the service. When the original bus became unroadworthy, it was replaced by Council, who now manages the asset to serve the needs of the whole community.

Wheelchair access - Yes

12-Seat White Toyota Minibus



Day(s) of operation - Thursday

Route - 8:30am Maryborough to Talbot (via Mt Glasgow)
10:45am return
9:20am Maryborough to Carisbrook (via Daisy Hill)
11:45am return

Operations/funding - MDHS, CGSC

Wheelchair access - Yes

11-Seat Grey Toyota Minibus



Day(s) of operation - Friday, every 3rd Sunday

Route - 9:00am dep. Maryborough to Dunolly to Bealiba and return (Sunday service continues to Talbot)
1:30pm return trip

Operations/funding partners - CGSC

Wheelchair access - Yes

Other local community transport assets and services

Community transport in the Shire is primarily organised by Council, but other transport services provided by members of the community include:

- Private transport services
- Community transport services run by community groups such as Talbot, Today, Tomorrow
- Door-to-door services run by MDHS for medical appointments
- Mt Alexander Shire service to Maryborough via Newstead

There are also two other minibuses which are owned and used by community groups: Highlands Society and Maryborough Golf and Bowls Club. These vehicles are used internally on an 'as needed' basis to provide transport for staff, members and customers. These assets are available for the community on request on an 'ad-hoc' basis.

Through various programs Council also have a number of cars which are used from time to time for community transport, chiefly:

- The MDHS ‘Wellness in Motion’ vehicle, sponsored by Bendigo Bank
- Various MDHS employee cars used to transport patients with a medical appointment
- The ‘Learn 2 Drive’ car donated by Bendigo Bank
- The ‘Road Trip’ car (and ongoing costs) provided for by TAC

By accounting for the various assets, Council and the community can better understand how various trip needs can be met.

Case Study: Learn 2 Drive + Community Transport integration in Buloke Shire

Buloke Shire in regional Victoria works closely with TAC to expand the Learn 2 Drive program to include sessions where learners practice on community transport routes.

By learning on these trips, the community transport program often benefits from an expanded pool of volunteers as some learner drivers continue to drive the buses when they receive their licence. The program also fosters higher levels of community engagement for young people and senior residents.

The program is largely successful due to having 9-seater minibuses which only require a car licence to drive, rather than a special licence which is required for 10-seaters or larger.

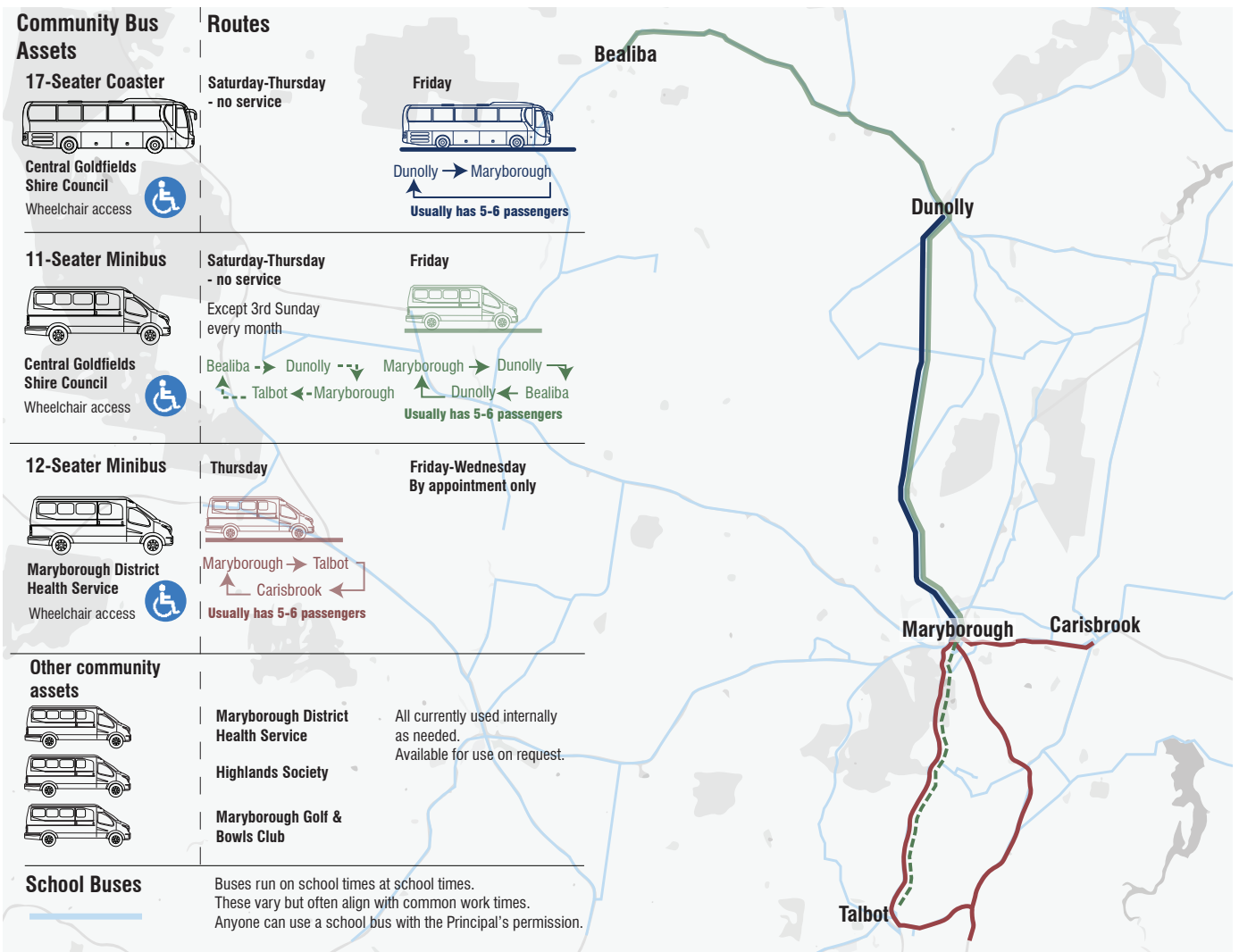


Figure 4: Community transport assets and routes



Opportunities

Ride-sharing initiatives

Private vehicle travel in the Shire is much more convenient and significantly faster than other modes for any long distance trip. However, the vast majority of trips made within the Shire are actually quite short distances, going to school, the shops or visiting friends – particularly for those living in the main towns. Many people in Maryborough make several short trips per week, and they use a car because they own one. Typically people own cars because they want to be able to make longer distance trips, but then actually use them for almost all trips.

There are many opportunities to reduce our reliance on car ownership, some of which the community has already taken action on, including providing community transport services to those that choose not to own a car.

Some communities have established more formalised ride sharing processes. These are similar to hitching a ride with someone going the same direction that you want to go, but formally organised through a localised digital App. Using their phone a member of the community can highlight a particular trip they would like to make, or are about to make and the App can highlight potential members of the community that could share the ride (and potentially share the travel costs).

In some towns, this helps people get groceries and attend appointments, while also helping the person with the car cover part of their transport costs.

There are many opportunities to reduce our reliance on car ownership, some of which the community has already taken action on, including providing community transport services to those that choose not to own a car.

Around Australia, there are a number of rideshare services such as Coseats.com where people either post that they are driving and offering a lift to anyone looking to travel the same way or that they need a lift and are offering financial support. Council have also been approached by Flexion Tech who have been developing an app called 'Community Connector' which performs a similar function.

Council should further explore these options through a tendering/franchise process to gauge the interest of other rideshare app developers to advertise their app to the community. Through this process, Council should select one service that is best fit for the Central Goldfields, to then promote to the community.



Image 9: Rideshare app graphic, Source: Intelligent Transport

Car-sharing initiatives

Council and other government agencies or businesses could investigate car share services as a way to both reduce cost and make their fleet vehicles available to people who do not have access to a car or rarely need a car. Once established the car share service can give residents confidence to sell one of their existing cars, and the money saved can be put back into the local economy.

Some car sharing services exist as firms which operate a small fleet such as GoGet where residents can become members and hire cars on a 'pay-as-you-go' hourly or daily rate basis. There are also others which operate on a more community-based level, where individuals manage the sharing of their own vehicle.

Another car sharing service (bHive) has recently finalised a business case to locate in Bendigo. Feasibility for this and other car sharing schemes are currently being investigated by The Department of Transport. Learning from the findings of this feasibility study will be critical to the success of these systems in the Central Goldfields

The Car Next Door app for example enables car owners to share their car between scheduled times at a cost the owner decides. Currently users of Car Next Door are limited and this could be a key opportunity for Council to make people more aware of car sharing possibilities.

Carpark-sharing initiatives

There are also other transport-related sharing technologies such as apps for sharing parking like Kerb. Kerb enables owners of parking spaces to share their parking space with other uses. This would be of potential benefit to the 12% of households who live within 1km of the Maryborough town centre and do not own a car. These residents could instead share their space to other drivers traveling longer distances who are willing to pay to secure a park within a short walk of their destination. This would be particularly relevant during large events such as the Highland Gathering or Energy Breakthrough.

Case Study: Car Share Services in Orange, NSW



GoGet car share manages a fleet of vehicles in many Australian cities that members of the service can use. The service operates on a 'pay-as-you-go' basis whereby the member pays car use on an hourly rate (around \$15 per hour) which includes fuel and insurance. Access to a car occurs seamlessly with members being able to unlock the car using an app on their phone.

GoGet has recently expanded operations into Orange in New South Wales, making it the first Australian regional town to facilitate the service. The firm has opened an eight-car fleet in Orange following a successful trial facilitated by the city Council.

Key to this launch was installing two car share vehicles as part of a local government departmental fleet. The use of the cars by government employees underwrote the service costs and enabled local residents without a car to borrow the fleet vehicle when they need it without the government agency needing to be worried about how the local user will treat the vehicle.

The Central Goldfields could also facilitate a trial with a car sharing company and allow the firm to open a small fleet.

Outcomes & Actions

Outcome 1. Improved access for senior residents and people with a disability

As we age, transport can play a role in maintaining our health. Central Goldfields has an ageing population and higher incidences of chronic health issues. Critically important are low cost, healthy transport options and better use of the community's existing motorised transport resources.

People who walk to the shops are more likely to get the exercise required to maintain their physical and mental health. The Shire will take actions that make it easier for people to walk to their local shops and within their local community.

Some residents are unable to drive for financial or health-related reasons, but still live distant from the services they need. These people will continue to rely on motorised transport. The community has various resources that could help these people. Providing senior residents with access to existing services (such as school buses) will make better use of existing resources.

The reliability and long-term viability of community transport services needs to be improved prior to a focus on increasing services to meet a wider set of transport needs.

Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads

Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire

Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise

Outcome 2. Improved access for young people

Improved access to education, employment and recreation opportunities for young people will increase their health, independence, resilience and life outcomes. The Shire will take actions that make it easier for young people to access the services they need to 'get started' in the Shire.

For young people cheap transport options they can use independently are fundamental their sense of self and getting around without placing pressure on their families. On a low income, this is especially difficult, making walking and cycling critical alternatives. Often however, walking and riding to school and other destination in the Shire is difficult and unenjoyable because pedestrians lack priority over other modes.

Council actions should therefore prioritise safe walking access to school (particularly along main roads as these are common routes for many students), improve wayfinding and seek ways to help young people engage with their streets in fun and rewarding ways to build confidence and resilience as pedestrians and bicycle riders.

Action 2.1. Build a shared path with priority across roads to each school including:

2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.

2.1.2. Along Prince Alfred Street to Talbot Primary School

2.1.3. Along Davies Street to Bealiba Primary School

2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)

2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School

2.1.6. Along Kars Street to Highview College and St Augustine's Primary School

Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground

Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options

Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians

Outcome 3. Improved community transport efficiency, resilience and effectiveness

The Central Goldfields community help each other get around. By improving the efficiency and resilience of community transport programs we can help our most vulnerable residents access essential services.

The current level of service provided by community transport is lower than it could be due to a small pool of volunteers and a lack of resilience and collaboration within the structure of the local community transport sector. Without addressing these fundamental structural issues, it will be difficult to grow the community transport service sustainably.

The current service suffers from duplication of effort which should be quickly resolved. Services currently only operate on weekdays, and it would be good to test weekend services to improve access around the Shire on non-work days.

Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels

Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday

Action 3.3. Work with Clunes and Talbot Farmers Markets to provide services on the second and third Sundays of each month (respectively) to improve access and attract more drivers using existing assets

Action 3.4. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents

Outcome 4. Access to rideshare, carshare and bikeshare

Sharing resources is a critical way that rural and regional Australia saves on expensive items that are only used occasionally. Farm machinery and obscure household items are routinely shared between neighbours. Sharing bicycles and cars can improve transport options at very low cost to the community. The costs of ownership are offset by 'paying as you go', meaning households can minimise up-front costs of car ownership and reduce the cost of living.

Council will benefit financially from using shared vehicles, significantly reducing Council's vehicle fleet costs. Council should therefore take the lead in committing to using car share and bike share vehicles.

Successful implementation relies on broad community awareness and financial viability of the services. Council needs to pick specific service providers (through a franchise or tender arrangement) and commit to a sole service provider. This will streamline marketing and improve financial viability of the service.

Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council

Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire. Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields

Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others

Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries



Safe & Healthy Towns

Transport safety and health outcomes are both key issues across the whole Shire. Improving this situation requires addressing critical gaps in the active transport network and attention to road safety black spots.

These outcomes will be key to making walking and bicycle-riding viable transport options for all members of the community.

To provide safe and healthy towns we need to consider the types of community we live in (including the services available locally), and the fine-grain active transport networks that link residents to their local facilities.

Often these fine-grain networks are swamped by space provided for car movements and parking, or arterial road movement at high speeds. Each intrusion on the fine-grain active transport network reduces the perception of safety for pedestrians and bicycle riders from ages 8-80.

Many of the issues and opportunities identified are also discussed and addressed in Council's Walking and Cycling Strategy in 2017. This strategy supports an overall growth in walking, riding as modes of transport and recreationally by 2% per year.





Image 10: Lake Victoria, Maryborough



Issues

Obesity and other health issues

The Central Goldfields has some of the highest rates of obesity and related health issues in Victoria. Key findings from the 'Healthy Heart of Victoria' report for the Shire included:

- 69% of adults are overweight or obese;
- 51% of adults meet the guidelines for physical activity;
- Walking is the most popular physical activity; and
- 15% of households reported they had run out of food and could not afford to buy more. Many of these households were likely in this position due to high living costs, particularly transport costs

Several Council strategies make it a clear priority to make active transport (walking and bicycle riding) an everyday part of community life - in order to improve health and happiness within our community.

Walking to work

Currently, across the Shire, there is a low proportion of people who to walk to work. The 2016 ABS Census shows that of those residents who lived less than 1km away from their workplace, less than a quarter walked to work. In other similar towns, a much higher proportion of residents within this catchment walk to work. Clearly the pedestrian network is not considered to be as appealing as driving, despite driving in this case only saving five minutes. This could be due to many factors including:

- Ease of car parking
- Priority given to pedestrians at intersections
- Amenity of the pedestrian environment including trees
- Quality of urban design in the public and private realm to create interest and a sense of place

In Maryborough, there are substantial gaps in the footpath network within the 1km catchment of the town centre. A key action from the Walking and Cycling Strategy (2017) is to identify and develop an all abilities footpath that links the shops, transport hubs, parks and recreational facilities in each town centre. Prioritising infrastructure in these areas first will have make it easier to walk to the town centre for the greatest number of residents.

It is estimated that every walk trip to work generates over \$8 to the local economy, in addition to various health, wellbeing and environmental benefits.

Road safety

Safety on rural roads is an important issue in Central Goldfields Shire due to the high reliance on our road network for long distance travel. Recent and committed road safety improvement projects include:

- Road surface improvements on McCallums Creek Road, Craigie
- Resurfacing a 1km section of Ballarat-Maryborough Road, Talbot
- Road surface improvements on Wimmera Highway, Moliagul
- Resurfacing a 1.5km section of Ballarat-Maryborough Road, Dunach

Heavy vehicles can quickly degrade a poor quality road surface, and increase safety risks. A key issue for the Shire is how to improve awareness of any decline in road surface quality as and when it happens. These observations can then be communicated to Regional Roads Victoria for inclusion into maintenance programs.

There were previous issues with safety on segments of the Pyrenees Highway through Maryborough, due to sharing the roads with heavy freight vehicles. To minimise the impact of heavy vehicles on town centre activities, Council and VicRoads have upgraded nearby roads to create preferred bypass routes with the existing road network.

In the past heavy vehicles have also been a key cause for many crashes in Maryborough. This has been reduced since the Shire has employed diversion tactics, in upgrading key intersections to the north and south of Maryborough to make routes which bypass the town more viable.

There is a significant over-representation of crashes in Victoria's regional areas, however, most crashes within the Shire over the last five years have occurred in or near Maryborough. Many crashes occurred near Talbot, on local rather than regional roads. This has included six struck pedestrians. Two of these more recent pedestrian crashes were fatalities in Inkerman Street (one at Clarendon Street and the other at High Street).



Crashes can be caused by many factors such as driver-related issues such as:

- Fatigue or alcohol influences,
- Lack of safe pedestrian footpaths or crossing facilities
- Poor road quality and poor road design (for example, minimal sight-lines, little to no traffic calming measures)
- Wildlife (particularly kangaroos)
- Sun glare
- Confusing or illegible signage

Our elderly residents are also over-represented in crash statistics. Of the six fatalities from road crashes in the Shire over the last five years, four were people over the age of 70.

Experience of a young driver: Loui, 19 years old, Maryborough (L2P participant)

“The more you can get out and drive in busy traffic as a learner the better. The stress levels you get even as a licensed driver is high when it gets dark. Starts to rain. Not only because of traffic but because of the actual roads...

... Sometimes because of an incline or a curve. Or there [are too] many things going on at once. E.g. A stop sign blended with a bricked walkway just before a tiny roundabout. Or a more [relevant] example - that twist and turn and stop sign next to centrelink...

... So. If I can offer any advice. It's just. Try to remain calm. Drive at your pace (within reason). Don't feel pressured to move off because there are cars stacked behind you.

If the actual road is a bit jacked up, or you are unfamiliar, assess the situation before you put your foot down. And just proceed with some caution.”

Safe & healthy school access

Over the last few decades the number of students walking and riding bicycles to school in the Shire has decreased and currently very few students walk to school. This is largely due to perceptions of safety issues when sending children to school, particularly independently.

Safety issues have been heightened by media attention, out of proportion to the actual prevalence of those issues in society. In 1991, most ten year old Australian children (61%) traveled to school on their own each day. By 2012, this had dropped to just 32% of all children. This reduction impacts on children and the community in a range of ways:

- Children who walk or bicycle to school by themselves are more independent, confident and innovative later in life
- Children who walk or bicycle to school are healthier (over their whole life)
- Parents that allow and enable their children to get to school by themselves have more time for other things (particularly economic participation)
- Communities that encourage children to walk and bicycle to school have more 'eyes on the street' and are better connected to one another because there is more chance that people know and recognise their neighbours.

Community feedback on footpaths: Ada, 4 years old (written on her behalf by her parent)

Ada who is 4 has drawn how she likes to get around Maryborough (on page 44)...

...When there are footpaths she is happy. When there is no footpath she gets tired and grumpy and doesn't want to ride anymore. She rides to Kinder and back two days a week with Dad, they have to ride on the road because there is no footpath...

... Ada is looking forward to the new skate park but will not be able to get there on a footpath.



Issues

How do you get to school?

As part of our engagement with the community in preparation of this report, we asked students how they travel to school and how they would like to travel to school in future. Students engaged with these questions through a survey and by submitting artworks and photographs (some of which are shown as images 9-14).

There were 10 survey responses from students of varying school years who attend Maryborough Education Centre, Carisbrook Primary School, St Augustine's Primary School and La Trobe University in Bendigo. Most of these respondents drive to school (if in year 11 or higher) or are driven by their parents or older relatives. Few survey respondents used public transport or the school bus, but none walked or cycled, (though some students illustrated this in their artworks).

Compared with the responses of adults from the general survey, about half of the respondents to the student survey said that they only 'occasionally' (a few times a month) go on social trips, and about a third 'rarely' (once or twice a year) go on recreational trips. As previously discussed, this may be a result of the lack of independence (or general access) young people have in undertaking trips.

Common frustrations included:

- Lack of tertiary education opportunities nearby
- Lack of public transport options to get to school (one respondent discussed the ineffectiveness of current public transport routes)
- High transport costs (ie fuel) for parents to drive their students
- Road maintenance issues.

Some students suggested the following ideas for improving transport to school:

- Improve road safety
- Provide bus services from Majorca Road and Gillies Street / East Maryborough area to Carisbrook Primary school.



Image 11: 'School Bus', Maryborough Primary Kindergarten



Image 12: 'Ada's family on bike, scooter, skateboard and pram using the footpaths', Ada (age 4)



Image 13: 'Waiting for a bus', Maryborough Education Centre student





Image 14: 'Bus', Maryborough Education Centre student



Image 15: '4WD', Maryborough Education Centre student



Image 16: 'Bicycle riding', Maryborough Education Centre student

Perceptions of personal security

People of all ages can, at times, feel unsafe in our towns. This is not an issue for just one part of society and needs to be tackled by all our residents. Perceptions of safety often relate to complex personal circumstances and a range of influences from the public realm.

A key factor is the degree to which there are other people, and particularly people you know in the area. Streets that are busy with pedestrians in familiar settings are perceived to be much safer than empty streets in unfamiliar settings.

These perceptions are difficult to counter, and are best resolved through positive experiences. Critical to improving perceptions is a focus on physical infrastructure improvements and maintenance that keep a place looking vibrant and attractive. The physical form of spaces and buildings that front them can also impact on safety and security, this is particularly important at the front of buildings. Shop fronts and houses that have no windows (high fences or roller shutters) reduce perceptions of safety and the value of properties in the whole area.

From time to time crime statistics show hotspot areas related to transport that Council and the police monitor (speeding, other traffic offences and theft from vehicles). Some of these can also be targeted for improvement (through infrastructure or programs).

Programs including regular events, training and staff on the street (volunteer or paid) can be used to increase and improve positive experiences in various places. Council can develop a range of programs that improve perceptions of safety and security including:

- Outdoor cinema evenings
- Volunteer guides in key locations
- Working with phenomena like Pokémon Go to activate specific spaces
- Regular Police patrols.



Issues

Footpath network

Most towns in the Shire have a basic footpath network that is sporadic in nature. Improving the footpath network is a key action from the Walking and Cycling Strategy (2017). This year, Council has committed to the construction of four segments of footpaths in the 2019/2020 Council Action Plan in Carisbrook, Talbot and Maryborough, particularly near schools.

Other recent and upcoming Council road and active transport infrastructure works include:

- Cycling corridor to Carisbrook
- Majorca Road Boulevard treatment (\$60k from VicRoads)
- Park Road streetscaping and tree planting
- Cycling shoulders along Majorca and Roger Roads
- Walking connection from Talbot station to town (\$10k from DoT - DEDJTR at the time)
- School crossings and supervision
- Drainage repairs and upgrades in Maryborough and Carisbrook (Pyrenees Highway)

Many projects are initially funded as road upgrades or repairs, which are further developed into more substantial treatments for vehicle safety, cycling priority, walking priority or water-sensitive treatments to reduce flooding damage.

Central Goldfields typically enjoys warm weather, but a lack of street trees, can make walks uncomfortable, particularly in the summer. The “Cool It” Summary and Recommendations Report (2018) highlights key issues concerning heat vulnerabilities in regional areas. Of note, the study found that tree canopy cover is exceedingly low (with 9.3% to 13.9%) in all townships. In addition the impervious surface coverage is also exceedingly high in townships (46% to 70.7%). The study makes recommendations for improving this cover in order to curb heating effects and make walking and cycling more comfortable particularly in Carisbrook, Dunolly, Maryborough and Talbot.

There are several locations in Maryborough that have a high volume of heavy vehicles and a higher than average number of pedestrians and bicycle riders. These locations should also be considered a high priority for footpath and bicycle path installation to ensure that people can use active transport in these areas and be adequately separated from heavy vehicles.

Access for all

Council have mapped their footpath network and could identify priority areas for improvement. A key issue is how to fund increased concrete footpaths in our townships.

People with severe mobility impairments often rely on community transport services. One of the most salient issues raised by survey respondents was the lack of access senior residents face when traveling.

Creating an ‘all abilities’ footpath network to the town centre and other key services (shown in the Transport and Trips Snapshot on pages 18-19) is a key action from the Walking and Cycling Strategy (2017).

The Building Code of Australia highlights that 1 in 50 car spaces within activity centres and large parking facilities should be accessible for people with a disability and controlled through disability permit parking. Council routinely provides disability permits to residents that qualify and provides disability permit parking in suitable locations to the appropriate design standard.



Image 17 : Walking in Victoria Park, Maryborough



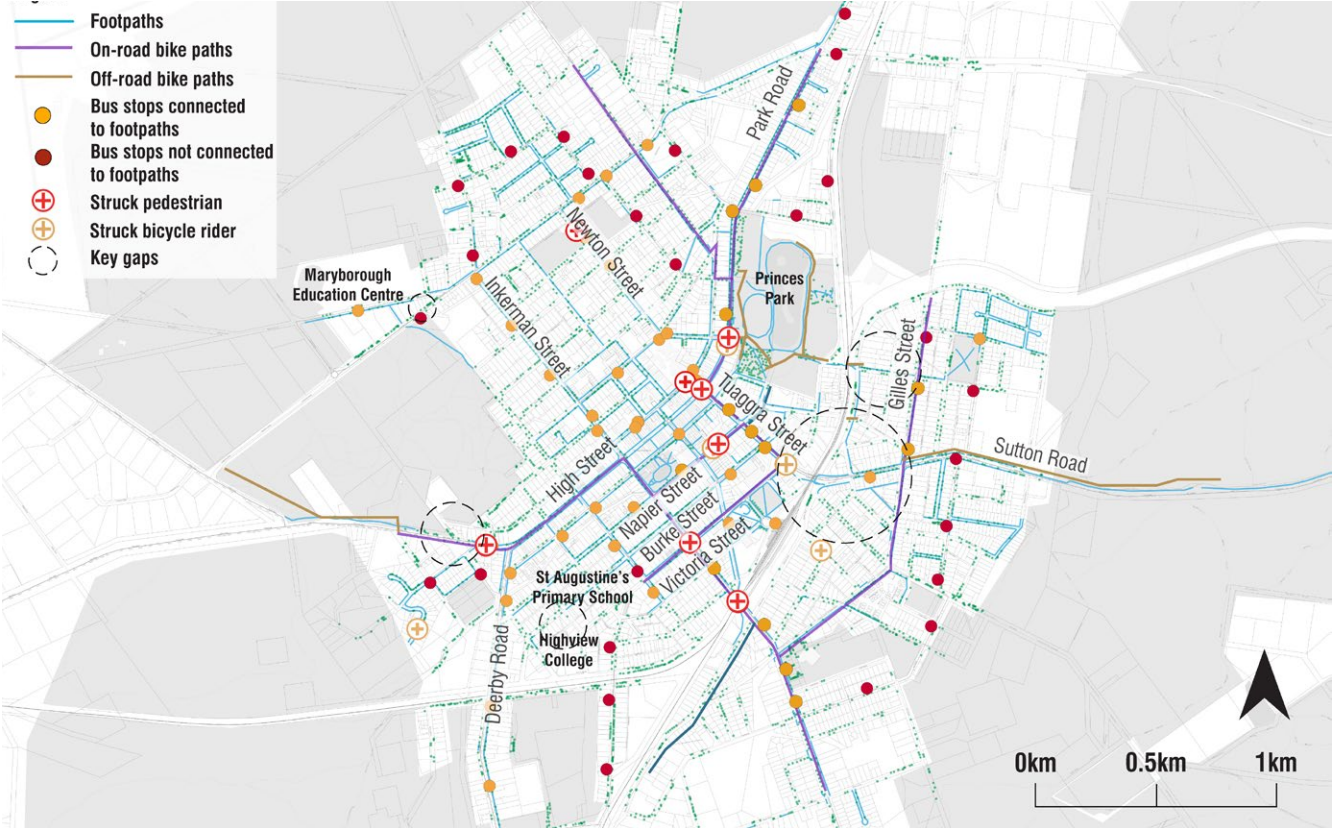


Figure 5 : Active transport network in Maryborough

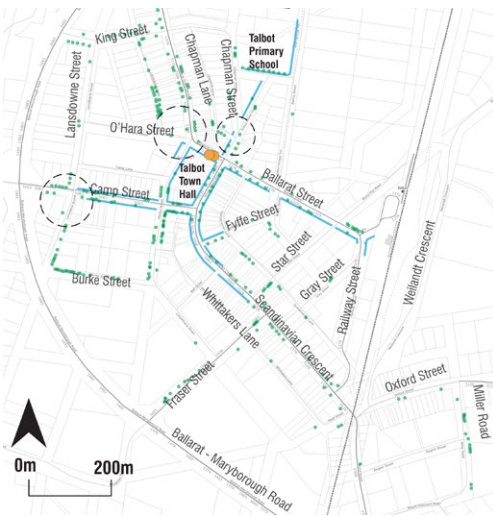


Figure 6 : Active transport network in Talbot



Figure 7: Active transport network in Carisbrook



Figure 8: Active transport network in Dunolly

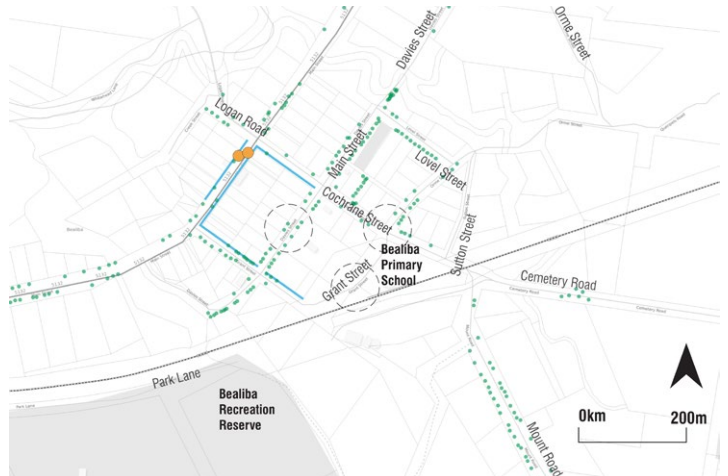


Figure 9: Active transport network in Bealiba





Opportunities

Road safety

Safety on rural roads is managed by Central Goldfields Shire (on local roads) and Regional Roads Victoria (for arterial roads). A range of funding sources exist to maintain and upgrade roads to improve safety for all road users (including bicycle riders and pedestrians). Council works with the Department of Transport, Regional Roads Victoria and the Transport Accident Commission to improve road safety across the Shire.

There is an opportunity for you (everyone in the community) to help identify road safety issues and report changes to the quality of road surfaces as they appear. You can report a road safety issue for any road user including pedestrians and bicycle riders by using the [Snap, Send, Solve](#) App on your phone.

Major arterial roads often traverse our townships and create a barrier that pedestrians and bicycle riders find it difficult or unsafe to cross. These arterial links are important, but access across them is essential to creating vibrant economies and safe access to key facilities such as schools and health services for the local community.

Council will continue to monitor road conditions and seek funding to increase road safety with a focus on vulnerable road users and busy locations in our towns. A main focus for this effort is providing adequate separation for bicycle riders and pedestrians and reducing vehicle speeds in dangerous locations.

Reducing actual vehicle speeds (not just the speed limit) often requires narrowing of the driver's field of vision and the perceived width of the roadway using a variety of visual cues. Council could use innovative approaches to increase the impact of speed reduction efforts such as auditory, optical and physical illusions that convince a driver's brain to slow down such as that shown in image 18.

Footpath and bicycle path networks

A key action identified in the Walking and Cycling Strategy (2017) is to implement a contributions plan for new subdivisions or industrial areas to finance walking and cycling paths.



Image 18: 3D optical illusion pedestrian crossing to slow traffic in Ísafjörður, a small Icelandic town. *Source: Boredpanda.com*

Following improvements to key pedestrian links, Council could encourage community groups and schools to develop walking/cycling programs (in line with Council's Walking & Cycling Strategy (2017)). These programs could promote active transport through activities such as:

- Walking to school or work social community bike ride;
- Beginner cycling programs; and
- Additional parkrun events (once the Goldfields Reservoir parkrun which started in 2019 is well established).

Regional Roads Victoria and the Transport Accident Commission both have regular funding rounds to assist with road safety improvements. Council will continue to submit ideas to those bodies.

Safe & Healthy School Access

Local communities benefit in a wide range of ways when school students walk or ride bicycles to school. Council can improve infrastructure and promotion to facilitate and encourage parents and students to rediscover the joy of walking and riding bicycles to school.

In the Shire there are some school programs that educate students on road safety for pedestrians, cycling and driving. A core part of the curriculum at Carisbrook Primary School for example involves practising road safety using the existing road and footpath network around the school and into Maryborough. This also includes training students to prepare for the endurance required for the Energy Breakthrough event.



The Learn2Drive and Road Trip programs are also well-integrated into high school education, helping many students to learn how to be safe as road users. There could be an opportunity to include bicycle riding and awareness into the Learn2Drive program.

In many European countries learning to get to and from school independently is considered a core part of the curriculum and learning experience. Students are taught about road safety and how to ride a bicycle. Parents are taught the benefits of allowing their children to travel independently (for the child, the parents and the community).

In some locations this will take the form of specific infrastructure improvements such as:

- Co-funded bicycle storage facilities at schools
- Dedicated paths and facilities along key corridors
- Footpaths connections in residential areas - particularly within 1km of the school
- Intersection treatments to make it easier to cross roads. Although there have been many recent improvements to school crossings and supervision throughout the Shire, this could be further maximised by footpath connections from the school to nearby residential areas.

In addition Council can continue and augment programs that encourage active transport for school students including:

- Walking school bus
- Bicycle school bus
- Walk to school week
- Student art trails

There are also specific links that could be improved or built. Council is keen to hear your ideas for improved pedestrian and bicycle rider paths around the Shire. Some examples that link to local schools include:

- Pilot of bicycle lanes in Kars Street
- Potential shared path along California Gully from Four Mile Creek to Maryborough Education Centre
- Links to Dunolly Primary School across Elgin Street
- Links to Carisbrook Primary School across Simpson Street.

Council would like to work with each school in your community to improve awareness about the importance of giving students independent transport options. We will then develop plans relevant to each school that improve the local network, on-site facilities and education programs to make traveling to school easier, safer and more fun for everyone.

Following improvements to key pedestrian links, Council could encourage community groups and schools to develop walking/cycling programs (in line with Council's Walking & Cycling Strategy (2017)). These programs could promote active transport through activities such as:

- Walking to school or work social community bike ride;
- Beginner cycling programs; and
- Additional parkrun events (once the Goldfields Reservoir parkrun is well established)
- Involving residents in planting programs along shared trails near residential areas.



Image 19: RoadSmart, a road safety school program in Highview College. Source: Bendigo Advertiser



Opportunities

Access for all

Council needs to monitor the extent to which each township has accessible areas and services. This is required so that there is clarity about how access for all will be improved and the priorities involved.

Priorities for improvement are located around health services, activity centres and essential services like schools, government agencies and support services. The types of improvement involve:

- Providing tactile ground surface indicators (TGSIs) for people with vision impairments
- Providing even surfaces with colour contrast at the edges and no obstructions along the building line
- Enforcing guidelines regarding footpath trading and dining, ensuring that the building line is kept clear for people with a disability.
- Providing appropriate road crossings close to bus stops so that people with a disability can access routes in either direction

Crowdmapping

Council should continue to collect data and evidence that builds an understanding of the public realm and how it is perceived - and how those perceptions evolve over time.

Crowdmapping enables you and other members of the public to log issues and ideas regarding specific issues or opportunities in the community. These tools are very powerful and have been used in Ballarat to assess female perceptions of public spaces during the nighttime (as discussed in the break out box below).

Longer distance walking and cycling opportunities

The Dja Dja Wurrung people have traveled across Central Goldfields Shire for millenia using active transport. In doing so they minimised their impact on Country and maintained healthy lifestyles. The As stated in the Country Plan, the Dja Dja Wurrung people 'are not frozen in time' and their travel needs and behaviours will continue to evolve.

Active transport modes (walking and bicycle riding) could serve several purposes for the Central Goldfields community including:

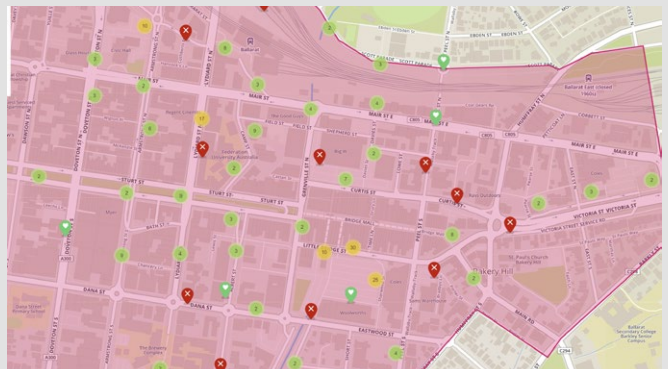
- Reducing household transport costs
- Increasing community health
- Connecting people to Country and deepening their sense of place

The existing footpath and bicycle networks are rudimentary and do not provide adequate priority or safety for pedestrians or bicycle riders. There are very few long distance connections to cater for journeys between towns (Carisbrook-Maryborough being a notable exception). Where these facilities are provided they get used, and appreciated. High quality facilities through interesting natural environments can even deliver tourism benefits in addition to the direct local community benefits. A key proposal relevant to this would be exploring potential for a rail trail from Maryborough to Castlemaine via Newstead, as discussed in the Walking and Cycling Strategy (2017).

Case Study: Crowdmapping in Ballarat - 'Right to The Night'

In 2018, as part of their 'Right to the Night' program, the City of Ballarat asked the community to identify places where they felt safe and unsafe. Residents used an online crowdmapping tool to place a pin on these locations, such as carparks, public spaces and streets and gave a brief reason as to why the place made them feel safe or unsafe.

The project resulted in a map of Ballarat that clearly highlights problematic areas such as the Woolworths car park off Little Bridge Street, which Council and the police can address with infrastructure and other programs.



Tactical urbanism

Planning for improvements which are of low cost, high benefit and take a short time to physically deliver can take much longer than it should need to. There are a number of innovative ways that Council is currently exploring to deliver these improvements much more quickly and cost-effectively. Some of Council's recent projects have involved community participation, which is a key way to fast-track these projects, build closer relationships with community members and encourage community ownership of their public spaces. These initiatives are known as 'tactical urbanism'.

Council have recently taken steps to organise some low-cost active transport infrastructure projects including:

- Line marking to provide bicycle lanes in Kars Street between Highview College and Maryborough Education Centre
- Bicycle and footpath improvements in Carisbrook.

These projects are awaiting approval from the engineering team. In addition to being quick, cheap wins for improving pedestrian and bicycle safety and priority, they offer opportunities for engaging with the community in 'tactical urbanism'. This not only achieves a quick result in enhancing active transport options, but also promotes higher levels of community ownership and partnership with Council.

There are also a range of other low-cost, temporary improvement ideas which could involve community participation including:

- Installation of planter boxes with nursery plants
- Expansion of the Gillies Street Playground in Maryborough to include the Fuller Street road reserve
- Expanded street tree planting program in all towns. This could take shape as a community planting day, where community members mark a place on a verge along a street or in their backyard to plant a tree and order a sapling from Council to be picked up on the day.

Examples of intersections that could be simplified include:

- Chapman Street and Prince Alfred Street in Talbot
- Grant Street and Cochrane Street in Bealiba
- Elgin Street and Market Street in Dunolly
- Powlett Street and Victoria Street in Carisbrook
- Dundas Road and Palmerston Street in Maryborough.

The local land owners in these streets will benefit financially in terms of property value increases, and the whole community will benefit by not having to maintain expensive infrastructure that is not achieving any clear road safety or accessibility outcome.



Case Study: Yarraville Pop-up Park



Yarraville Pop-up Park was a 3-month long summertime event where local residents pedestrianised Ballarat Street between Canterbury Street and Murray Street. Residents and community groups place furniture, hold events and art installations in the space and attract visitors from all over Melbourne.

The installation was objected to by local businesses, but following the pilot those business owners became the projects biggest advocates and that section of Ballarat Street is now permanently closed to traffic and generates longer visitor stays and more economic activity in the centre.

Integrated Planning Pilot Project: Kars Street Maryborough dual-bicycle lane Simpson Street, Carisbrook footpath extension

Two pilot projects in Maryborough and Carisbrook associated with engaging the public for the Integrated Transport Strategy and fulfilling recommendations from the Walking and Cycling Strategy were recently completed in the Shire.

As consultation for the ITS drew to a close, a pilot program was proposed to introduce two bike paths in Carisbrook and Maryborough. These may encourage further engagement with the community about active transport, but have the advantage of completing recommendations from the Cycling and Walking Strategy, and draft ROSS, and leading Council's recovery response to recognised lifestyle changes from the COVID-19 pandemic.

The projects were initiated by the strategic planning officer and the Manager of Operations, as a way to complete recommendations from Council's adopted strategies in a cost effective way. The projects were then assessed by the Council Engineers who completed design drafts. Following executive and council support, the projects have been implemented in a cost effective and temporary way.

Council is keen to hear what you think of the pilot projects to assess whether they are appropriate and effective and should be retained.



Outcomes & Actions

Outcome 5. Safe local and regional roads

Road safety in the Shire is of critical importance, given the over-representation of the population in severe crashes. As most crashes happen in townships Maryborough, Carisbrook and Dunolly, traffic calming should be prioritised in these locations, with a focus on making streets safer for vulnerable users such as pedestrians and bicycle riders.

Particularly in areas near schools, shops and civic buildings where the existing road network provides too many options and creates unsafe intersections. Some sections of roadway are redundant given the number of alternative routes cars can use. Converting them to open space areas will improve local amenity at low cost to the community and improve pedestrian and bicycle safety.

Council has successfully diverted freight movements away from key activity areas and should continue to ensure that freight and through-traffic are kept to low speeds in areas of high pedestrian activity.

Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)

Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:

5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough

5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough

5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook

5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly (given the range of alternative routes for cars to use, this section of the street could be closed to vehicles with minimal impact on car travel)

5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot

Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways, regional roads within local townships, such as the Pyrenees Highway, Ballarat-Maryborough Road and Broadway (Dunolly)

Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)

Outcome 6. Increased levels of health and wellbeing

The Central Goldfields community has a high prevalence of health and wellbeing issues related to a lack of physical activity. Making it easy to walk or ride a bicycle instead of driving will reduce physical health issues and reduce residents' cost of living.

Improving active transport will require clear strategies to improve specific links that combine to form strategic pedestrian and bicycle networks. It also requires existing longer distance corridors to be utilised and protected for long distance walking and cycling opportunities.

Council and traders should monitor the way people access activities in the Shire (particularly the main activity centres). This data is important to improve awareness of pedestrians and bicycle riders and their needs.

Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly

Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods. This should be developed from the 'all-access' footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network

Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network

Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails



Outcome 7. Safe, healthy and fun streets for all

The Shire’s streets should be safe, comfortable and interesting for our residents to walk, cycle and play in. Across Victoria, people living within 1.5km of activity centres are much more likely to walk to that centre. Anyone who walks to the centre (rather than driving) is improving their health and leaving a car space available for someone else. Improving links in the catchment closest to key destinations is likely to have the biggest impact and will improve access for all residents.

Schools are another destination that have traditionally had high rates of walking and bicycle riding. Improving connections to schools and building awareness amongst the whole school community will help students get to school independently. A focus on independent student travel makes children more confident, innovative and aware. It creates greater connection to place, and improves the future prospects of our next generation.

Involving the local community to install quick and low cost interventions raises awareness of the improvements and builds connections and resilience within the community.

Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres

Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot

Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres

Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently



Image 20: Broadway, Dunolly



A Vibrant & Mobile Economy

Minimising the transport costs incurred by households will increase local economic activity, create local jobs and provide new development opportunities.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.

A clear strength of living in a rural township in Central Goldfields is being able to walk to get daily items and visit friends.

Strengthening these towns involves using the land in the existing township to intensify the activity and number of services people can find locally.

For example, an increase in population within Talbot or Carisbrook would stimulate demand for more local services, more teachers at the school, local health services and more diverse items in the local shops.

Council seeks to ensure that residents can get the goods and services they need easily. To this end future residents should be encouraged to live in the heart of our townships not at the edges.





Image 21: Bull & Mouth Hotel, Maryborough



Issues

Reliance on private car ownership

The reliance on private vehicles (for personal and freight movements) increases the cost of transport for the Central Goldfields community. This reduces the competitiveness of our local businesses and reduces local economic activity. For longer distance travel around or beyond the Shire, private vehicles are almost essential, due to the dispersed nature of the travel patterns and the sporadic pattern of public transport services.

Governments currently recognise these increased travel costs with discounts to some costs such as new vehicle excise and vehicle registration fees. However, these discounts are a small percentage of the overall cost of owning, maintaining and using a car. Many households in the Shire cannot afford (or choose not) to own a car, and many others might benefit from having access to a second or third car in their household if they were able to afford the costs.

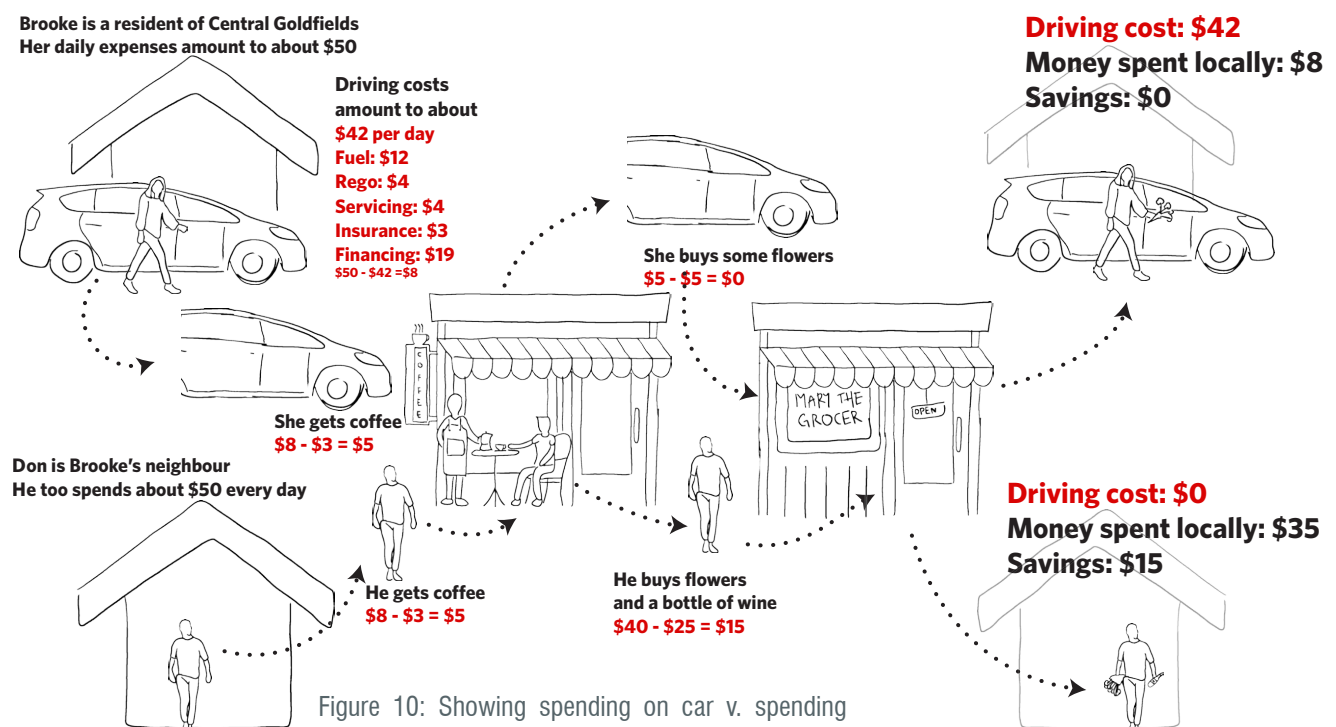
For every dollar that any household saves on transport costs, that household tends to spend \$0.72 in the local economy (as illustrated by figure 10). Exploring ways to reduce reliance on private cars while improving connectedness across Central Goldfields Shire is an important way to boost local economic activity and create a happier, healthier and more resilient community.

Economic development and regional connectivity

The Shire's economic development opportunities are substantially dependent on regional connections for tourism and freight. Developing this connectivity is likely to maximise benefits from these outputs and open up new opportunities for business development and external investment in the region. These are discussed in depth in 'A Connected Shire'. The scheduling of V/Line connections to Maryborough fail to serve a number of key traveler market segments, particularly:

- Students, looking to undertake tertiary studies in Ballarat or Bendigo
- Tourists from Ballarat, Bendigo and Melbourne looking to make day trips to the Shire, especially for events such as Highland Gathering and Energy Breakthrough
- Employees from the Shire who work in Ballarat, Castlemaine and Bendigo or vice versa.

This is explored in more depth in 'A Connected Shire'.



Parking requirements and impact on local economy

In 2016, across the Shire, there were about 463 households (7% of the total households) who made a cost saving of \$300 per week by not owning a car. However, these households were required by the Planning Scheme to pay the costs of a parking space that they did not require and may not have any use for. The cost of providing for and constructing a garage can be around \$30,000 (before interest) depending on the value of land. Most of these households are located less than 1km from the Maryborough town centre as shown in figure 11 below.

The Victorian Planning Provisions apply a blanket rule over Victoria stipulating that each house must have a number of car spaces corresponding to the number of bedrooms in the house. This often makes a critical difference in cost - particularly for households in the Shire who earn less than \$650 and pay a third of their income on housing.

Most of these households are in a position where they are forced to make difficult choices every week to either spend their remaining income on food or on car costs, Enabling these households to choose to live in a house close to the town centre, which does not have a garage, is critical to reducing this financial pressure further.

Similarly, businesses looking to develop or start-up also face these costs when required to provide parking for their patrons. Often in Victoria, traders and policy-makers severely underestimate how many patrons arrive by walking or riding a bicycle. Even in Maryborough where this is likely to be lower than many other regional towns, it is still likely that 20% do not use a car.

Despite this, the scheme assumes a 95%-100% vehicle trip rate. Providing this 15% extra parking as a business uses up land that could be used for more productive purposes than free parking such as dining space, shop space or storage space. In addition, each space costs a minimum of \$10,000 to provide (costs are even higher in areas with high land values), making additional, unnecessary parking a key barrier for businesses to start-up or expand.

At a time when businesses are looking to take advantage of federal government schemes such as the instant-asset-write-off to recover from the economic impacts of COVID-19, some potential new businesses will be inhibited by the extra costs involved in providing car parking

Council should undertake a parking study to understand how many spaces it currently has and explore the number of future spaces needed to achieve its overall economic development, public health and environmental improvement objectives. From this, Council may integrate a reduction of parking requirements in alignment with projects that aim to reduce the reliance of customers and employees on vehicles in traveling to the town centre.

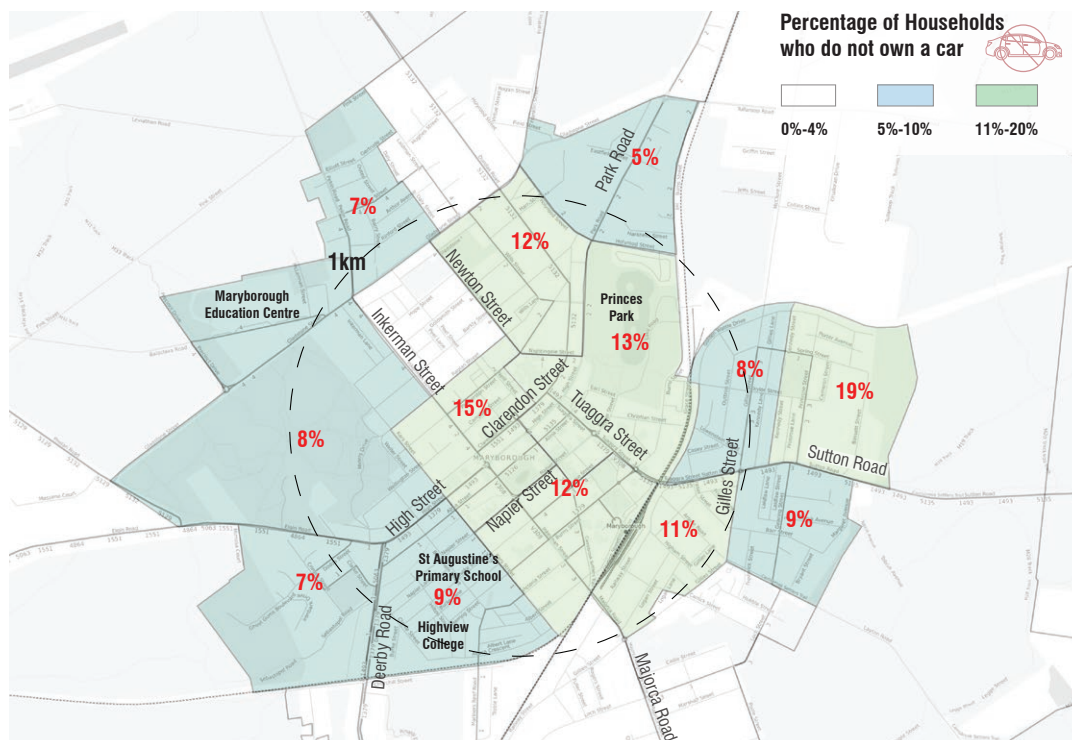


Figure 11: Percentage of households in Maryborough who do not own a car (ABS SA1)



Issues

Parking availability

Currently, parking availability is of periodic concern in times of high demand from regional events Energy Breakthrough and Highland Gathering. However, from the survey, it is apparent that finding a good parking space is also a common frustration for people making trips to work and shopping.

Parking, as discussed previously, is highly costly for the community to provide. The response to providing more availability (particularly for short periods of time or for events) should therefore consider policies and restrictions which ensure higher levels of availability, such as time restrictions and fee-based restrictions, before resorting to providing additional spaces. This is especially relevant for in premium areas where land is expensive and more valuable for businesses to have additional vending space, restaurant seating or storage.

Some locations in the Shire - such as High Street in Maryborough experience high levels of parking demand at some times. The levels of demand do not exceed parking supply in the whole town or activity centre. However, drivers find it difficult to find a car space in the location they want (or expect) to.

Each driver is looking for their favourite space in the best possible location for their specific trip. Typically, they are satisfied if they find one space in the 40 car spaces closest to where they are going. For this reason it is necessary to consider each car parking area in sections of around 40 spaces. In larger parking areas that are easy to navigate (such as multi-storey car parks) a larger number of spaces can be considered together.

This approach results in a very fine-grained awareness of the most preferred locations and the availability of spaces in those areas. Fine-grained parking restrictions can then be adjusted to better suit the demands and ensure availability in all areas. Council should consider availability of car parking, rather than occupancy levels. This will keep the focus on there being at least one car space being available in any location that people want to go.

When large events are on, typically there is higher demand for parking - notably from tourists. These tourists have less expectations about where parking might be available and are more willing to walk and pay for services because they are unfamiliar with the town.

Council should consider ways to keep the cost of parking low for ratepayers while improving parking availability in peak times. Ballarat's recent introduction of number plate based parking offers some useful insights for how Central Goldfields could achieve best practice parking management outcomes that make it easier and cheaper for the entire community.

Council should also encourage the community to help them monitor availability. By sending a picture of a street with 40 full parking spaces close to your destination through [Snap, Send, Solve](#), Council will be able to evaluate parking availability in real time to make informed decisions to improve availability. Council could encourage this by offering a free coffee to each resident or visitor who takes a picture with 40 full spaces near their destination. Council's response to areas where spaces are consistently over 90% full, could be to introduce time restrictions, permits for traders to park elsewhere (if spaces are taken up by traders) or in the long-term fee-based restrictions for as little as 10 cents an hour.

Council should discuss these and other approaches with the community to form a strategic parking framework which sets clear objectives for access, mobility, environmental sustainability and economic growth in the Shire. Workshops to create this framework should ask questions such as:

- How many cars should there be in the Shire?
- How should we determine the future use of public spaces?
- How should we pay for the provision of parking?

Land use, development and transport

The Central Goldfields townships owe their origins to pastoral settlements which later grew in the 1850s-1900s as a result of gold discoveries nearby. Maryborough grew to be the largest township in the area now identified as Central Goldfields Shire, with a concentration of most services and wealth from the region's gold discoveries. Maryborough became a regional hub and to this day is home to most of the Shire's services.



The Shire boundaries were formed in 1995, with Maryborough serving as the region's centre. Since then, there has been little growth and the Shire still consists of a 'township' settlement structure, with about 80% of the jobs and services located in Maryborough and many higher order regional services located in nearby regional centres Castlemaine, Bendigo and Ballarat.

Each township is about 10-25kms from Maryborough on average (Bealiba is 45km) and there is about 30kms on average between smaller townships. Due to the sparsity of residential populations and concentration of services in Maryborough, it is very difficult and cost-ineffective to provide alternatives to driving for most trips. Aside from public transport routes, this includes footpaths, bicycle infrastructure and paved roads, the costs of which are determined on a per square metre basis.

The Planning Scheme continues to encourage this pattern of development with a surplus of Rural Living Zones. This type of zoning requires development to be sparse (one dwelling per two hectares) and restricts land to be used for low density residential uses and some agriculture uses.

Industrial and commercial areas which provide a substantial proportion of the Shire's employment opportunities are also largely dispersed. Even within Maryborough, industrial uses are located across several of the city's fringe areas. This means that for many in the Shire, owning a car is a qualifier for accessing employment and essential services. For many with a low income or who are unemployed, there is a high transport cost barrier to participating in the economy, leading to social isolation and high levels of disadvantage. Recently this has been further entrenched with approval of retail and recreation facilities in these difficult to get to fringe industrial estates.

Improving transport choices for the community therefore relies heavily on improving land use planning outcomes.

20 minute-cities is a concept in Victoria and Australia that is becoming increasingly promoted as a model for future city and town planning. 20-minute cities (or neighbourhoods) are cities where services and employment are accessible by walking, riding a bicycle and public transport. Land uses are integrated with active (pedestrian and bicycle) and public transport infrastructure so that most errands can be traveled to by walking, some by riding and longer-distance trips for work or education can be made by public transport.



Image 22: Bealiba





Issues

Access for tertiary students

Central Goldfields Shire has limited tertiary education options and relies on tertiary education providers in Ballarat and Bendigo. Public transport services from Maryborough to La Trobe University in Bendigo or Federation University in Ballarat can complete the trip in under 2 hours, however the PTV journey planner does not pick up on some of the connections and it overestimates the travel time by as much as 30 minutes. Even travel to the Melbourne University campus at Creswick is overestimated from the notional 45 minutes by train.

This travel time can have a significant impact on student outcomes and results in some people avoiding tertiary education or spending more time and money driving (rather than spending the long travel time on public transport). Any reduction in the travel time will improve the potential for Central Goldfields residents to undertake tertiary study and will improve economic activity in the Shire.

There are several Victorian towns smaller than Maryborough that have TAFE or university campuses. Online education options are rapidly becoming more available and robust. Currently there is a lack of awareness about tertiary education options and a lack of focus on how Maryborough could be used as a tertiary hub.

Complexity of local transit options

The Shire's dispersed population makes it very difficult to provide public transport services that meet a broad range of travel needs for a reasonable price. It is not possible for our 13,000 strong population to fund elaborate bus services to all towns in the Shire. We therefore need to achieve the best possible services with the resources available.

The current bus network in Maryborough consists of four, one-way, figure-eight loops, each commencing from the bus interchange in Napier Street. There are multiple issues with this arrangement of services that make it confusing for potential customers and a poor allocation of resources that could be better utilised.

The existing public transport service is provided by one bus and driver that cycles through every route in order, one after the other. This means that anyone can get to all parts of Maryborough in a single seat journey, but also means that every route is circuitous and indirect. It is therefore difficult to promote the services to people who have other transport options that are much faster and easier to understand. Council could consider whether the network is adequately meeting the communities needs and what other options could exist to service the community in an easier to understand way.



Maryborough Transit PT >

Maryborough bus network

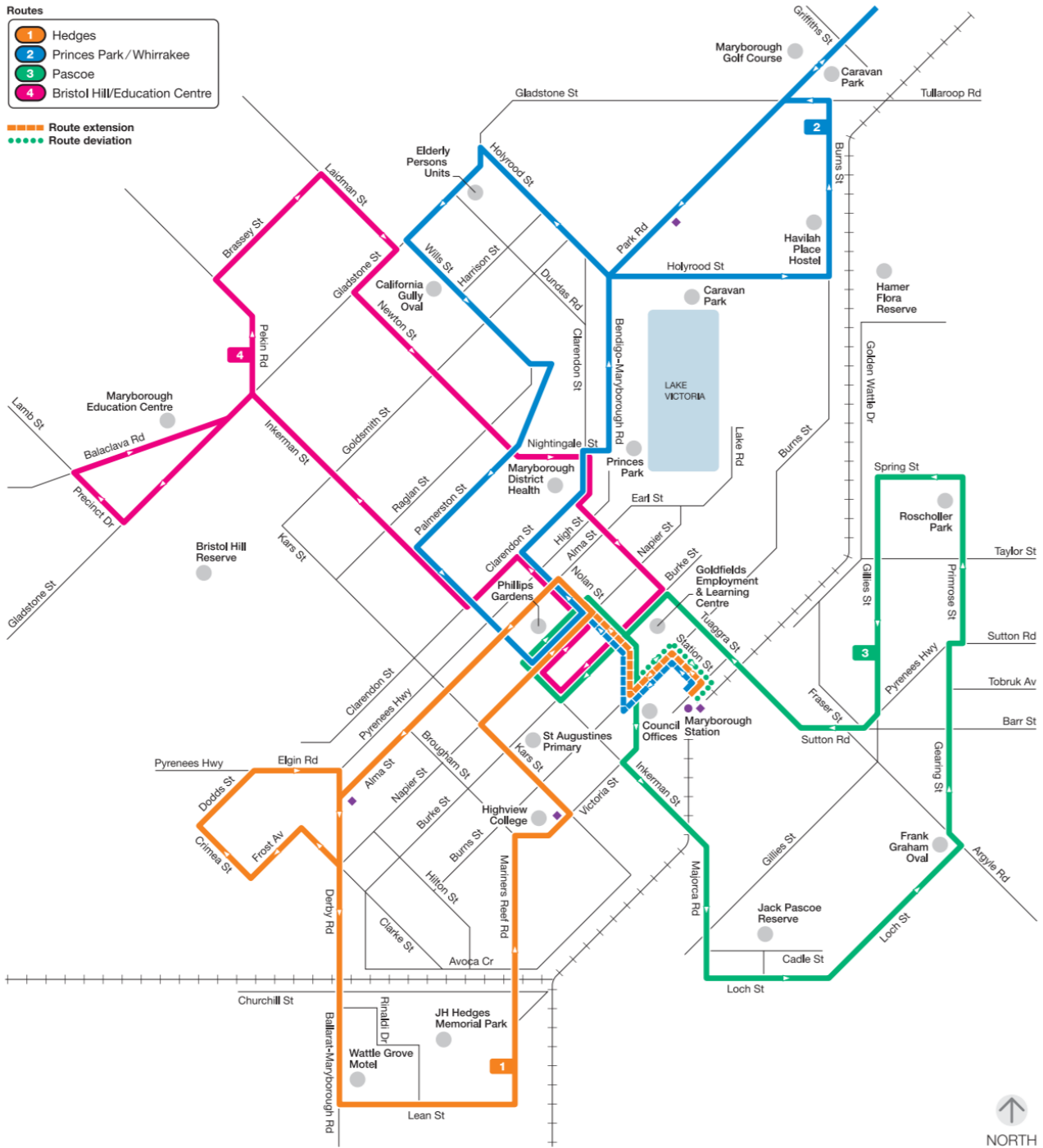


Figure 12: Maryborough transit route map, Source: DoT





Opportunities

Employee transport

Some businesses in the Shire such as MDHS and employers in nearby towns such as Castlemaine help save their employees transport costs by implementing carpooling programs or employee transport.

These programs are key ways of enabling employees to access work everyday without them needing to give up a substantial proportion of their pay just to get there. Instead, this spending can be made on lunch or coffee at another local business. Employee transport also serves a critical gap in the network as services are designed specifically to get employees to their work (and home) on time.

Both employee transport and carpooling programs also limit the number of parking spaces needed for employees, reducing the company's financial pressures and maximising land use availability for more productive purposes. Council should explore ways to encourage and assist businesses with providing these programs.

Fee-based parking restrictions for premium spaces

A number of survey respondents said that their main frustration with transport was finding a parking space. Businesses and households in the Shire are required by the planning scheme to provide enough spaces to guarantee spaces are available at all times (as discussed in the 'issues' section). Often this is achieved to the point where there are about 3-4 spaces for each car throughout the Shire.

When people travel to their destination, they are generally looking for the 40 or so spaces closest to their destination and want to find these immediately. High Street, Maryborough is a clear example of this, whereby people seek a park on the street, often for less than half an hour. These spaces can be made more available by managing them with fee-based restrictions. This would reduce the need for businesses and Council to provide additional spaces and would guarantee availability for those willing to pay for them. Other towns such as Horsham that have implemented fee-based restrictions that achieve a high level of availability by charging as little as \$1 per hour.

Studies have shown that people looking to park close to destinations when making short trips, are willing to pay up to six times their hourly wage to secure a close-by park immediately.

Land use, development and transport

Historic and current patterns of land use and development have made it very difficult for Council and DoT to provide alternatives to driving. To address this, Council will amend the Planning Scheme to ensure that walkability and accessibility by alternate modes of transport than driving are made viable when planning for land use in future.

Further strategic work to consider how local policies and the development of a schedule to clause 56 could be developed within the sustainable subdivision framework (SSF) and environmental sustainable design (ESD). The SSF tool enables the assessment of the sustainability of measures in subdivision applications and provides the means to consider climate resilience in new and emerging communities.



Council will also advocate to the Department of Environment, Land, Water and Planning (DELWP) for the Shire to participate in 20-minute neighbourhood studies and liveability studies. These opportunities will enable the Shire to utilise the Department’s resources to better plan for and monitor how towns offer a wider variety of trip choices, including shorter distance trips made by walking and the impacts of this.

Previous studies have shown that areas of disadvantage benefit substantially from both a socioeconomic and wellbeing perspective by having nearby recreational facilities, grocery shops and walking infrastructure. This advocacy may also lead to studies in partnership with DELWP and DoT to be made on social, economic, environmental and health impacts impact of the Principal Pedestrian Network (PPN) as it is constructed.

In addition to Planning Scheme amendments, Council should also take steps to ensure that future structure plans prioritise walkability and transport accessibility. Similarly, Council should also prioritise walking and bicycle infrastructure including wayfinding and street tree planting in its capital works program before local road and parking developments.

For this to be best co-ordinated, Council should initiate an integrated planning team to produce work which focuses on the intersection of capital work planning and the development of future town planning strategies. This work should be conducted with an emphasis on improving levels of liveability and accessibility with regard to providing a variety of choices for people to make their trips.



Figure 13: Benefits of 20-minute cities, Source: DELWP - Policies and Initiatives: 20-minute neighbourhoods



Opportunities

Transit hubs for tourism, arts and innovation

Agglomerating key services near key public transport nodes is the most efficient way of enabling access by public transport. Improving a network where services and residences continue to expand beyond the existing network strains resources and limits the ability for routes to be direct, quick and frequent. As services diversify and densify near transit hubs, transport services improve substantially in order to ensure people can travel to them. The increase in transport service levels also makes it viable for more businesses to grow and develop, continuing the feedback loop.

The Economic Development Strategy (2020) and Tourism Strategy (2020) both identify key opportunities for agglomerating arts, cultural and tourism services near Maryborough station. This would immediately improve the experience for tourists traveling to Maryborough and enabling further employment opportunities for arts and recreation professionals who can use public transport to get to work. Recent improvements to pedestrian links between Talbot station and the township will also increase levels of access and wayfinding for tourists. Capitalising on these opportunities by investing in further wayfinding for townships and other activities will also see benefits increase from tourism.

The Economic Development Strategy also supports improving links between the Station and activities within the centre of Maryborough and aligning mixed uses (especially commercial uses) in-between.

Following the example of the Youth Hub, Council could also experiment with other temporary agglomerations of services of common industries. For example, for three days a week for six weeks, Council could agglomerate a number of spaces for creative and performing arts and for the next, small-scale manufacturing. This would help Council to better gauge the best use of land near transit hubs such as Maryborough Station.

The key with these trials is to bring activity into the centre of each township where the transport options are greatest, particularly for temporary trials. It also means that people involved get to be located in high intensity areas where there are a wide range of lunch options and other facilities that lead to joined up trips.



Image 23: Maryborough Post Office



Transport tourism

Using existing road and rail corridors or traditional owner pathways to connect places of interest is a key opportunity for the Shire to deepen the Shire’s tourism offer. The wider community can play a significant role in building up this offer through indigenous interpretation guides, farmstay opportunities and a range of transport related products and services that would appeal to various tourist segments.

There is an opportunity for the community to develop a range of package tours that revolve around active transport tourism facilities.

Working collaboratively one such opportunity could see English style walking paths that cross private properties along traditional owner routes providing farmstay and indigenous interpretation opportunities along the route.

A major project proposed in the Tourism Strategy (2020) is the Maryborough-Newstead Rail Track Rider project. This unique initiative would use the disused track between Maryborough to Newstead via Carisbrook to create a pedal powered rail track rider course (similar to Maydena in Tasmania shown in image 12). Council could further investigate feasibility of this opportunity by liaising with V/Line and tourist bus operators to discuss ways of ensuring more suitable tourist connections to Maryborough and surrounding towns.

Variability in rail travel times

To optimise visitation by public transport to events, Council could partner with V/Line to make trips easier by making temporary changes to the schedule to allow people to travel from Melbourne and arrive to the events as they start and return after the event has finished. This is done for events in nearby towns such as Clunes to promote the book festival for tourists from Melbourne, Ballarat and Bendigo.

There are also opportunities for Council to work with V/Line to promote tourism around the Shire by offering passengers a discounted accommodation and tours package. This would be particularly effective as a package offered to Seniors during Victorian Seniors Festival every October (where transport is free for Seniors for eight days).



Image 24: Rail Track Riders, Maydena, TAS



Opportunities

Local business deliveries

Facilitating local deliveries at lower cost can help people who do not have a car and reduce the cost of doing business in the Shire. These local deliveries could be supported through a system of low cost vehicles that Council could invest in. These vehicles could then be shared amongst the community to reduce the reliance on private car or van ownership.

Vehicles that could be included in this system include:

- Electric cargo bikes
- Car share vehicles (including utes and vans).

Case Study: Electric Bike Share Bendigo



There are currently some bike share programs, including electric bikes that are currently emerging in Bendigo. This includes the investigation for a bike-sharing scheme for Council employees which will be partly funded by the Victorian Government's 'New Energy Jobs Fund'.

As a local example, this should be watched to gain an insight into how a similar program could be successfully launched in the Central Goldfields.

Freight for large-scale businesses

To support the relatively good road freight network in the Shire, in 2020, improvements are planned for the Ballarat-Maryborough Road at Talbot. Council has previously lobbied for improved heavy vehicle access around Maryborough to remove unnecessary movements from High Street. Council is considering additional actions that can divert heavy vehicle traffic further away from the city centre.

As discussed in the Safe & Healthy Towns chapter, the existing bypass routes (which connect industries in Maryborough to the regional network) can support existing industries as well as some growth. However, attracting significant external investment would likely require a substantial upgrade package particularly to upgrade intersections such as Chaplains Road with lighting and vehicle traffic turning priority.

A key consideration to improving freight movements through the Shire is the origin and destination of the freight. The Economic Development Strategy (2020) identifies the variety of existing businesses which rely on heavy freight such as agriculture (mainly grain) and wholesale food industries such as TruFoods and Sonac and discusses their varying freight needs in further detail.



Image 25: Dunolly Station Freight Terminal



Where possible Council could encourage more value adding activities to be located within Maryborough, thereby reducing the through truck movements, and creating a new set of linkages that focus on freight destinations around the edge of Maryborough or other towns in the Shire. This is discussed in detail in 'A Connected Shire'.

Local bus network improvements

Council can work with the Department of Transport to investigate how the local bus network can be improved and made more legible and relevant to the local community. Some options to be considered include:

- Replacing the figure-eight loops with more direct bi-directional services along main connector roads in Maryborough
- Improving connectivity to High Street and the Hospital
- Replacing some of the deviations in the route alignments with improved pedestrian facilities to reach the next street where the bus route is located.
- Ensuring that all bus stop infrastructure is compliant with the Commonwealth Disability Discrimination Act 1992.

These solutions are of relatively low cost compared to conducting an extensive review and acquiring new rolling stock to improve frequencies. However, assessing the feasibility of these opportunities should take into consideration the potential increases of operational expenses and note that network tweaks may result in capital expenses (such as bus stop relocations) which can add up.

Attracting external investment from regional connectivity

The main way that external investment can be leveraged into regional connectivity is through tourism services that might also provide or expand local access.

There are business opportunities that could be explored with regard to heritage rail services that could link through the Shire between Ararat or St Arnaud to Maryborough and through to Castlemaine. Council could work with VicTrack to explore opportunities to provide heritage services on some of the operational standard gauge railway track in the Shire.

This could start as an irregular special service operated by SteamRail Victoria with a view to expanding the service to be daily and provided by a specialist tourism operator.

There are also several lower scale tourism opportunities that could be leveraged into local transport opportunities. Council could encourage private sector and not for profit organisations to consider how they can contribute to the transport connections across the Shire with tourism based services that could also be used for people or freight.

A key way that external investment improves transport connections across the Shire is through the bulk freight movements of agricultural commodities, particularly grain. Facilitating consolidation of freight handling and value adding activities in specific locations such as Dunolly and northern Maryborough should develop economies of scale that can be leveraged to attract more transport services and economic investment.

Transport for tertiary students

It is important to improve access to tertiary education in the Shire. This is critical to ensuring that our community can explore their full potential without needing to leave the Shire. Digital education options make this more possible than ever, but students will benefit from awareness and access to some shared resources, student services and clubs that build a sense of belonging.

Council could work with tertiary providers to make online education available in a Maryborough hub utilising a central location such as the Maryborough Resource Centre (Library), Railway Station or Council offices. This would be similar to how Federation University, La Trobe University and Melbourne University provide some smaller satellite campuses in smaller towns.

Council could liaise with the Department of Transport to improve:

- Connections and transfers at critical times for tertiary students
- Journey planning for all trips to and from Maryborough
- Council could consider generating community support for travel scholarships that pay for annual public transport fares for students.





Outcomes & Actions

Outcome 8. 20-minute neighbourhoods and reduced reliance on car ownership

Facilitating neighbourhoods where residents can make most trips within 20 minutes without needing to use a car will have substantial benefits for households financially and for the community socially, environmentally, economically and with respect to health and wellbeing.

Key to this will be co-ordinating all future infrastructure works with land uses to ensure that residences are close to services and public transport and that these uses are connected by adequate walking and bicycle infrastructure. This is therefore as much an urban planning solution as it is an engineering and transport one.

Action 8.1. Amend the Planning Scheme in the Municipal Planning Strategy (MPS) section (or Vision and Purpose section) to include walkability and accessibility as objectives in:

- **Clause 02.3-1 Settlement**
- **Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods**
- **Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options**

Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:

- **Clause 18.01-2L Transport Modes**
- **Clause 18.02-1L Walking and cycling**
- **Clause 18.02-2L Public transport,**
- **Clause 18.02-4L Car parking**

Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions.

Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability.

Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy.

Outcome 9. Improved parking

Parking affects people in many different ways. The most desirable spaces are typically full, but there are always spaces available further away. Households and businesses are required to provide excessive amounts of parking. This is highly costly for the community and often occupies valuable commercial land.

Council seeks to manage parking in a way that maximises people's choice. Premium spaces near key destinations need to be shared by many people throughout the day. People typically want to park close to their destination, and many are annoyed that the parking is 'full' if they cannot get one of the 40 spaces nearby. Others are happy to walk a bit further, but will take the closer space if it is available at the right price (i.e. allows them to park for as long as they need).

Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the "Column B" rates within 1.5km of the Maryborough town centre

Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights:

- **When community will be consulted**
- **What policy objectives will be set in the Council chamber**
- **What operational decisions will be delegated to appropriate staff**

Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened



Outcome 10. Improved transit options

Transport options are fundamentally dependent on land use. Household transport costs increase as the distance to destinations increases. Enabling more people to live close to town centres will reduce transport costs for households and the broader community, while increasing the viability of local businesses.

Ensuring that community and public transport networks are simple and consistent will improve awareness of how these options can meet their transport needs. Simplifying the ticketing system, and revising routes so they are more direct are two key elements of the public transport network that need urgent improvement.

Programs such as carpooling and employee transport schemes are also worth investigating as technology and approaches evolve. They can significantly improve access for those who need it most while also reducing the sunk cost required in parking infrastructure.

To achieve this, Council will implement the following actions:

Action 10.1. Advocate for provision of Myki validators at Maryborough Station

Action 10.2. Liaise with DoT to simplify Maryborough's bus network and optimise efficient use of the assets to run more direct and frequent services

Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling

Action 10.4. Support increased mixed activity development within 400m of each town centre

Outcome 11. Testing grounds for innovative transport technologies

The Shire, more than most of Victoria's regions would benefit greatly from access to autonomous transport technologies and offer a more safe, cost-effective trialling grounds for new innovations than in urban and suburban areas.

The Central Goldfields Shire is an apt testing ground for short-trip and automated aviation technologies such as UberAir, given the following factors:

- Each main township is 20km-30km apart, which is ideal for short aviation trips (in reducing travel times to a cost-effective degree)
- Land use is sparse and the risk for crashes is significantly lower than in urban areas
- The Maryborough Aerodrome is an Aircraft Landing Area (ALA) and has facilities available.
- Short trip aviation would address a critical need in the Shire to reduce travel times and provide affordable trips at the advertised \$4 per km from launch (with a pilot). Once automated, UberAir claims it would reduce the price per km to 20c which would make the service a viable alternative to owning a car
- If the cost is discounted for sharing the trip with other passengers, the service is also more likely to capture a market for vehicle-pooling than if the same discount was offered in urban and suburban areas

There are a number of emerging considerations with AVs regarding safety. Especially, given that rural areas have much higher rates of crashes than urban and suburban areas. These should be the priority in facilitating trials of AV technologies.

Action 11.1. Advocate to the State and Commonwealth Government to designate the Central Goldfields Shire as the primary 'trial zone' for UberAir and all aerial automated services before services are trialled in Melbourne.

Also investigate establishing an 'area of excellence' for aviation innovations and technologies

Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)





A Connected Shire

There are a number of regional transport links that need to be improved.

Addressing these links will enable higher levels connectivity to key regional centres such as Bendigo and Ballarat. It will also provide more freight opportunities for the Shire and better enable people to visit the Shire, generating higher benefits from tourism.

The Shire's population size (13,000 people) means that we do not generate enough demand for highly specialised services particularly with regard to education, health and ancillary business services.

These specialised services are typically available in Ballarat or Bendigo and if not, then in Melbourne. This generates a need for transport to these larger cities in order to access specialised services.

The majority of this travel occurs by car. The Shire works with Regional Roads Victoria and the Transport Accident Commission to understand road improvement priorities and safety black spots.

There are many people in the Shire who choose not to drive, or struggle to afford the cost of driving long distances. There are V/Line coach and train services fill this gap, but people need to plan their travel around the limited service timetable.

Particular attention should be given to transport connections with:

- Ararat via Avoca
- Ballarat
- Bendigo
- Castlemaine
- Creswick
- Maldon
- Melbourne
- St Arnaud
- Wedderburn





Image 26: V/Line at Maryborough Station



Issues

Connectivity issues to areas around the Shire relate to the reliance on private motorised travel (personal and freight movements) and the lack of quality alternatives for medium-long distance travel by other modes.

Variability in rail travel times

The delay that occurs on most train services at Ballarat is frustrating for commuters. Trains arriving at Ballarat are typically scheduled to pause for several minutes, with a couple of minutes being used to join or split the Ararat and Maryborough services that operate as a single train between Ballarat and Melbourne. The time delays for trains traveling through varies between 4-16 minutes without any clear reason. The delay for passengers transferring from the early morning coach service to the Melbourne bound train (at 5:03am) is 17 minutes (the coach then also continues to Melbourne after a delay of 32 minutes). Stronger connections between Ballarat and Maryborough is a key advocacy position put forward by the Maryborough Rail Alliance.

There are a similar number of services each week to Melbourne via either Ballarat or Castlemaine. Traveling via Castlemaine suffers from even more travel time variability due to irregular train connections. The best connection (to or from Bendigo or Melbourne via Castlemaine) is a 3 minute delay at Castlemaine while the worst connection is a 66 minute delay at Castlemaine because the coach to Maryborough leaves at 8:15pm (just 9 minutes before the next train from Bendigo).

A substantial proportion of the 0.5% of people who used public transport to travel to work in the Shire traveled from Avoca to Maryborough. This is likely due to the fact that scheduling of services between Avoca and Maryborough by V/Line coach are more suited to work trips, than connections to other townships in the Shire or to larger regional centres (Ballarat, Bendigo and Castlemaine).

Public transport travel times are highly dependent on a service being provided at the times people need to use it. It is possible for people to travel from Maryborough to Ballarat, Bendigo and Melbourne for daytime work on weekdays by public transport. However, it is not possible to make the same work trip from any of those places into Maryborough (typically due to a lack of afternoon/evening services from Maryborough to these locations). This also limits the ability to commute by public transport

from any of the nearby towns into Maryborough for a range of purposes including work trips.

Tourists traveling from Melbourne by public transport are also limited by the timetable, especially tourists seeking to visit for a day trip. There are no direct return V/Line services to Melbourne (via Ballarat) after 12:40pm, which is less than an hour from its initial arrival.

Freight links and options

The road freight network is relatively good, due to the large number of State controlled highways that traverse the Shire in various directions, however there are no freeway standard roads and rail freight services are limited to a single corridor (Ararat to Yelta via Maryborough & Dunolly) providing only five services per week.

Businesses in Central Goldfields have increasingly found that non-bulk freight services are getting more difficult and expensive. The cost of providing freight services is likely related to the small amount of containerised freight coming out of Maryborough and lack of clustering of freight generators. In addition, while the road network offers more flexibility, road freight is often more expensive and less efficient for businesses than freight by rail. Road freight also substantially impacts on road congestion (particularly in local areas) and road safety, as has been previously discussed in this report.

There is a need to further investigate why this is occurring and find innovative ways to reduce the cost of doing business, particularly for exporters seeking to establish or expand in the Shire.

Bridges are particularly important for maintaining agricultural market access, and reducing the cost of delivering freight to and from towns across the Shire. Council works with State agencies to monitor and maintain bridges, and install appropriate load limits to ensure safety and structural integrity is maintained.



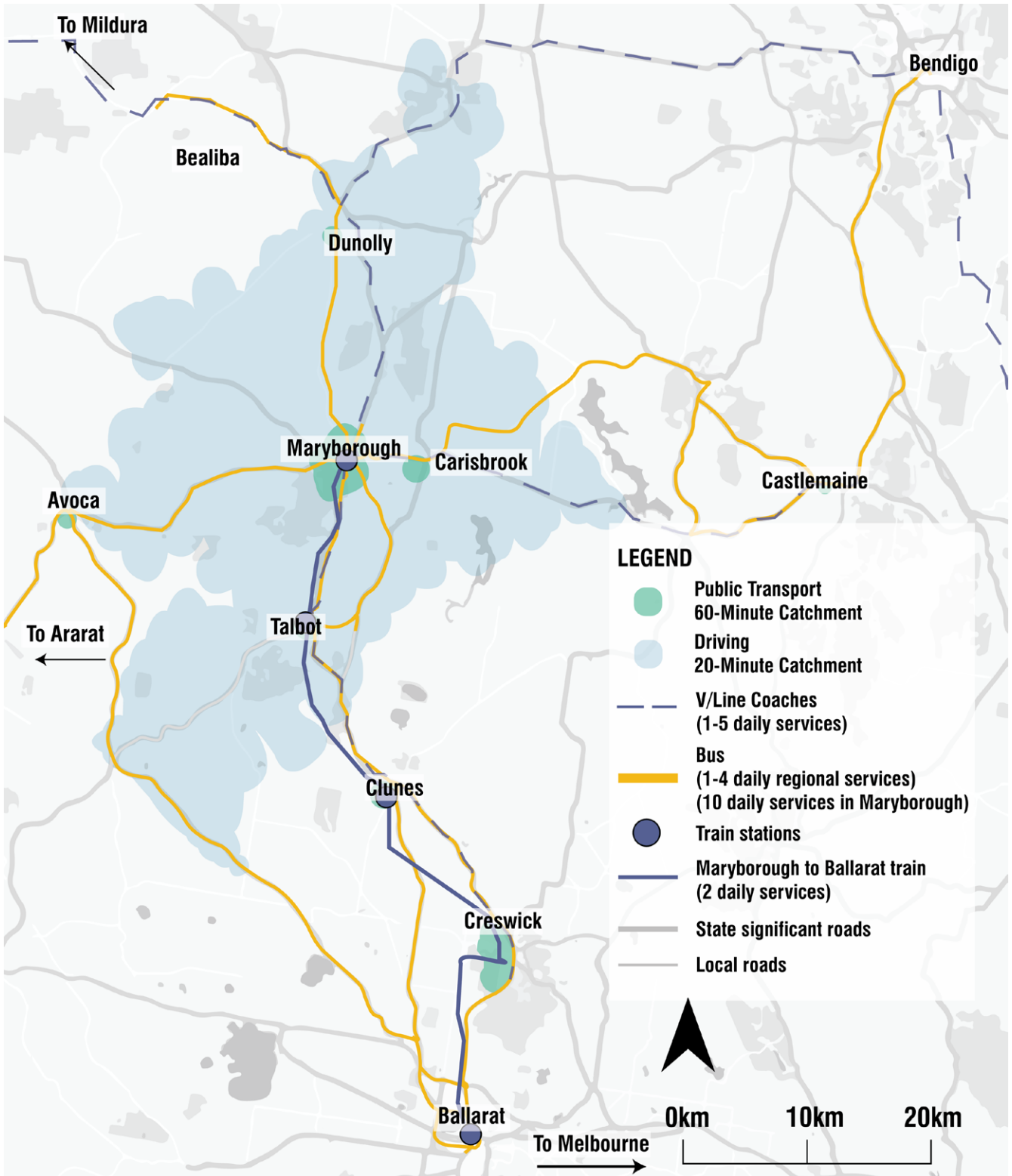


Figure 14: Regional public transport and travel times



Opportunities

Variability in public transport travel times

Variability in train travel times is expected to improve with the timetable upgrade that will occur following the completion of the Ballarat Line Upgrade toward the end of 2020. The community is encouraged to provide regular feedback on train services, and should make comments on the new draft timetable when it is released.

There is a need for additional services on regional public transport connections in order to serve employees working in Maryborough who would like to catch public transport (and be able to get home after work). These existing services could be re-timed and would also better meet day-tripper tourist demands.

Council can work with V/Line to understand why some transport connections are scheduled in ways that are unsuitable for many travelers, and the extent to which they can be improved. The community can highlight any poor transport connections that are reducing their transport options and highlight these to Council and the State Government.

Improving freight links and options

In 2020, improvements are planned for the Ballarat-Maryborough Road at Talbot. Council has previously lobbied for improved heavy vehicle access around Maryborough to remove unnecessary movements from High Street. Council is considering additional actions that can divert heavy vehicle traffic further away from the city centre. Various options could utilise existing road alignments but all have weaknesses.

A key consideration to improving freight movements through the Shire is the origin and destination of the freight. Where possible Council could encourage more value adding activities to be located within Maryborough, thereby reducing the through truck movements, and creating a new set of linkages that focus on freight destinations around the edge of Maryborough or other towns in the Shire.

Some specific roads have been identified as potential locations for upgrades to make them accessible for B-double vehicles, including:

- Avoca-Bealiba road upgrade (B-double standard)
- Carisbrook-Havelock Road Upgrade (B-double standard)

There is an opportunity to investigate providing for freight on V/Line passenger transport services (coach and rail). There is spare capacity on most services, but V/Line no longer accepts freight on passenger services. Council could explore whether some business needs could be met through regular use of specific V/Line passenger services. If a significant market can be identified, Council could then proceed to discuss the concept with V/Line and determine if there is a way that the regular passenger service can be used to meet specific freight needs.

The Murray Basin Rail Project will have also recently opened substantial opportunities for freight connections to the west (Mildura and Ararat in particular) through providing freight at comparable travel times to road freight at substantially less cost. Planning should assist the alignment of existing and proposed hubs in Maryborough and Dunolly to take full advantage of this connection (such as Maryborough food clustering hub, a major project proposed in the Economic Development Strategy (2020)). This could include agglomerating containerised freight facilities and attracting additional major external investment to the Shire. Expanding the Shire's interstate output (particularly to NSW) may also be achievable by working with DoT to explore potential impacts and opportunities associated with the inland rail project from Melbourne to Brisbane.



Image 27: B-Double Freight Truck, Dunolly



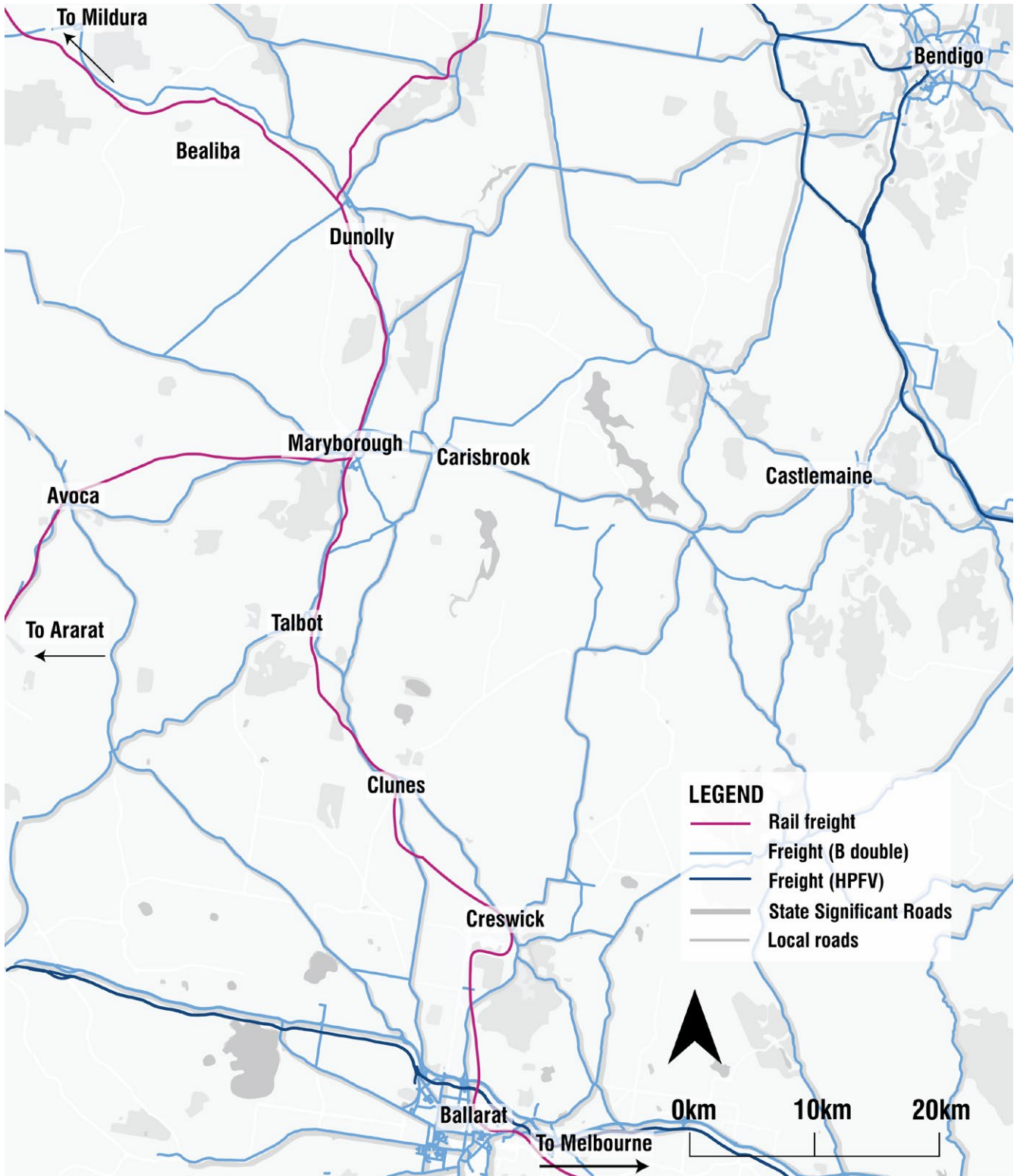


Figure 15: Regional freight network



Outcomes & Actions

Outcome 12. Improved regional public transport

Regional public transport connections are essential to ensure our community has access to higher order services in other cities, and to build a diverse tourism market with minimal impacts on traffic congestion and our environment.

Improving regional transport will require close liaison with DoT and V/Line. Some improvements are relatively simple while others will take longer to achieve through more regional advocacy. Our community expects that resources will not be wasted, they will align as best as possible to the communities needs and if savings can be found they will be reinvested within the community.

Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat continues to Maryborough via Creswick, Clunes and Talbot

Action 12.2. Partner with neighbouring local government areas to advocate for a timetable that meets the needs of employees travelling between the Central Goldfields and other regional and rural townships

Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:

12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for 'day trip' tourism market and for employees travelling between Maryborough Talbot and Ballarat

12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire

12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station

Outcome 13. Improve transport related tourism opportunities

There are significant tourism opportunities in Central Goldfields. Tourism provides employment, boosts local economic activity and exposes visitors to locally made products. There are a number of transport-tourism opportunities explored in previous strategic work through the Shire's Walking and Cycling Strategy (2017) and Tourism Strategy (2020). These opportunities should continue to be investigated to diversify the tourism offer and improve transport options for tourists.

Working with operators and regional partners, the community can find cost-effective ways to diversify and improve tourist transport including through specific events and promotions.

Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire's Walking and Cycling Strategy (2017)

Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire's Tourism Strategy (2020)

Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for 'day trip' visitors from Bendigo, Ballarat and Melbourne

Action 13.4. Liaise with V/Line to investigate potential to create a 'Central Goldfields' tourist package as part of the annual Victoria Seniors Week in October

Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully



Outcome 14. Improved freight access for businesses and industries

Freight access is often critical for both small and large businesses to establish and grow in Central Goldfields. It is also important to facilitate freight movements without eroding pedestrian amenity and safety in town centres.

Building relationships with industry partners will improve understanding of how food clustering can support more efficient containerised freight movements and what infrastructure is required to support business.

Small businesses could also benefit from cheaper delivery options. Council can support new low cost transport services that can be shared with small to medium size retailers.

Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)

Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road

Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task

Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:

14.4.1. More direct link from Gladstone Street to Elgin Road

14.4.2. Long term connection from Dooleys Road to McClure Street

Action 14.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day



Image 28: Broadway, Dunolly

Implementation Plan

Action	Next steps
An Active and Engaged Community	
Outcome 1. Improved access for senior residents and people with a disability	
<p>Action 1.1. Future capital works will be designed to prioritise pedestrian movements at intersections using raised crossings and narrow pavement widths that make it easier for older residents to cross roads</p>	<ul style="list-style-type: none"> • Develop functional design to provide pedestrian priority • Apply the functional design to new infrastructure works
<p>Action 1.2. Engage with other community transport providers to discuss how they can support local community transport sector and or expand their services into Central Goldfields Shire</p>	<ul style="list-style-type: none"> • Hold informal discussions with community transport service providers from Ballarat, Bendigo, Horsham and northern metropolitan Melbourne • Determine the opportunities worth pursuing in terms of increasing volunteer numbers and management processes • Appoint a Council community planner to be responsible for partnerships with external community transport providers
<p>Action 1.3. Work with local schools and DoT to identify and publicise the school bus services that the general public can utilise</p>	<ul style="list-style-type: none"> • Understand the school bus network that serves each school • Contact school Principals to discuss arrangements for public to travel on school buses • Engage with DoT to run a joint marketing program to inform the community of how people can use the services
Outcome 2. Improved Access for young people	
<p>Action 2.1. Build a shared path with priority across roads to each school including:</p>	<ul style="list-style-type: none"> • Design the shared paths including road crossing points and estimate the construction costs • Discuss with schools to see if the path ideas are supported • Seek funding through road upgrade packages from RRV & DoT • Engage school community to plant trees and vegetation along the identified path corridors • Prioritise shared paths in the identified locations in the next Council Action Plan (2020/2021)
<p>2.1.1. Along California Gully from Maryborough Education Centre to Four Mile Creek and along the railway corridor to Dooleys Road.</p>	
<p>2.1.2. Along Prince Alfred Street to Talbot Primary School</p>	
<p>2.1.3. Along Davies Street to Bealiba Primary School</p>	
<p>2.1.4. Along Bull and Havelock Streets to Dunolly Primary School (on the side of the road with fewer intersections and driveways)</p>	

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Ongoing	Ongoing	CGSC Infrastructure, Assets and Planning Team Developers, businesses, landowners, RRV
Low			CGSC Community Wellbeing Team Other community transport providers such as Link and from other Councils
Low			CGSC Community Wellbeing Team; CGSC Community Engagement & Communications Team DoT, Local schools
Medium	High		CGSC Infrastructure, Assets and Planning Team RRV, DoT, Local schools

Implementation Plan

Action	Next steps
An Active and Engaged Community	
Outcome 2. Improved Access for young people	
<p>2.1. Build a shared path with priority across roads to each school including:</p>	
<p>2.1.5. Along Birch Street and Camp Street to Carisbrook Primary School</p>	
<p>2.1.6. Along Kars Street to Highview College and St Augustine’s Primary School</p>	
<p>Action 2.2. Develop a signage and wayfinding strategy to improve local bicycle signage around Maryborough with a specific focus on directional and distance signage on the ground</p>	<ul style="list-style-type: none"> • Identify priority destinations to be included in directional signage (such as schools, activity centres, hospitals) • Map the existing bicycle network and identify priority locations for directional signage • Seek road upgrade packages funding from RRV & DoT • Prioritise shared paths in the identified locations in the next Council Action Plan (2020/2021)
<p>Action 2.3. Investigate gamification programs such as Beat the Street and the VitalityHealth Apple Watch deal to encourage all residents to use active transport options</p>	<ul style="list-style-type: none"> • Research amongst Victorian local governments to identify alternative programs • Contact program operators to identify if a similar program can run in the Shire and what facilities are required to do so • Liaise with local health providers and insurers including TAC to investigate the potential for funding an active transport gamification program in the Shire
<p>Action 2.4. Involve young people in the design and installation of public art along shared paths and at key intersections where young people typically cross the road as pedestrians</p>	<ul style="list-style-type: none"> • Engage with young people through existing youth groups, schools and programs • Identify key locations where young people walk, congregate and cross roads • Discuss and agree suitable art treatments that the young people can be involved in creating • Set up a young people’s committee to coordinate the project and garner local business support and funding from various sources (including State & Commonwealth government and philanthropic organisations)

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Medium			<p>CGSC Infrastructure, Assets and Planning Team</p> <p>RRV (where signage is posted on category 1 or 2 road zones)</p>
Low			<p>CGSC Infrastructure, Assets and Planning team; CGSC Community Wellbeing Team</p> <p>TAC, Health program partners, insurance industry partners</p>
Low			<p>CGSC Infrastructure, Assets and Planning team; CGSC Community Wellbeing Team</p> <p>Young people</p>

Implementation Plan

Action	Next steps
An Active and Engaged Community	
Outcome 3. Improved community transport efficiency, resilience and effectiveness	
<p>Action 3.1. Engage all community transport providers (including courtesy bus providers) to increase the pool of volunteer drivers and share resources to increase service levels</p>	<ul style="list-style-type: none"> • Hold informal discussions with community transport service providers from Ballarat, Bendigo, Horsham and northern metropolitan Melbourne including LINK Community Transport (who have already expressed interest) • Determine the opportunities worth pursuing in terms of increasing volunteer numbers and management processes • Appoint a Council community planner to be responsible for partnerships with external community transport providers
<p>Action 3.2. Re-schedule one of the Friday community transport services to Dunolly to operate on a Saturday and investigate potential to run services to other towns such as Talbot and Carisbrook on a Saturday</p>	<ul style="list-style-type: none"> • Confirm the vehicle requirements of the two existing Friday services (from a technical and capacity perspective) • Continue to liaise with the community in Bealiba and Dunolly to confirm that both services will serve the whole community and identify ways that Council’s resources can be used to provide other routes (including areas such as Timor and Dunluce) and more services during the week
<p>Action 3.3. Work with Clunes and Talbot Farmers Markets to provide services on the second and third Sundays of each month (respectively) to improve access and attract more drivers, using existing assets</p>	<ul style="list-style-type: none"> • Engage with Hepburn Shire to discuss potential synergies • Understand the way the current service operates • Engage with Talbot and Clunes farmers to gauge availability of potential volunteer drivers • Determine a schedule that enables residents of Clunes to visit Talbot Farmer’s Markets and vice versa
<p>Action 3.4. Work with TAC to investigate how to integrate the L2P mentor program with the community transport service. The service could use the L2P driving sessions to provide transport services for elderly residents</p>	<ul style="list-style-type: none"> • Discuss concept with CGSC Youth Officers and L2P co-ordinators • Engage with TAC to investigate how the program could be integrated with Council’s community transport program • Pilot integration of the programs and report on results
Outcome 4. Access to rideshare, carshare and bikeshare	
<p>Action 4.1. Fund the provision of two fleet-based carshare vehicles to be located at the Council office to be used by staff, but also made available to the general public when not used by Council.</p>	<ul style="list-style-type: none"> • Liaise with Council’s fleet management service to discuss when the next vehicles are due for replacement, engage with MDHS to understand their level of interest • Issue a tender to carshare service providers to establish two vehicles at the Shire office • Council policy to prioritise using the vehicles in preference to existing fleet vehicles • Monitor usage data and cost savings

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p>CGSC Community Wellbeing Team; CGSC Community Engagement & Communications Team</p> <p>CGSC community transport providers, other community transport providers</p>
Low	Low	Low	<p>CGSC Community Transport; CGSC Community Wellbeing team; CGSC Community Engagement & Communications Team</p> <p>Central Goldfields community</p>
Low			<p>Youth Officers/ L2P co-ordinators (CGSC Infrastructure, Assets and Planning team) CGSC Community Transport;</p> <p>TAC</p>
Low			<p>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</p> <p>Council's Car fleet management, Carshare service providers</p>

Implementation Plan

Action	Next steps
An Active and Engaged Community	
Outcome 4. Access to rideshare, carshare and bikeshare	
<p>Action 4.2. Liaise with various carpooling app developers such as Coseats and Community Connector (Flexion Tech) and gauge their willingness to pay to promote their app in the Shire.</p> <p>Select one app through a tender/franchise process, which invites developers to bid to be preferred supplier and promote the one that works best for Central Goldfields</p>	<ul style="list-style-type: none"> • Issue an Expression of Interest to App developers to gauge interest in funding their app being promoted as the sole App for use in the Shire • Assess the suitability of the App for the Central Goldfields community and select one App to be promoted through the Shire • Work with App developer to assess the pilot period and refine App to meet resident needs
<p>Action 4.3. Promote Car Next Door to the community to enable people to arrange for the sharing or hiring of their personal vehicle/s to others</p>	<ul style="list-style-type: none"> • Test Car Next Door amongst Council staff to determine if it will help meet the community’s needs • Gauge the interest of the service provider to support promotion of the service throughout the Shire
<p>Action 4.4. Purchase two electric cargo bicycles for use by Council staff and make them available on a trial basis for businesses wanting to complete local deliveries</p>	<ul style="list-style-type: none"> • Issue a tender to bikeshare providers to expand into the Shire • Purchase two cargo bikes for use by Council staff and make them available to local businesses through the bikeshare provider • Monitor use and gauge demand for additional bikes • Work with Chambers of Commerce and local businesses to procure additional bikes as needed
Safe & Healthy Towns	
Outcome 5. Safe local and regional roads	
<p>Action 5.1. Prioritise traffic calming measures and improved crossings in areas of high risk to pedestrians and bicycle riders (identified in Figure 5-9 and previously identified in the Walking and Cycling Strategy, 2017)</p>	<ul style="list-style-type: none"> • Identify locations with high pedestrian volumes and high traffic speeds • Prioritise measures in these locations where there has been a struck pedestrian/cyclist in the last five years in the next Council Action Plan (2020/2021) • Design interventions to reduce traffic speeds and improve pedestrian priority • Seek funding through road upgrade packages from RRV & DoT

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p>CGSC Community Wellbeing Team; CGSC Corporate Performance Team</p> <p>Carpooling app developers (through a tendering/franchise process)</p>
Low			<p>CGSC Community Wellbeing Team; CGSC Community Engagement & Communications Team</p> <p>Car Next Door/similar apps</p>
Low	Low-Medium	Low-Medium	<p>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</p> <p>Bikeshare provider (through a tendering process), Chambers of Commerce and local businesses</p>
Medium	Medium		<p>CGSC Infrastructure, Assets and Planning Team</p> <p>RRV, DoT</p>

Implementation Plan

Action	Next steps
Safe & Healthy Towns	
Outcome 5. Safe local and regional roads	
<p>Action 5.2. Engage with the community to close small sections of roadway to improve public open space and make pedestrian links safer:</p> <hr/> <p>5.2.1. entrance to Nolan Street on the southern side of Burns Street (at the Council Office), Maryborough</p> <hr/> <p>5.2.2. 30m section of Albert Street between Inkerman Street and Nolan Street, Maryborough</p> <hr/> <p>5.2.3. 120m section of Birch Street between Green and Powlett Streets, Carisbrook</p> <hr/> <p>5.2.4. 110m section of Thompson Street between Barkly and Market Street, Dunolly</p> <hr/> <p>5.2.5. 110m section of Rowe Street between Barkly and Chapman Streets, Talbot</p>	<ul style="list-style-type: none"> • Design road closures as next simple ‘integrated planning projects’ following from the Kars Street example • Install them as pilot projects with a focus on increasing public open space and pedestrian connections in each community • Focus on use of temporary bollards, painted cricket pitches and planter boxes to test the concept • Organise an event out of the road closures and promote them to the community (particularly through schools) to get involved • Invite additional suggestions and initiatives from the community including additional street furniture and planting ideas • Review community acceptance and design permanent changes • Open to public for suggestions of other pilot road closures
<p>Action 5.3. Advocate to RRV and DoT to improve pedestrian access across highways and regional roads within local townships, such as the Pyrenees Highway and Ballarat-Maryborough Road and Broadway (Dunolly)</p>	<ul style="list-style-type: none"> • Identify pedestrian priority crossing locations and pedestrian areas in around each arterial road • Engage with RRV and DoT to identify critical areas to improve for pedestrian access • Advocate for inclusion of pedestrian facility improvements in upcoming projects and road upgrades

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p>CGSC Infrastructure, Assets and Planning team, CGSC Community Engagement & Communications Team</p> <p>Central Goldfields Shire community</p>
High	High		<p>CGSC Infrastructure, Assets and Planning Team</p> <p>RRV, DoT</p>

Implementation Plan

Action	Next steps
Safe & Healthy Towns	
Outcome 5. Safe local and regional roads	
<p>Action 5.4. Update strategic transport documents including Road Management Plan (2017) and Road Safety Strategy (2004)</p>	<ul style="list-style-type: none"> • Review strategic documents and assess the need for revised studies to renew the evidence base • Determine timeframes for next actions • Refresh outcomes, objectives and implementation actions based on current data and evidence
Outcome 6. Increased levels of health and wellbeing	
<p>Action 6.1. Install automated sensors to monitor the number of people accessing town centres and the mode of transport they are using to access Maryborough, Talbot, Carisbrook and Dunolly</p>	<ul style="list-style-type: none"> • Liaise with other municipalities (such as Latrobe City) that have installed sensors recently • Issue a tender for automated sensor procurement (potentially use the MAV approved supplier list) • Link data to the GIS system and monitor data on a monthly basis to understand seasonality and the impact of various influences
<p>Action 6.2. Work with DoT and DELWP to designate a Principal Pedestrian Network (PPN) in Maryborough and measure its various impacts in assisting the delivery of 20-minute neighbourhoods.</p> <p>This should be developed from the ‘all-access’ footpath network which links the shops, transport hubs, parks and recreational facilities in each town centre proposed in the Walking and Cycling Strategy (2017) and prepare a program of works to provide pedestrian priority along that network</p>	<ul style="list-style-type: none"> • Liaise with DoT to determine how the PPN analysis will be funded • Use the established framework to evaluate and designate the PPN • Construct footpaths as per Council’s 2019/2020 Action Plan • Engage with DoT to identify gaps in existing footpath network and prioritise links to improve the PPN • Engage with DELWP to measure the various impacts of the PPN through stages of delivery on the environment, public health and wellbeing, the economy and social engagement. This should align with Council’s advocacy for studies on liveability and 20-minute neighbourhoods in the Shire
<p>Action 6.3. Work with DoT and RRV to continue developing the Strategic Cycling Corridors (SCCs) following the 2019 SCC activity refresh and prepare a program of works to provide separated bicycle facilities along that network</p>	<ul style="list-style-type: none"> • Construct shared paths and bicycle paths as per Council’s 2019/2020 Action Plan • Engage with DoT to identify gaps in existing bicycle network and prioritise links to establish SCCs • Align the future capital works program to achieve the SCC network

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low-Medium	Medium	Medium	CGSC Infrastructure, Assets and Planning Team RRV, DoT
Medium	Low	Low	CGSC Infrastructure, Assets and Planning Team LaTrobe City and other municipalities who have recently installed sensors, RRV (on Category 1 or 2 Road Zones)
High	High		CGSC Infrastructure, Assets and Planning Team DoT, RRV (on Category 1 or 2 Road Zones)
High	High		CGSC Infrastructure, Assets and Planning Team DoT, RRV (on Category 1 or 2 Road Zones)



Implementation Plan

Action	Next steps
Safe & Healthy Towns	
Outcome 6. Increased levels of health and wellbeing	
<p>Action 6.4. Liaise with State government to protect all non-operational railway corridors in the Shire and support their future use as shared trails</p>	<ul style="list-style-type: none"> • Inform VicTrack that Council would like to use railway corridors as a future shared trail network • Work with the State Government over the long-term to support initiatives that create shared trails on railway reserves • Seek community support for segments of trail including community volunteer committees to seek funding
Outcome 7. Safe, healthy and fun streets for all	
<p>Action 7.1. Prioritise construction of footpaths, raised pedestrian crossings and planting of street trees within 1km of town centres</p>	<ul style="list-style-type: none"> • Construct footpaths as per Council’s 2019/2020 Action Plan • Identify key gaps in networks 1km from town centres to prioritise in the 2020/2021 Council Action Plan • Identify upcoming upgrade packages from RRV and DoT and advocate for pedestrian facilities to be included • Purchase temporary planting barriers that hold potted plants that would typically be kept in the nursery (such as those used in the City of Greater Dandenong) and use them for temporary greening projects
<p>Action 7.2. Identify key streets which can be improved with integrated planning projects and other low cost interventions which involve community participation such as in Napier Street, Maryborough and Scandinavian Crescent, Talbot</p>	<ul style="list-style-type: none"> • Identify areas where foot traffic is most common for higher levels of engagement and public awareness • Identify events that can benefit from road closures (such as Talbot Farmers Market) and work with the community (particularly through schools) to determine the level of support for each proposal • Invite additional suggestions and initiatives from the community such and design short term road closure projects to test concepts
<p>Action 7.3. Hold annual street tree planting events which will involve the community to improve streetscape amenity around town centres</p>	<ul style="list-style-type: none"> • Identify streets with minimal tree canopy (from the ‘Cool It’ report) • Organise several events for each community to plant pre-ordered trees in identified streets • Encourage the community to order trees on Council’s website

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low		High	CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement & Communications Team State Government (DoT, VicTrack)
Medium-High	Medium-High		CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement & Communications Team DoT, RRV
Low			CGSC Infrastructure, Assets and Planning Team Central Goldfields community
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team Central Goldfields community

Implementation Plan

Action	Next steps
Safe & Healthy Towns	
Outcome 7. Safe, healthy and fun streets for all	
<p>Action 7.4. Continue to support, develop and expand curriculum-based programs which educate students on road safety and that provide relevant skills and encourage students to travel to school independently</p>	<ul style="list-style-type: none"> Work with TAC to introduce additional programs such as ‘walk to school’ weeks Provide capacity within Council such as Youth Officers or RoadSmart Co-ordinators to manage the program roll-out Identify supportive actions including new temporary and permanent infrastructure changes Engage with schools and TAC to develop walking school bus programs, digital checkpoints and other gamification elements that encourage students to walk independently
A Vibrant and Mobile Economy	
Outcome 8. 20-minute neighbourhoods and reliance on car ownership	
<p>Action 8.1. Amend the Planning Scheme to ensure the Municipal Planning Strategy (MPS) includes walkability and accessibility as objectives in:</p> <ul style="list-style-type: none"> Clause 02.3-1 Settlement Clause 02.3-4 Built Environment and Heritage, including objectives for facilitating 20-minute neighbourhoods Clause 02.03-7 Transport, including objectives for facilitating 20-minute neighbourhoods and sustainable transport options 	<ul style="list-style-type: none"> Objectives should focus on facilitating recommendations from the ITS and Walking & Cycling Strategy (2017) Request permission to initiate and facilitate amendment from DELWP Work with the community to identify what these amendments will mean for future land use and infrastructure development in the Shire Continue to engage with the community to address any concerns through the amendment process
<p>Action 8.2. Amend the Planning Scheme in the local policy section to include objectives and policies for prioritising the improvement of sustainable transport options:</p> <ul style="list-style-type: none"> Clause 18.01-2L Transport Modes Clause 18.02-1L Walking and cycling Clause 18.02-2L Public transport, Clause 18.02-4L Car parking 	<ul style="list-style-type: none"> Objectives should focus on facilitating recommendations from the ITS and Walking & Cycling Strategy (2017) Request permission to initiate and facilitate amendment from DELWP Work with the community to identify what these amendments will mean for future land use and infrastructure development in the Shire Continue to engage with the community to address any concerns through the amendment process

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement & Communications Team State Government (DoT, VicTrack)
Low			CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement & Communications Team DELWP, Central Goldfields community
Low			CGSC Infrastructure, Assets and Planning Team Central Goldfields community

Implementation Plan

Action	Next steps
A Vibrant and Mobile Economy	
Outcome 8. 20-minute neighbourhoods and reliance on car ownership	
<p>Action 8.3. Initiate an integrated planning team to focus on in achieving higher levels of walkability and accessibility through better co-ordination of land use and infrastructure (capital works) decisions.</p>	<ul style="list-style-type: none"> • Expand existing roles of selected officers and managers in strategic planning and engineering teams to include responsibilities of meeting regularly to co-ordinate land use strategies and future capital works • Set targets to be achieved such as the proportion of residents living within 400m of basic groceries (bread & milk)
<p>Action 8.4. Advocate to DELWP and other state and national research agencies for the Shire to facilitate future studies on 20 minute neighbourhoods and liveability.</p>	<ul style="list-style-type: none"> • Engage with DELWP and DoT to explore opportunities for research to measure the Shire’s success in seeking to create 20-minute neighbourhoods and identify strategies to facilitate further improvement • Identify other partners such as universities, Healthy Heart of Victoria and The Australian Prevention Partnership Centre to engage with in facilitating ongoing liveability studies
<p>Action 8.5. Create a role for managing the implementation of steps in this Integrated Strategy.</p>	<ul style="list-style-type: none"> • The role can be an expansion of the responsibilities of existing community transport officer or engineer, or an additional position or outsourced to an independent consultancy
Outcome 9. Improved parking	
<p>Action 9.1. Amend the Planning Scheme to implement a Parking Overlay that applies the “Column B” rates within 1.5km of the Maryborough town centre</p>	<ul style="list-style-type: none"> • Prepare a car parking report in line with Ministerial guidance • Request permission to initiate and facilitate amendment • Build the case for reduced parking rates based on current car ownership levels and the cost that over-supply has on housing affordability and local economic activity
<p>Action 9.2. Develop a parking management framework that can be applied consistently across the whole Shire that highlights when community will be consulted, what policy objectives will be set in the Council chamber and what operational decisions will be delegated to appropriate staff</p>	<ul style="list-style-type: none"> • Engage with the community to understand how they want the available public space to be used • Identify targets to guide policies such as the number of cars there should be in the Shire • Engage with the community in ‘parking planning forums’ to explore how they currently pay for parking (through higher prices) and outline alternative methods • Seek community views on how parking should be managed

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team DELWP, DoT, university partners, other research institutes and agencies, Central Goldfields community
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team
Low	Low		CGSC Infrastructure, Assets and Planning Team DELWP, Central Goldfields community
	Low		CGSC Infrastructure, Assets and Planning Team; CGSC Community Engagement & Communications Team

Implementation Plan

Action	Next steps
A Vibrant and Mobile Economy	
Outcome 9. Improved parking	
<p>Action 9.3. Monitor car parking occupancy in groups of roughly 40 spaces. Only where a group of spaces is consistently unavailable (less than 5% available for more than 2 hours) will restrictions be tightened</p>	<ul style="list-style-type: none"> • Map all the parking spaces in each activity centre in Council’s GIS • Identify groups of 40 spaces that roughly serve a similar area and purpose • Offer a small reward (free coffee) for time-stamped photos of 40 spaces that are full - submitted via Snap Send Solve • Analyse data collected and tighten the parking controls and enforcement in any location where spaces are regularly full
Outcome 10. Simple and accessible transit	
<p>Action 10.1. Advocate for provision of Myki validators at Maryborough Station</p>	<ul style="list-style-type: none"> • Liaise with DoT to understand why Myki ticketing has not been extended to Maryborough • Make the case that Central Goldfields should be included into the Myki fare system
<p>Action 10.2. Liaise with DoT to simplify Maryborough’s bus network and optimise efficient use of the assets to run more direct and frequent services.</p>	<ul style="list-style-type: none"> • Discuss options for bus network improvement with the operator (Whitmore’s Bus Lines) • Develop three cost neutral improvement options • Discuss the options with DoT regional managers
<p>Action 10.3. Work with large industries to support and facilitate carpooling and employee transport schemes similar to local examples such as MDHS carpooling</p>	<ul style="list-style-type: none"> • Map all the parking spaces in each activity centre in Council’s GIS • Identify groups of 40 spaces that roughly serve a similar area and purpose • Offer a small reward (free coffee) for time-stamped photos of 40 spaces that are full - submitted via Snap Send Solve • Analyse data collected and tighten the parking controls and enforcement in any location where spaces are regularly full • Identify large employers and categorise them with regard to current car-pooling status • Discuss the program with existing car pooling employers and employees to understand pros and cons • Approach other large employers with a clear case that outlines the benefits to them of supporting car-pooling

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team RRV (on Category 1 or 2 Road Zones)
Medium			CGSC Infrastructure, Assets and Planning Team DoT
Low			CGSC Infrastructure, Assets and Planning Team DoT, Maryborough Transit
Low	Low	Low	CGSC Infrastructure, Assets and Planning Team RRV (on Category 1 or 2 Road Zones)

Implementation Plan

Action	Next steps
A Vibrant and Mobile Economy	
Outcome 10. Simple and accessible transit	
<p>Action 10.4. Support increased mixed activity development within 400m of each town centre</p>	<ul style="list-style-type: none"> Define the area of each town centre Map a 400m walk from the edge of each town centre Take appropriate steps to include the maps in the Planning Scheme and other tools to articulate policy support for increased activity intensity in that area
Outcome 11. Testing grounds for innovative transport technologies	
<p>Action 11.1. Advocate to the Victorian State and Commonwealth Governments to designate the Central Goldfields Shire as the primary ‘trial zone’ for automated and small-scale aerial services (including drone delivery services such as Wing and drone passenger services such as UberAir) before services are trialled in Melbourne.</p> <p>Investigate establishing an ‘area of excellence’ for aviation innovations and technologies.</p>	<ul style="list-style-type: none"> Prepare an advocacy report for the Minister for Transport Infrastructure in Victoria for trial services in the Shire (to achieve safety regulation accreditation) before trialling in Melbourne Liaise with City of Melbourne to seek strategic support in line with recommendations in the City of Melbourne Transport Strategy to promote safe trialling of short-trip aviation Work with the Federal MP for Mallee to advocate the position to Federal Parliament for the Shire to be a ‘trial zone’ for short-trip and unmanned aerial vehicles in Australia Build the case for the Shire to be the ‘trial zone’ for automated vehicle services in Victoria and aerial aviation services in Australia based on the Shire’s: <ul style="list-style-type: none"> - Available facilities including Maryborough Airport and transport corridors - Low intensity land use including forest and open farmland that reduce the impact of trial flights on dense populations (such as noise pollution and safety risks) - Market for low-cost, short travel time trips for distances between 20-30kms (ideal distances for short-distance aviation) Work with aviation manufacturing industry partners to establish an ‘area of excellence’ for aviation innovation in the Central Goldfields

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			<p>CGSC Infrastructure, Assets and Planning Team</p> <p>Local businesses and industries</p>
Low	Medium	Low	<p>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</p> <p>Aviation manufacturing industry partners, Federal MP for Mallee, Minister for Transport Infrastructure (Victoria), Civil Aviation Safety Authority (CASA)</p>

Implementation Plan

Action	Next steps
A Connected Shire	
Outcome 11. Testing grounds for innovative transport technologies	
<p>Action 11.2. Investigate developing a Master Plan for the Maryborough Aerodrome as per Planning Scheme Review (2020)</p>	<ul style="list-style-type: none"> • Prepare a strategic report which explores Maryborough Aerodrome’s existing issues and opportunities that follows from previous work done in the Planning Scheme Review (2020) • Explore the various roles the Aerodrome can play in providing opportunities for recreational aviation (including aviation tourism) and other uses such as deliveries and small-scale freight
Outcome 12. Improved regional public transport	
<p>Action 12.1. Liaise with DoT to improve wayfinding at Southern Cross Station to ensure the timetables and digital displays clearly indicate that the Ballarat train continues to Maryborough via Creswick, Clunes and Talbot</p>	<ul style="list-style-type: none"> • Liaise with DoT to understand why the current digital displays currently do not clearly show trains that extend to Maryborough • Discuss various solutions to the problem and lobby DoT and the Minister until the information is correct and clear for passengers
<p>Action 12.2. Partner with neighbouring Councils to advocate for public transport timetables that meet the needs of employees travelling between the Central Goldfields and other regional and rural townships</p>	<ul style="list-style-type: none"> • Identify detailed gaps in public transport schedules • Understand which gaps affect which municipalities • Discuss the relevant gaps with each municipality • Determine next steps in terms of joint advocacy
<p>Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:</p> <hr style="width: 30%; margin-left: 0;"/> <p>12.3.1. Provide additional afternoon return train service from Maryborough to Melbourne (via Ballarat) leaving at 5:00pm to meet trip need for ‘day trip’ tourism market and for employees travelling between Maryborough Talbot and Ballarat.</p>	<ul style="list-style-type: none"> • Engage with DoT regional officers to understand who is best to respond to each of the queries • Engage with the specific DoT teams to understand the reasons why the current situation exists and why there is inconsistency across services or duplication of services • Discuss ways to resolve the issue and better meet customer needs

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low	Medium	Low	<p>CGSC Infrastructure, Assets and Planning Team; CGSC Corporate Performance Team</p> <p>Aviation manufacturing industry partners, Federal MP for Mallee, Minister for Transport Infrastructure (Victoria), Civil Aviation Safety Authority (CASA)</p>
Low			<p>CGSC Infrastructure, Assets and Planning Team</p> <p>DoT</p>
Low	Low		<p>CGSC Infrastructure, Assets and Planning Team</p> <p>Neighbouring LGAs: Mt Alexander, City of Ballarat, City of Greater Bendigo, Hepburn, Loddon, Northern Grampians, DoT, V/Line</p>
Low			<p>CGSC Infrastructure, Assets and Planning Team</p> <p>DoT</p>

Implementation Plan

Action	Next steps
A Connected Shire	
Outcome 12. Improved regional public transport	
<p>Action 12.3. Liaise with DoT to improve regional public transport for a day trip market and for employees by investigating ways to:</p>	
<p>12.3.2. Investigate whether the Mildura coach service needs to duplicate the train service to Melbourne and whether it could terminate at Maryborough with the 6 hours of round trip travel time being used to provide additional coach services in the Shire.</p>	
<p>12.3.3. Reduce the layover time spent on coach and train services at Ballarat and the variability in travel times between Maryborough and Southern Cross Station</p>	
Outcome 13. Improve tourism opportunities	
<p>Action 13.1. Improve existing walking and cycling trails such as the Goldfields Track and other trails as committed to in the Shire’s Walking and Cycling Strategy (2017)</p>	<ul style="list-style-type: none"> • Identify priority improvements from previous reports • Include them in the 2020/21 Council Action Plan • Design improvements and install as funds become available • Monitor and seek feedback from users and the wider community
<p>Action 13.2. Explore feasibility for the Maryborough to Newstead Rail Track Riders project as committed to in the Shire’s Tourism Strategy (2020)</p>	<ul style="list-style-type: none"> • Liaise with VicTrack to understand any impediments to using the track and any approvals that are required • Issue an Expression of Interest for use of Rail Track Riders on that section of track (potentially in conjunction with VicTrack) • Assist the successful bidder with making the appropriate applications to VicTrack
<p>Action 13.3. Liaise with DoT to improve scheduling of public transport services to facilitate a market for ‘day trip’ visitors from Bendigo, Ballarat and Melbourne</p>	<ul style="list-style-type: none"> • Engage with DoT to understand who in the marketing team is best to help with the request • Develop region specific marketing material that focuses on the ability for tourists to travel out of Melbourne via Ballarat or Bendigo and return via the alternative city stopping in Central Goldfields on the way

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			CGSC Infrastructure, Assets and Planning Team DoT
Medium	High	High	CGSC Infrastructure, Assets and Planning Team
Low			CGSC Infrastructure, Assets and Planning Team VicTrack, Rail Track Riders group (Tasmania)
Medium			CGSC Community Engagement & Communications Team DoT

Implementation Plan

Action	Next steps
A Connected Shire	
Outcome 13. Improve tourism opportunities	
<p>Action 13.4. Liaise with V/Line to investigate potential to create a ‘Central Goldfields’ tourist package as part of the annual Victoria Seniors Week in October</p>	<ul style="list-style-type: none"> Engage with DoT to understand who in the marketing team is best to help with the request Develop region specific marketing material that focuses on encouraging seniors to visit Central Goldfields in October 2021
<p>Action 13.5. Continue to improve wayfinding in Maryborough, and work with City of Ballarat and City of Greater Bendigo with a focus on attracting tourists to stay overnight and explore the region more fully</p>	<ul style="list-style-type: none"> Engage with Ballarat and Bendigo local tourism offices to develop understanding of what Central Goldfields has to offer and how easy it is to reach by public transport Engage with Probus groups in Ballarat and Bendigo to highlight the potential for cheap and cheerful day trips to Central Goldfields towns using the V/Line network
Outcome 14. Improved freight access for businesses and industries	
<p>Action 14.1. Work with existing and potential industry partners to support and encourage food clustering near Maryborough and containerised freight in Maryborough and Dunolly as committed to in the Economic Development Strategy (2020)</p>	<ul style="list-style-type: none"> Identify existing and potential industry partners Engage with them to understand the critical issues Discuss potential solutions and take a full list of ideas for discussion to Business Victoria
<p>Action 14.2. Liaise with DoT and RRV to identify and upgrade key roads and intersections to support higher productivity freight vehicle movements such as Avoca-Bealiba Road and Carisbrook-Havelock Road</p>	<ul style="list-style-type: none"> Identify critical roads and intersections and the improvements required Engage with RRV and discuss potential solutions Work with RRV to develop business case material to support funding submissions
<p>Action 14.3. Continue to work with State agencies to identifying the key local freight routes and identifying structures that may require upgrade to support the freight task</p>	<ul style="list-style-type: none"> Engage with RRV to highlight any community concerns about freight infrastructure and capacity Discuss potential solutions and work with RRV to bring together material that can support funding submissions

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Low			CGSC Infrastructure, Assets and Planning Team V/Line
Medium	Medium		CGSC Infrastructure, Assets and Planning Team City of Ballarat and City of Greater Bendigo
Medium	High	High	CGSC Infrastructure, Assets and Planning Team
Low			CGSC Infrastructure, Assets and Planning Team VicTrack, Rail Track Riders group (Tasmania)
Medium			CGSC Community Engagement & Communications Team DoT

Implementation Plan

Action	Next steps
A Connected Shire	
Outcome 14. Improved freight access for businesses and industries	
<p>Action 14.4. Explore and identify opportunities to improve freight connectivity across the Shire such as:</p> <hr/> <p>14.4.1. More direct link from Gladstone Street to Elgin Road</p> <hr/> <p>14.4.2. Long-term connection from Dooleys Road to McClure Street</p>	<ul style="list-style-type: none"> • Test the potential travel demands and high level cost and benefits for each link • Prepare concept plans for each link • Identify any land that needs to be reserved • Request approval to initiate a planning scheme amendment process to protect the alignment through a Public Acquisition Overlay or similar instrument that controls development of the land
<p>Action 14.5. Work with Australia Post to trial a program of delivery services that provides low cost delivery of goods from key businesses in Maryborough to each of the towns once per day</p>	<ul style="list-style-type: none"> • Identify businesses likely to benefit from being able to deliver goods to nearby towns cheaply each day • Discuss their current delivery strategies with these businesses and determine whether a cheap regular delivery service would be useful • Engage with Australia Post to determine who can discuss the proposal • Discuss the costs, feasibility and logistics of the concept • Develop a plan for the concept in concert with Australia Post • Be open to operating in a similar way to Bendigo Community Banks – with seed funding from locals and local co-ownership of the service

Cost assessment: Low - Less than \$50k // Medium - \$50k to \$200k // High - More than \$200k

Cost & timeframe by			Lead team & partners
2022	2025	2031	
Medium-High	Medium-High		CGSC Infrastructure, Assets and Planning Team DoT, RRV, DELWP
Low			CGSC Infrastructure, Assets and Planning Team Australia Post, local businesses

