

Dunkeld Community Plan 2019–2021

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Southern Grampians
SHIRE COUNCIL

About Dunkeld

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Located within the Southern Grampians Local Government area of Victoria, Dunkeld lies at the foot of Mount Sturgeon – the southern tip of the Grampians and the Great Dividing Range.

Named after a town in the Scottish Highlands, Dunkeld has long been on the tourist map thanks to its stunning position at the southern end of the Grampians National Park.

About Dunkeld

For visitors the key attractions are likely to be a visit to the **Royal Mail Hotel** and hiking through the **Grampians National Park**. Dunkeld is also famous for its many annual events, including the **Dunkeld Cup, Serra Terror, 3 Peaks Festival**, and the **Sturgeon Stampede**.

The Myers family's multi-million-dollar revitalisation of the **Royal Mail Hotel** in the late 1990s put Dunkeld on the map as a gastro-tourism destination. As well as a string of awards and accolades for its food, Gourmet Traveller magazine voted the Royal Mail's wine list as the best in Australia. The extensive list includes local wines from the Henty, Grampians and Pyrenees wineries.

Dunkeld has a very picturesque and well-kept main street, with a range of cafes, art galleries, agricultural supplies, banking, pharmacy, gifts and clothing shops. There is also a thriving local art scene, hidden gem cafes, a variety of accommodation options and a popular yoga retreat.

The **Dunkeld Arboretum** is positioned at the end of a walk along Salt Creek through the town. The Arboretum is managed entirely by volunteers, and features a meandering walking track through hundreds of trees (including magnificent giant redgums) and a series of small lakes criss-crossed with bridges – all against the stunning backdrop of **Mount Abrupt**. It is a popular location for photographers, nature lovers, Sunday cyclists, and casual strollers.

For the locals, Dunkeld is of course a slightly different place. It is a place of close-knit community, with over 40 active community organisations – each their own vitally important social hub.

The **Dunkeld Consolidated School** is an extremely important social asset and is highly regarded for its **Stephanie Alexander Kitchen Garden** program. The **Dunkeld Bush Kinder** program has been so successful it has a waiting list for enrolment, even from families who do not live or work in Dunkeld. Likewise, the **Glenthompson-Dunkeld Football Club**, the **Dunkeld CFA**, and the **Dunkeld CWA** are all iconic local institutions.

Sterling Place – Dunkeld's Community Centre – has become a popular place for events, conferences and weddings. It has a range of meeting spaces, some of which are free of charge to community groups.

Agriculture remains the predominant local industry, directly employing 27% of the population, with 15% working specifically in sheep farming (ABS, 2016). Hospitality and tourism are emerging growth employers.

Our People

The 2016 Census figures show that Dunkeld has some unique demographic features that may help to shape community thinking about local priorities.

Firstly, there are almost twice as many children in the 0-9 age group as there are within the 10-19 age group.

Secondly, around 20% of the population are aged 65+, many who live and work on farms outside the immediate township.

Table 1: Dunkeld Population

Age	Number of people	% of population
0-4	45	6.6
5-9	59	8.7
10-19	57	8.4
20-29	59	8.7
30-44	112	16.5
45-64	198	29.2
65-74	84	12.4
75+	52	7.6

*Source: Australian Bureau of Statistics, 2016,
Dunkeld General Community Profile*

Our Community Facilities and Services

Health and Emergency Services

– CFA
Dunkeld Red Cross
Dunkeld Rural Fire
Brigade
Dunkeld SES
Mirinatwa Rural Fire
Brigade
Police Station
Home and Community
Care Services

Tourism, Arts and Recreation

Accommodation
providers
Caravan Park
Cloud Mountain
Retreat
Discover Dunkeld
Dunkeld Adventure
(Serra Terror)
Dunkeld Arboretum
Dunkeld Historical
Museum
Dunkeld Racecourse
Grampians National
Park
Griffins Hill Yoga
Retreat
Lost in Sculpture
Off the Rails Gallery
Playground
Recreation Reserve
Swimming Pool
Visitor Information
Centre

Sporting and Community Groups

Dunkeld & District
Lions Club
Dunkeld & District
Senior Citizens Group
Dunkeld Bowling Club
Dunkeld Cemetery
Trust
Dunkeld Community
Centre Committee
Dunkeld Craft Group
Dunkeld Garden Club
Dunkeld Pony Club
Dunkeld Public Lands
Committee
Dunkeld Racing Club
Dunkeld Refugee and
Asylum Seeker Support
Group
Dunkeld RSL
Dunkeld Tennis Club
Footprints
(community choir)

Glenthompson/
Dunkeld Football
Netball Club
Grampians Cricket
Club
Grampians Golf Club
Grampians
Piecemakers Quilting
Group
Landcare
Saint Mary's Anglican
Church
Saint Patrick's Catholic
Church
Stephanie Alexander
Kitchen Garden
Uniting Church

Education

Dunkeld Consolidated
School
Dunkeld Kindergarten
(inc Bush Kinder)
Free Spirit Childcare
Centre
Dunkeld Playgroup

Business and Retail

Art studios and
galleries
Automated fuel station
Bakery, Cafes,
Takeaway and
Restaurants
Book shop
Dunkeld & District
Community Bank
Dunkeld Pastoral
Dunkeld Progress
Association
Furniture
Gift shops
Grampians Regional
Bank
Hardware and rural
supplies
Pharmacy
Post Office

Our Values

Across all age groups, respondents uniformly rated Dunkeld's natural beauty and strong sense of community as the two things they most valued about living in Dunkeld. A high percentage of community members identify as volunteers, with many more actively engaged in one or more of the towns numerous sporting and community groups.

The following are the community and historic assets nominated as those valued most by community members at the 2016 Community Engagement session:

The combination of 'tourist Dunkeld' and 'locals' Dunkeld' makes Dunkeld a place with a split identity.

With the completion of the Grampians Peaks Trail due for the end of 2020 (and a three-day hike accessed from Dunkeld due to open in 2019), Dunkeld's tourist population is set to step up exponentially. The completed 144km Grampians Peaks Trail will connect some of the Grampians' most spectacular peaks, from the massive sandstone outcrops around Mt Zero in the north, all the way to Mount

Abrupt (and Dunkeld) at the southern end. It will become a drawcard for local and international visitors, in a similar way to the renowned Overland Track (67km) in Tasmania and the Milford Track (53km) in New Zealand – with all the opportunities and challenges this represents.

Table 2: Community and historic assets

Community assets	Historic assets	
Dunkeld's reputation and public profile	Visitor Information Centre	Saw Mill
Returning young families	Museum	School
People/ Community	Railway Station	Golf Club
Stephanie Alexander Kitchen Garden	Arboretum	Old Bakery
Gateway to the Grampians	Pool	Playground
Natural beauty	Cemetery	Recreation Reserve
Salt Creek	Post Office	Racecourse

Purpose

The purpose of this Plan is to build some clarity around the vision that residents of Dunkeld hold for their town.

The Plan aims to:

- recognise those built, social and environmental assets that are most valued by residents;
- identify social, economic and environmental opportunities for the town;
- provide direction on how community-identified project and infrastructure ideas might be prioritised;
- detail the steps towards action.

The plan will help to identify gaps and opportunities for future service or infrastructure needs, and will be an important supporting document for any community groups seeking funding for specific projects.

The Community plan will provide a blueprint for the specific range of social and infrastructure projects that are important to the community, and provide guidance to local government and community leaders on which of these projects should be prioritised for action.

How the Plan was Developed

The Dunkeld community plan has been developed by Southern Grampians Shire Council and Dunkeld Progress Association through a consultation process with the community that included:

- An initial survey to identify values, assets and the needs of the community
- A preliminary community planning forum held in April 2016 with an additional youth engagement component carried out at the Dunkeld Community Pool Party in December 2017.

- Individual businesses and community groups were emailed with a request for a list of their top three personal and strategic priorities for the future. From this information, a survey was distributed to the Dunkeld Community in May 2018 (via Survey Monkey), with 60 responses submitted.

Our Priorities

This Community Plan is designed as a 'working document' and can and should be revised as the needs of the town change.

The Dunkeld community has been surveyed extensively over the past two year period on their thoughts and aspirations for the future of their town. The final survey, distributed in March 2018, brought together all previous community feedback and project ideas and asked residents to prioritise their responses to these three questions:

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- 1. What do you believe are the priorities for community life in Dunkeld?**

 - 2. What do you believe are the priorities for physical and infrastructure assets in Dunkeld?**

 - 3. What are the most important advocacy initiatives for Dunkeld?**

The results of this survey can be found at Appendix B, with a breakdown of the level of priority given to each of the survey responses. These results are a guide as to where community priorities lie, and provide supporting documentary evidence for community groups when applying for related grants. They are not intended to be absolute, and the community should take a flexible approach in determining which projects should be given focus at any one time.

The following three community themes outline the full list of community project ideas and initiatives in order of priority.

Community Life

Objective	Actions	Responsible group	To be achieved by
1. Improved public transport links and timetables	<ul style="list-style-type: none"> – Good public transport links are essential for community and tourism: especially with Melbourne, between Ararat and Portland; and to Warrnambool (connecting with Great Ocean Road). – Review service times and connections. – Weather-appropriate bus shelters. 		
2. Improve recreational and leisure facilities for children particularly older youth	<ul style="list-style-type: none"> – Skate/ Bike Park. – Reinstate water slide at pool and/or other added activities at Swimming pool. – Keep pool open all through summer to avoid tourists leaving and going to Halls Gap. Capitalise on tourism opportunities. – Development of former Maternal & Child Health Centre into a youth drop-in centre or community space. – Create recreational facilities suitable for older children – ie rock-climbing wall, flying fox etc. 		
3. More community get-togethers to increase informal local connections	<ul style="list-style-type: none"> – Use Community Centre for: food co-op, online health consultations, veggie swap, small lending library. – Involve community early in discussions and decision-making around community facilities. – Quarterly ‘community tea’ at the Community Centre. – Use Dunkeld Facebook page to list local jobs and projects. – Develop online social hub app where all community groups can connect. – Annual conference for all local community groups to gather. 		

Objective	Actions	Responsible group	To be achieved by
4. Greater support for sustainability initiatives	<ul style="list-style-type: none"> – Develop Dunkeld as an ‘eco-tourism’ destination. – Identify and publicise a Dump Point and address disposal of additional rubbish from visitors. – Community renewable energy project. – Plastic bag-free Dunkeld. – Carbon footprint audit – more info on how to reduce and report on targets. – Good environmental design guide for new houses – with list of resources and local business (solar, design, productive gardening). – Regular farmers market. 		
5. Greater encouragement of participation in outdoor activities	<ul style="list-style-type: none"> – Exercise machines around the arboretum. – Integration of walking and cycling trails between GPT and Dunkeld. – Develop cycling master plan. 		
6. Greater support for new and online businesses	<ul style="list-style-type: none"> – Lower-end accommodation options ie backpackers. – Business support training – to help support and link-in the local start-up, online, and tourism businesses. 		

These priorities are supported by the following regional strategic plans:

- SGSC Community Inclusion Plan 2013-17
- SGSC Economic Development Strategy 2011-2021
- SGSC Sustainability Strategy 2011-2021
- SGSC Tourism Strategic Plan 2010-15
- Great South Coast Regional Priority (2017)
- SGSC Asset Management Plan
- Greater Hamilton Outdoor Pool Policy
- SGSC Health and Wellbeing Plan
- Parks Victoria’s Grampians Peaks Trail Master Plan

Physical and Infrastructure Assets

Objective	Actions	Responsible group	To be achieved by
1. More shops	<ul style="list-style-type: none"> – Explore solutions to developing more retail space in the centre of town – Supermarket – Manned petrol station – Camping goods – Lower end accommodation options (backpackers) – More PO boxes 		
2. Improve community infrastructure	<p>Support and improve existing community infrastructure, ie pools, library services, sporting and cultural facilities – and involve community early in decision-making.</p>		
3. Underground power lines	<p>Investigate options for underground powerlines to avoid damage to historic trees, reduce fire risk, and improve visual amenity. Start with northern side of town – Victoria Valley Road.</p>		
4. Traffic and roadside vegetation management.	<ul style="list-style-type: none"> – Investigate traffic calming measures for Parker St. – Advocate to SGSC, VicRoads, and VicPol to monitor speed of vehicles in Parker Street, particularly logging trucks. – Review roadside vegetation management policy (to avoid creating dangerous roadsides and intersections). – Review SGSC Street tree management plan. – Advocate that street trees are pruned near powerlines within reason. 		
5. Cultural and natural history centre.	<ul style="list-style-type: none"> – Signage to reflect traditional owners with welcome/acknowledgment to country. – Cultural and natural history centre. 		
6. Upgrade and seal key roads and footpaths	<ul style="list-style-type: none"> – Develop a list and prioritise footpaths to be created or improved. – Drainage strategy for town. 		
7. Township bypass			

These priorities are supported by the following regional strategic plans:

- SGSC Economic Development Strategy 2011-2021
- SGSC Tourism Strategic Plan 2010-15
- Retail Development Strategy 2011-2021

- Great South Coast Regional Priorities 2017
- Parks Victoria’s Grampians Peaks Trail Master Plan
- Dunkeld Structure Plan

- SGSC Road Management Plan
- SGSC Asset Management Plan
- Arts & Culture Strategic Plan 2014

Advocacy Initiatives

Objective	Actions	Responsible group	To be achieved by
1. Local Reference Group to work with Stakeholders (i.e. SGSC, Parks Vic) on issues and opportunities around Grampians Peaks Trail	<ul style="list-style-type: none"> – Review ‘free’ camping at Freshwater lake (especially around waste management) – More lower-end accommodation options (backpackers) – Define the role and scope of the Progress Association. 		
2. Develop proposal for ‘whole-of-town’ RTO (Registered Training Organisation), combining elements of agriculture, hospitality and tourism – with employment pathways into local industry.			
3. Encourage younger people to be more involved as community volunteers.			
4. Identify and promote first point of contact between Dunkeld community and SGSC (for issues affecting community, grant information etc).	<ul style="list-style-type: none"> – Increase interaction and support between the Dunkeld community and Council. 		
5. Cultural and natural history centre.	<ul style="list-style-type: none"> – Provide opportunities to facilitate international migration. – A formal welcoming process for new residents. 		
6. Advocate for improved internet (ie NBN) and mobile services.	<ul style="list-style-type: none"> – Advocate for improved internet and mobile services to encourage new business. . 		

These priorities are supported by the following regional strategic plans:

- SGSC Community Inclusion Plan 2013-17
- SGSC Economic Development Strategy 2011-2021
- SGSC Sustainability Strategy 2011-2021
- SGSC Tourism Strategic Plan 2010-15
- Retail Development Strategy 2011-2021

Next Steps

As custodian of the Dunkeld Community Plan, the Dunkeld Progress Association should now consider:

- the best way of communicating the outcomes of the Plan;
- if there is agreement on which project ideas should be given priority; and
- how to recruit community members to the task of coordinating and developing each of the project ideas.

Appendix A

Dunkeld Community Plan Survey Results

Q1. In order, what do you believe are the priorities for community life in Dunkeld?

	1	2	3	4	5	6	Total	Score
Improved public transport links and timetables	37.50% 21	21.43% 12	12.50% 7	14.09% 8	7.14% 4	7.14% 4	56	4.46
More community get-togethers to increase informal local connections.	14.81% 8	9.26% 5	22.22% 12	20.37% 11	25.93% 14	7.41% 4	54	3.44
More recreational facilities for older children.	23.64% 13	23.64% 13	16.36% 9	10.91% 6	12.73% 7	12.73% 7	55	3.96
Greater support for new and online businesses.	5.45% 3	12.73% 10	7.27% 4	34.55% 19	16.36% 9	23.64% 13	55	2.85
Greater encouragement of participation in outdoor activities.	10.71% 6	17.86% 10	16.07% 9	10.71% 6	21.43% 12	23.21% 13	56	3.16
Greater support for sustainability initiatives.	12.07% 7	15.52% 9	22.41% 13	6.90% 4	17.24% 10	25.86% 15	58	3.21

Q2. In order, what do you believe are the priorities for physical and infrastructure assets in Dunkeld?

	1	2	3	4	5	6	7	Total	Score
Cultural and natural history centre	16.07% 9	8.93% 5	16.07% 9	17.86% 10	8.93% 5	17.86% 10	14.29% 10	56	4.46
More shops (ie supermarket/ petrol station)	37.93% 22	32.76% 19	12.07% 7	6.90% 4	3.45% 2	3.45% 2	3.45% 2	58	3.44
Consolidation of retail precinct	5.36% 3	19.64% 11	23.21% 13	23.21% 13	17.86% 10	5.36% 3	5.36% 3	56	3.96
Underground power lines	14.29% 8	7.14% 4	21.43% 12	21.43% 12	17.86% 10	8.93% 5	8.93% 5	56	2.85
Traffic calming landscaping for Parker St.	5.26% 3	15.79% 9	17.54% 10	19.3% 11	26.32% 15	15.79% 9	0	57	3.16
Township bypass	7.02% 4	3.51% 2	5.26% 3	0	10.53% 6	17.54% 10	56.14% 32	57	3.21
Upgrade and seal key roads	17.24% 10	13.79% 8	5.17% 3	10.34% 6	15.52% 9	27.59% 16	10.34% 6	58	3.21

Appendix A

Dunkeld Community Plan Survey Results

Q3. In order, what are the most important advocacy initiatives for Dunkeld?

	1	2	3	4	5	6	Total	Score
Local reference group to work with Council on issues and opportunities around Grampians Peaks Trail, especially around new business development.	39.62% 21	26.24% 14	13.21% 7	7.55% 4	7.55% 4	5.66% 3	53	4.66
Develop proposal for 'whole-of-town' RTO (Registered Training Organisation), combining elements of agriculture, hospitality and tourism – with employment pathway into local industry.	18.87% 10	28.30% 15	26.42% 14	9.43% 5	9.43% 5	7.55% 4	53	4.15
Identify and promote first point of contact between Dunkeld community and SGSC (for issues affecting community, grant information etc.	11.32% 6	20.75% 11	22.64% 12	24.53% 13	13.21% 7	7.55% 4	53	3.70
Encourage younger people to be more involved as community volunteers.	20.75% 11	13.21% 7	20.75% 11	32.08% 17	9.43% 5	3.77% 2	53	3.92
Develop new residents' packs, with a publicised go-to person to connect residents with services.	5.45% 3	7.27% 4	7.27% 4	10.91% 6	43.64% 24	25.45% 14	55	2.44
Advocate for improved internet (ie NBN) and mobile services.	11.11% 6	5.56% 3	9.26% 5	12.96% 7	12.96% 7	48.15% 26	54	2.44

For more information contact
info@emailaddress.com



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