



HAMILTON SHOWGROUNDS

MASTERPLAN 2024

Acknowledgement of Country

Southern Grampians Shire Council acknowledges that our Shire is on the traditional lands of the Gunditjmara, Djab Wurrung, Jardwadjali and Buandig people.

We recognise the important ongoing role that Aboriginal and Torres Strait Islander people have in our community and pay our respects to their Elders, past, present and emerging.

Contents

1 Introduction 3

2 Masterplan 6

3 Implementation 16

4 Appendices 22

4.1 Context Analysis

4.2 Site Analysis

4.3 Engagement Summart

4.4 Precedent Study

Project:	Hamilton Showgrounds	
Document Title:	Masterplan Report	
Client:	Southern Grampians Shire Council	
Lead Consultant:	REALMstudios + Partners Hill	
Date:	03/08/2023	
Document Issue:	B	
Issue for:	Revision:	Date:
CLIENT REVIEW (DRAFT)	A	03/08/2023
PUBLIC EXHIBITION (FINAL)	B	04/03/2023

Prepared by: REALMstudios

In collaboration with: Partners Hill



Introduction



The purpose of the Plan is to identify a vision and future project actions across the Hamilton Showgrounds precinct. It will include plans to improve access, circulation, amenities and facilities. It will celebrate Hamilton’s rich agricultural roots and improve spaces to support felxible events and community uses.

In partnership with site stakeholders a number of issues that require attention were identified to ensure that the Hamilton Showgrounds precinct supports a thriving community and guarantees a sustainable events program into the future. To respond to these opportunities and challenges, South Grampians Shire Council has prepared this Masterplan (the Plan).

The Plan will deliver a long-term vision for Hamilton Showgrounds. It will aim to enhance and improve the overall look, feel, and functionality of the Showgrounds.

The Plan will be a strategic guide for Council to cohesively plan, fund and implement works to enhance the experience for locals and visitors visiting the Showgrounds.

Development of this Plan has been shaped by extensive research and consultation with site stakeholders and the Hamilton community. The Plan demonstrates how the community’s vision, and design principles – guided by best practice design and planning principles – can create a well-designed and operational events venue.

Plan Development Timeline

The Plan is supported by a comprehensive program of community and stakeholder engagement. This process started in March 2023, continuing through to the development of the Plan, and its final delivery in February 2024.



Key Considerations



From the responses gathered from Workshops and feedback sessions with stakeholders and the community, the proposed Plan design has developed from a series of key considerations. These include:

1. Regional and local positioning

- Support the continuation and enhancement of sheepvention and its operation
- Minimally disrupt the operation of Sheepvention
- Increase the opportunities for regional and local patrons to interact with the site year round eg; introduce camping opportunities and agricultural events
- Provide opportunity for multi-purpose buildings to attract various users locally and beyond



2. Events program and community participation

- Support the introduction of additional events to the site
- Apportion the site to allow for multiple events to occur at the same time
- Provide appropriate structures and infrastructure to reduce event costs
- Retain facilities that continue to provide adequate usefulness
- Create active street edges to encourage impromptu participation in the site
- Increase the opportunity for user groups to interact with each other in multi-purpose buildings and spaces
- Ensure no existing user group gets less than what they have



3. Access, circulation and parking

- Better define territories through soft and hard surfaces to create ease of circulation and flexibility in site organisation
- Avoid the need for apron parking by increasing street parking opportunities
- Upgrade site drainage to manage flooding and surface damage issues
- Locate site entries and exits conducive to site operation, large truck loading, traffic and event layouts
- Create clearer front doors and entry ways
- Simply road networking to assist loading and provide flexibility for event layouts



4. Flexibility and adaptability

- Organise the site to allow for year-round activities such as camping and indoor recreation
- Apportion the site to allow for a flexibility of event sizes
- Provide opportunities for a mix of outdoor, indoor and in between space.
- Provide flexible infrastructure and services layouts



5. Sustainability

- Increase vegetation and enhance the already abundant landscape boulevard throughout Hamilton
- Introduce water collection from the vast amount of roof area available on site.
- Orient sites and structures to optimise sun light and incorporate solar power generation.
- Retain useful buildings and structures where appropriate, and extend/ upgrade existing structures as necessary
- Introduce a staged development strategy which allows the site to increase revenue early on



6. Establish an effective Governance Structure

- Consolidate the governance and management body to more efficiently manage the sites development
- Simplify party agreements, ownership and responsibilities
- Encourage the management body to seek increased revenue and investment opportunities and structure options
- Develop varying scales of potential projects to accommodate varying scales funding



7. Amenity and institutions

- Use the site to accommodate parking needs for site users and overflow parking for surrounding facilities
- Enhance street interaction and public presence along main boulevards
- Encourage view and pedestrian connection to surrounding institutions and landscapes
- Encourage densification, activity and development zones on the most public streets
- Increase street edge parking to creating activity around the site

The Vision

Transforming Hamilton Showgrounds into a dynamic, inclusive, and sustainable regional events hub.

Guiding Principles

Developing a masterplan for the Hamilton Showgrounds careful consideration of various factors to ensure that the precinct serves the community and meets its potential. Seven key principles guide the development of the precinct into a vibrant, sustainable, and inclusive community asset that serves the evolving needs of the region.



1. Celebrate the community’s agricultural roots:

Hamilton Pastoral and Agricultural Society was established in 1858 with the Hamilton Showgrounds formed a few years later. Respect the social and historical significance of the Hamilton Showgrounds, maintaining and restoring its character and features to celebrate the site’s rich community, events, and agricultural history. Incorporate informative displays or museums to educate visitors about the site’s past and the community’s achievements.



2. Strengthen Regional and Local Positioning:

Position the Hamilton Showgrounds as a regional destination while enhancing its local relevance, collaborating with neighboring communities, and aligning events and offerings with the region’s cultural, social, and economic identity. Foster synergy with neighboring amenities and institutions, such as educational facilities, parks, and cultural venues, to create a cohesive community environment, facilitating shared resources and enhancing the overall appeal of the precinct.



3. Multi-Purpose Utilization:

Design the precinct to serve a wide range of community needs. Ensure the showgrounds can host a variety of events at multiple scales, such as agricultural shows, markets, cultural festivals, and one-off events. Flexibility in space use and durable infrastructure will make it a hub for diverse activities. Supporting a thriving events program and increased community participation will ensure the precinct’s longevity.



4. Contemporary and Sustainable Practices:

Implement sustainable design and environmental practices throughout the precinct. Incorporate greening, energy-efficient infrastructure, and waste management systems to minimise the environmental footprint while promoting a healthy environment for visitors. Embrace innovation and technology to enhance visitor experiences, ticketing services, streamline operations, and stay at the forefront of event management, ensuring the showgrounds remains a modern and dynamic facility.



5. Inclusivity and Accessibility:

Ensure that the showgrounds are accessible to all members of the community. Plan for efficient transportation and infrastructure. Ensure effective event access and circulation, visitor parking, transport options, that accommodate peak event flows and day-to-day activities. Incorporate a logic to the site with paths, amenities, and facilities that accommodate community and visitor needs and promote a welcoming atmosphere for all.



6. Effective Governance:

Create a transparent and efficient governance structure that encourages collaboration between public and private stakeholders, ensuring accountability, clear decision-making processes, and a strategic vision that aligns with the long-term goals of the precinct.



7. Economic sustainability:

Develop the precinct to be economically sustainable by attracting a variety of events and businesses. This can include hosting regular markets, food vendors, and entertainment options to generate revenue and support local businesses. Working with site partners, identify and capitalize on diverse revenue streams by strategically attracting events, partnerships, and businesses that align with the showgrounds’ purpose, creating a financially robust model that supports ongoing development and maintenance.

2.0

The Masterplan



LEGEND

- 1 Existing Sheep Sheds
- 2 Hamilton Exhibition & Conference Centre
- 3 Events Hall 1
- 4 Events Hall 2
- 5 Showgrounds Centre
- 6 Events Lawn
- 7 Events Court
- 8 Camp Grounds
- 9 Amenties Block
- 10 Primary Entrance
- 11 Secondary Entrance
- 12 Loading Zones
- 13 Pickup Drop off Area
- 14 Perimeter Parking
- 15 Ram Shed w. possible extension
- 16 Storage

- Existing Trees
- Proposed Trees
- Turf Area
- Granitic Surface
- Concrete Apron
- Development Zone
- Existing Building
- Proposed Building
- Active Frontage

Design Strategies

Design Layers

The Plan is organised into subsections that talk to different design layers: Access and Circulation; Facilities and Activation; Events and Activation; and Management and Sustainability. Each of these layers comes together to create the physical foundation to achieve the Plan's guiding principles and vision.

Access + Circulation

This layer focuses on optimising the physical layout of the precinct to ensure efficient and user-friendly access. It includes thoughtful planning of entry points, pathways, parking areas, and transportation infrastructure. The goal is to create a well-connected and easily navigable space, accommodating both day-to-day activities and large-scale events. Access and circulation design enhances the overall visitor experience, promotes inclusivity, and facilitates smooth traffic flow during events.

Facilities + Amenities:

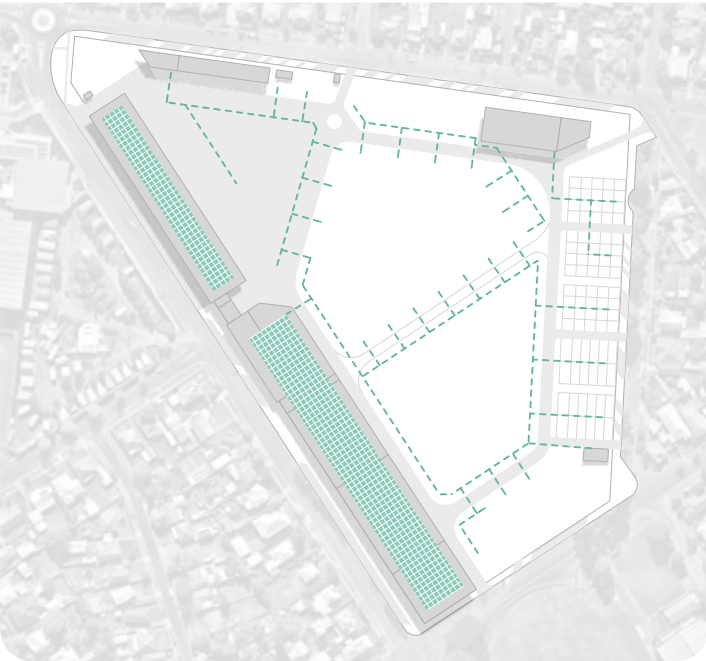
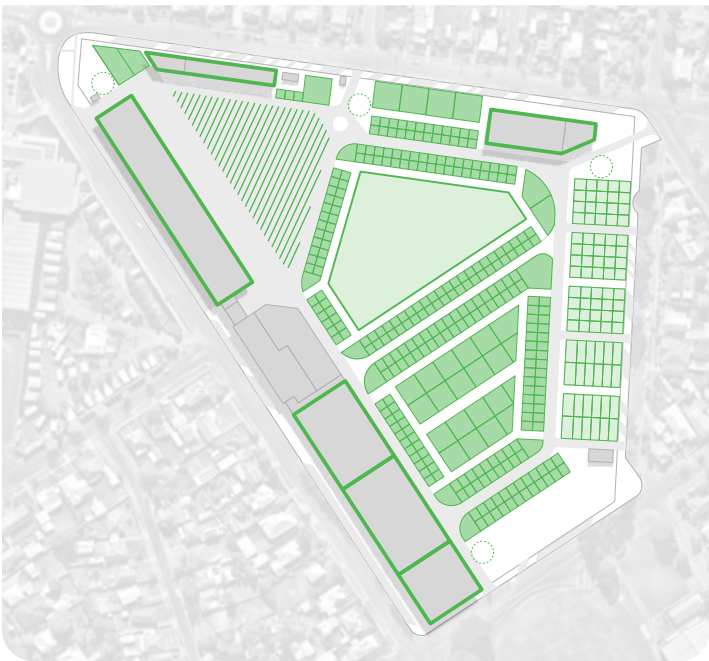
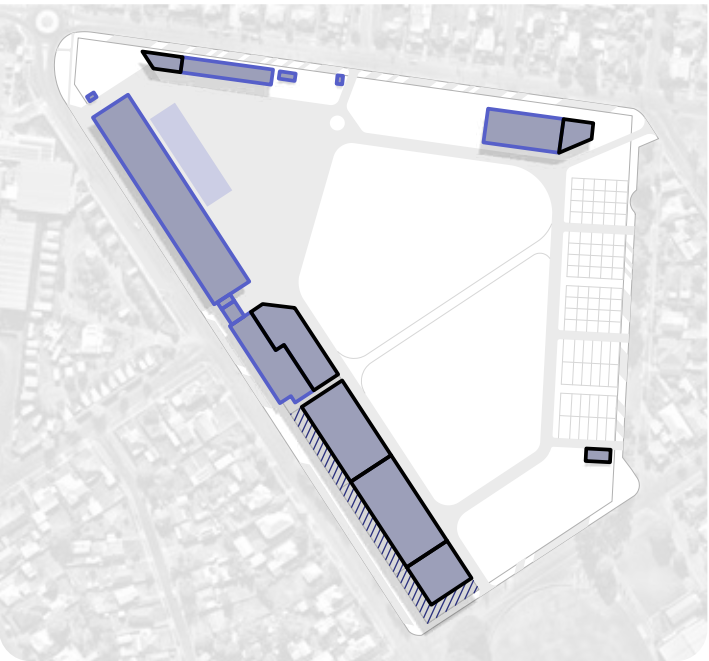
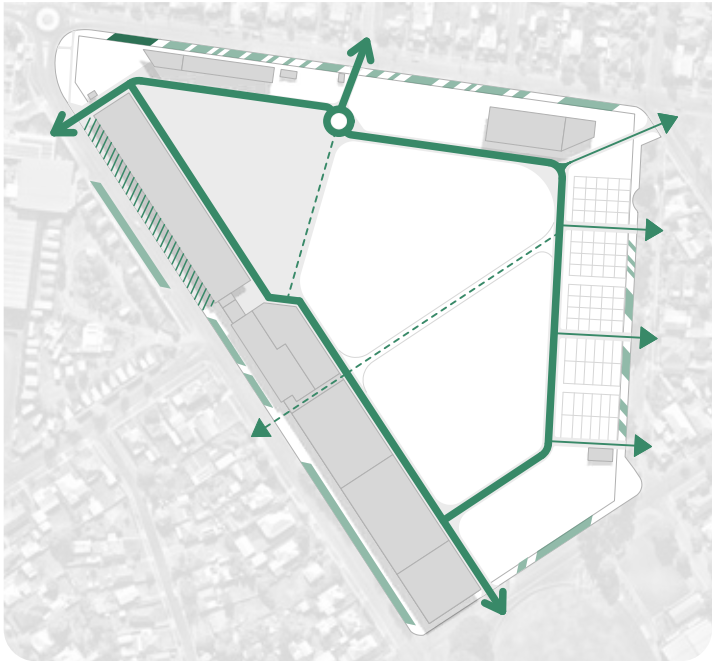
The Facilities and Activation layer addresses the physical infrastructure and amenities within the showgrounds. It involves the design of versatile and adaptable spaces that can accommodate a variety of activities, events, and community functions. This layer also considers the integration of modern technologies to enhance visitor experiences and operational efficiency. Activation strategies involve programming the space with events, markets, and cultural activities to ensure year-round engagement and vibrancy.

Events + Activation

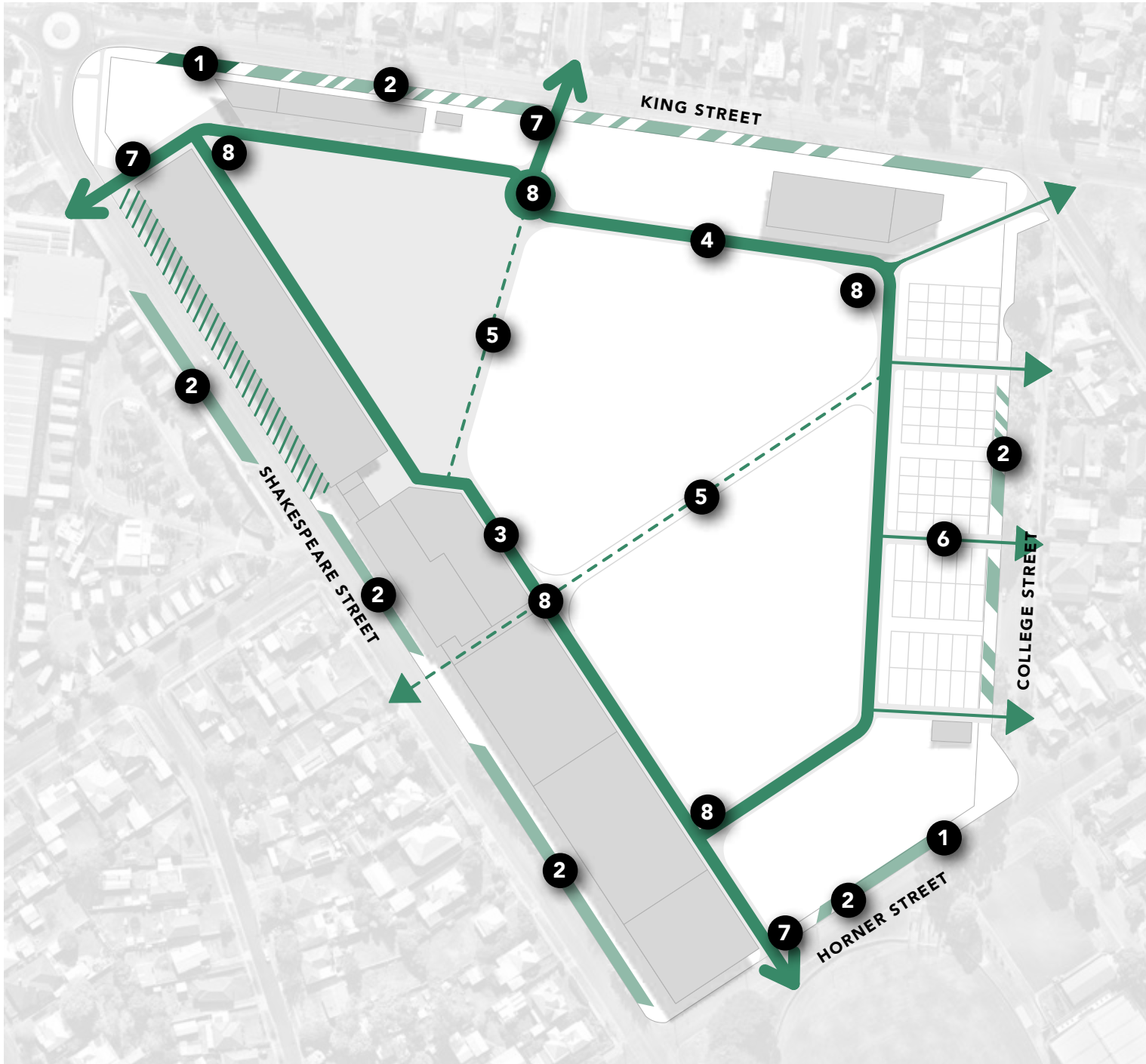
This layer is dedicated to the strategic planning and design of events and activations within the precinct. It involves creating spaces and infrastructure that are conducive to hosting diverse events, ranging from agricultural shows and markets to cultural festivals and one-off gatherings. The design considers the scalability and flexibility of spaces to accommodate events of varying sizes. Additionally, it addresses the integration of temporary structures, stages, and other event-specific requirements to ensure seamless event execution.

Management + Sustainability

The Management and Sustainability layer is focused on the governance, operational aspects, and environmental considerations of the showgrounds. It includes the establishment of an effective governance structure, incorporating sustainable design practices, and implementing environmentally friendly initiatives. This layer also addresses the economic sustainability of the precinct by identifying revenue streams, fostering partnerships, and ensuring responsible financial management. Effective management strategies contribute to the long-term success and resilience of the showgrounds as a community asset.



Access + Circulation



- Primary access and circulation
- Secondary/exhibitor access
- Perimeter parking
- Existing loading zone
- Pick-up/Drop-off areas

Design Strategies



1. Drop-off Area:
Plan for efficient transportation and infrastructure. Ensure facilities, and consider public transport



2. Parking Solutions:
Implement well-organized perimeter parking areas with clear signage, considering both short-term and long-term parking needs during events and day-to-day activities.



3. An Active Spine:
Plan for efficient transportation and infrastructure. Ensure facilities, and consider public transport



4. Site Flow:
Plan for efficient traffic flow within the site during peak event times, incorporating a perimeter circuit.



5. Pedestrian Pathways:
Create well-defined and accessible internal pathways, that structure events and encourage leisurely walks when events are not live.



6. Secondary Connections:
Provide dedicated access for exhibitors from the east during events. Outside of events this provides a permeable interface for surrounding residents.



7. Strategic Entry Points:
Designate and enhance specific entry points to guide visitors efficiently into the showgrounds, ensuring a welcoming and organized arrival experience.



8. Landscaping and Wayfinding:
Integrate tree planting to visually enhance the environment and implement effective wayfinding systems to guide visitors seamlessly.

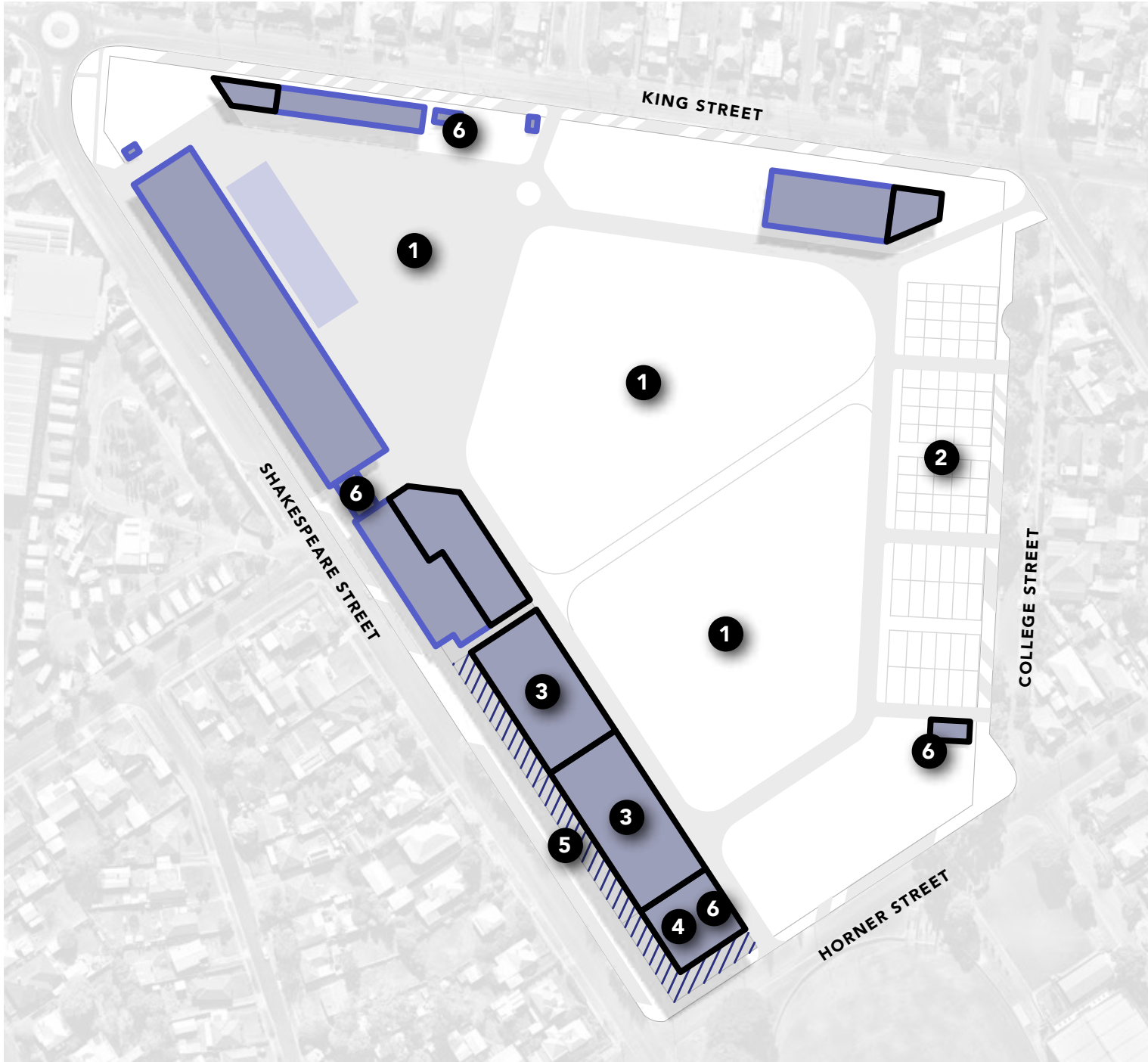


9. Public Transport Integration:
Coordinate with local public transport providers to ensure convenient and sustainable access to the showgrounds, promoting the use of public transportation.



10. Universal Accessibility:
Ensure all areas of the showgrounds are accessible to individuals with diverse abilities, incorporating ramps, elevators, and other inclusive design elements.

Amenities + Facilities



Design Strategies



1. Flexible outdoor space:
Structure flexible outdoor spaces through framed lawn areas.



2. Camping areas
Develop a dedicated camping area, equipped with essential amenities and services to accommodate tourists in town.



3. Adaptable spaces:
Develop designated buildings for vendors and markets, promoting local businesses and creating economic opportunities within the community.



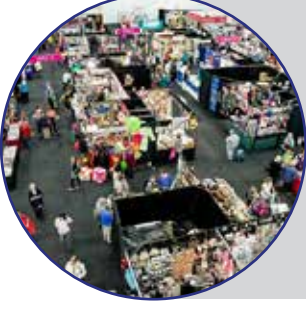
4. Central Hub:
Create interactive exhibits and displays that educate visitors about agriculture, history, and community achievements, fostering a sense of pride and connection



5. Active edges:
Develop designated building edges for vendors and stakeholders, promoting local businesses, street activation and creating economic opportunities within the community.



6. Amenities
Enhance on-site amenities to ensure the comfort and convenience of visitors.



7. Adaptable Infrastructure:
Invest in infrastructure that can be easily adapted to accommodate evolving community needs and emerging trends in events and activities.



8. Community Gathering Points:
Design communal spaces, such as plazas and seating areas, to encourage social interactions and community engagement during events and day-to-day activities.

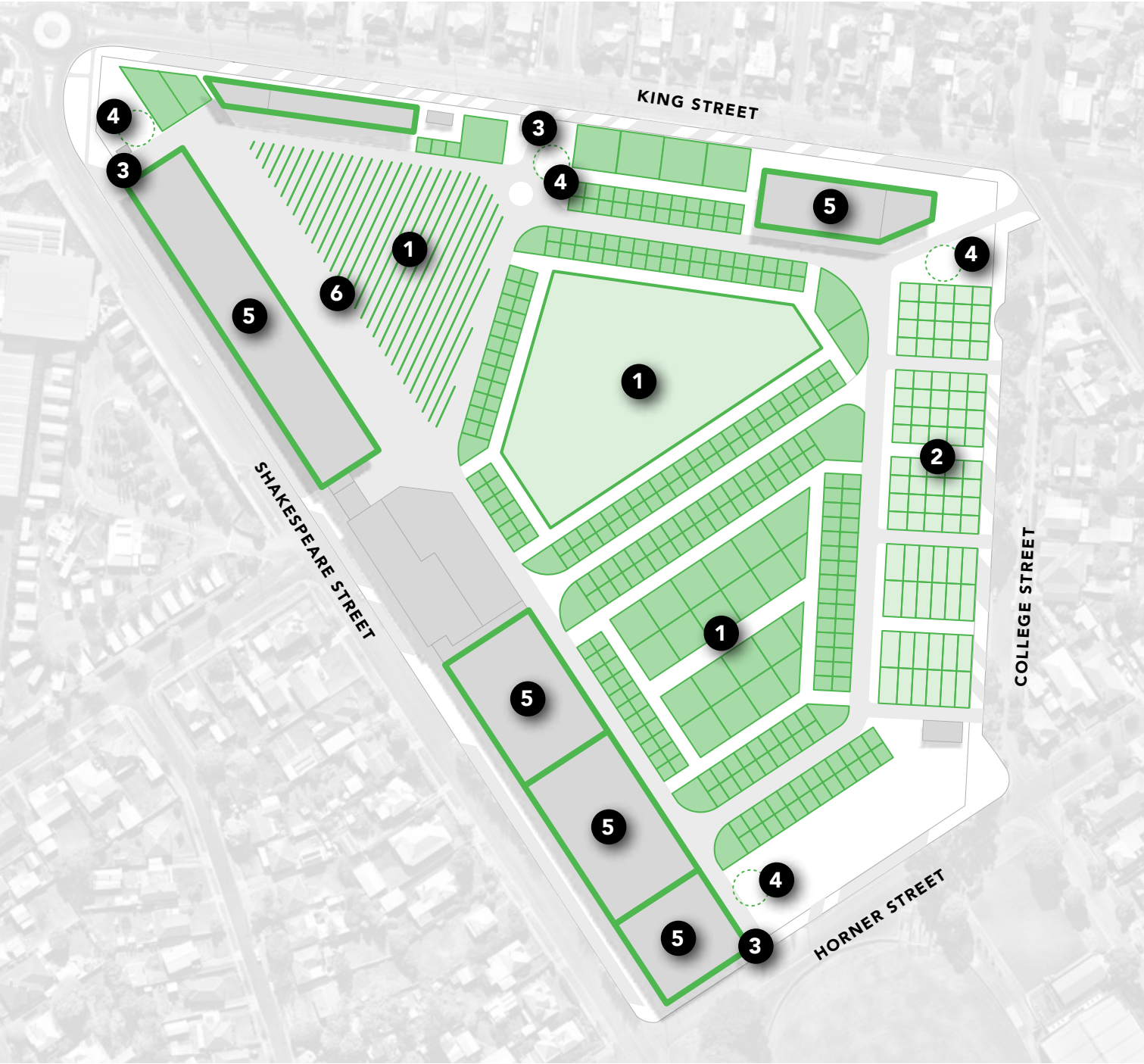








9. Technology-Enhanced Amenities:
Integrate modern technologies into facilities, such as interactive displays, Wi-Fi connectivity, and digital information kiosks for an enhanced visitor experience.



10. Expansion:
Focus building footprints to the western and northern edges. Expand and refurbish existing facilities to support the reading of the site e.g. strengthen entries.

Events + Activation



-  Events pavilions/halls
-  Indicative events layout
-  Events lawn (working dogs competition)
-  Camping area
-  Hard surface events space
-  Transitional spaces

Design Strategies



1. Outdoor Event Spaces:
Structure multi-functional outdoor spaces that can be easily adapted for various events, ensuring the site can host diverse activities.



3. Controlled access:
Implement controlled access to ensure safety and security of visitors during events, including ticketing systems and entry checkpoints.



5. Adaptable Pavilions:
Configure events pavilions to maximise flexibility, allowing for the seamless hosting of a variety of activities and events of different scales and purposes.



7. Event Programming Calendar:
Develop a comprehensive calendar for events, ensuring a diverse range of activities throughout the year to attract different audiences.



2. Exhibitor camping
Provide a dedicated camping area, equipped with essential amenities and services for exhibitors during events.



4. Transitional Spaces:
Design transitional spaces between different zones to provide a buffer for crowd management during events and enhance the overall aesthetic appeal.

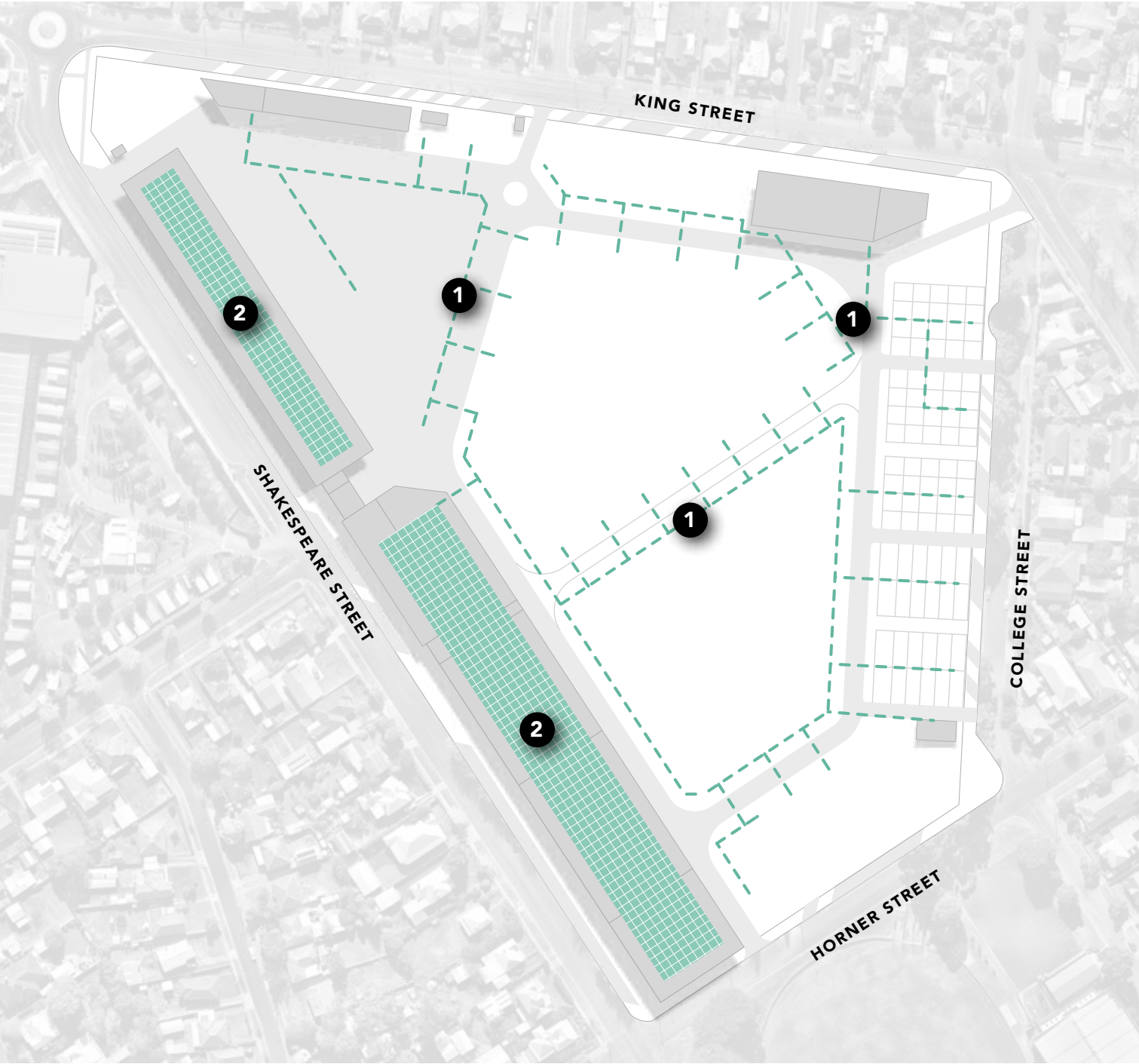




6. Outdoor Performance Spaces:
Include outdoor stages and performance areas to accommodate live entertainment, music festivals, and other outdoor events.



8. Event Marketing and Promotion:
Develop effective marketing strategies to promote events both locally and regionally, maximizing attendance and community involvement.

Management + Sustainability



-  Solar roof capacity
-  Service trenches / conduits - enabling all events lots to have direct power connections

Design Strategies



1. Services:
Integrate a comprehensive network of service conduits throughout the showgrounds to facilitate events and the efficient installation, maintenance, and upgrading of utilities.



2. Energy Production:
Integrate solar production to harness renewable energy sources and reduce the environmental impact. Explore the installation of solar panels on rooftops.



3. Transparent Governance Structure:
Establish a transparent governance structure that clearly defines roles, responsibilities, and decision-making processes among stakeholders.



4. Advisory Board:
Form an advisory board to ensure ongoing community input and feedback in the decision-making processes related to the showgrounds.



5. Financial Sustainability Plan:
Develop a comprehensive financial sustainability plan, identifying revenue streams, cost-effective measures, and long-term financial goals for the showgrounds.



6. Revenue Diversification:
Explore diverse revenue streams, such as partnerships, sponsorships, and grants, to reduce dependence on specific sources and enhance financial resilience.

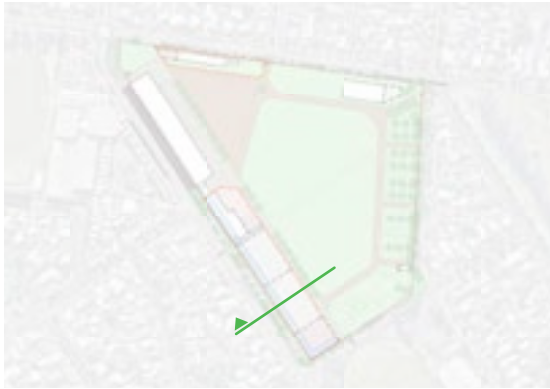


7. Regular Maintenance and Upkeep:
Implement a proactive maintenance schedule to ensure infrastructure is well-maintained, preserving the longevity of the showgrounds.

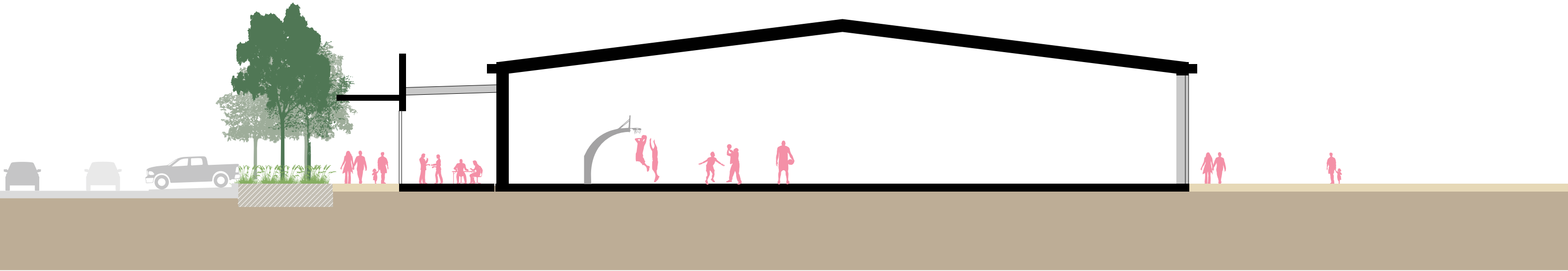


8. Periodic Review and Adaptation:
Conduct periodic reviews of the masterplan, adjusting strategies and designs based on evolving community needs, trends, and feedback.

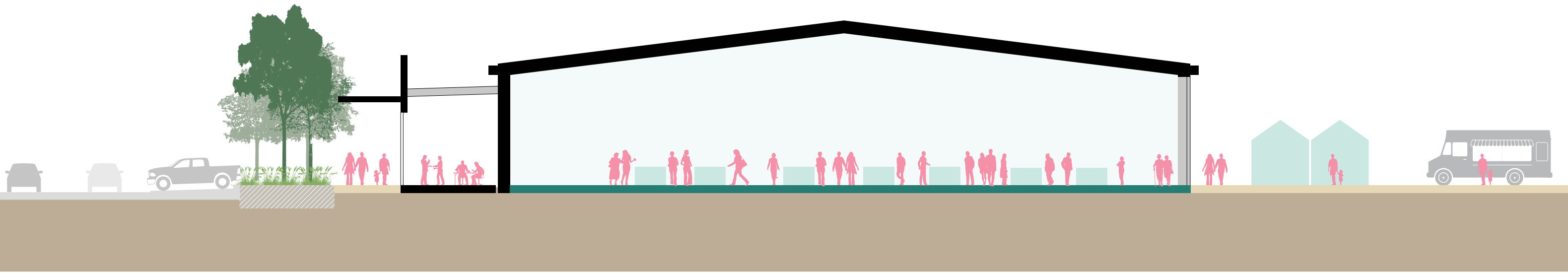
Sections



LOCATION PLAN N.T.S.

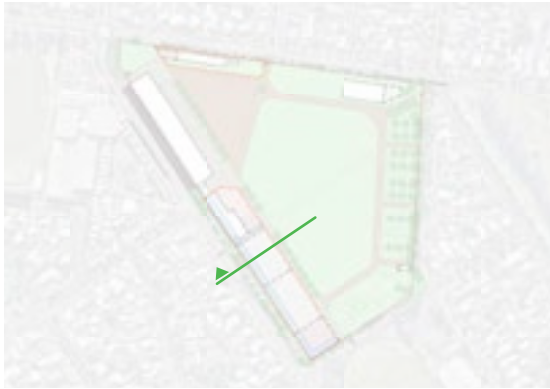


SECTION 1: EVENTS PAVILION 1 - EVERYDAY CONDITION

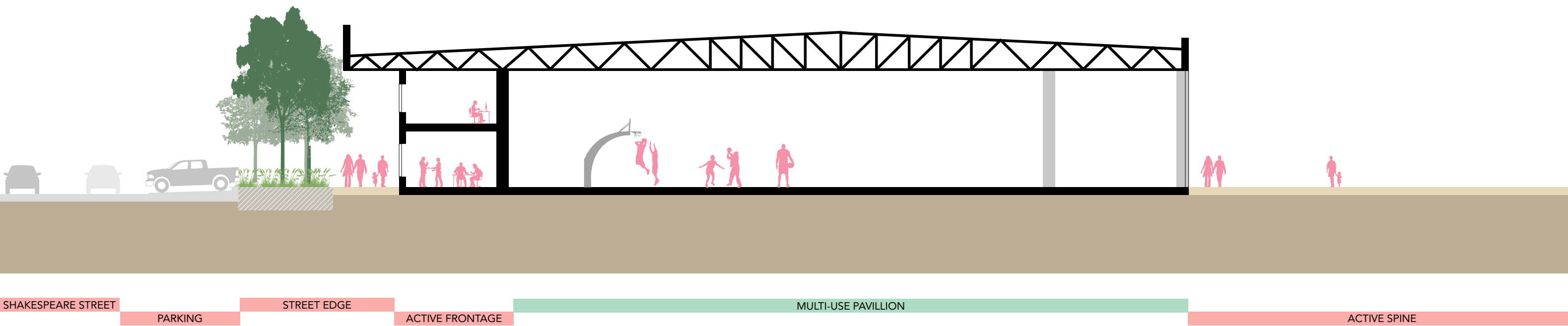


SECTION 1: EVENTS PAVILION 1 - EVENTS MODE

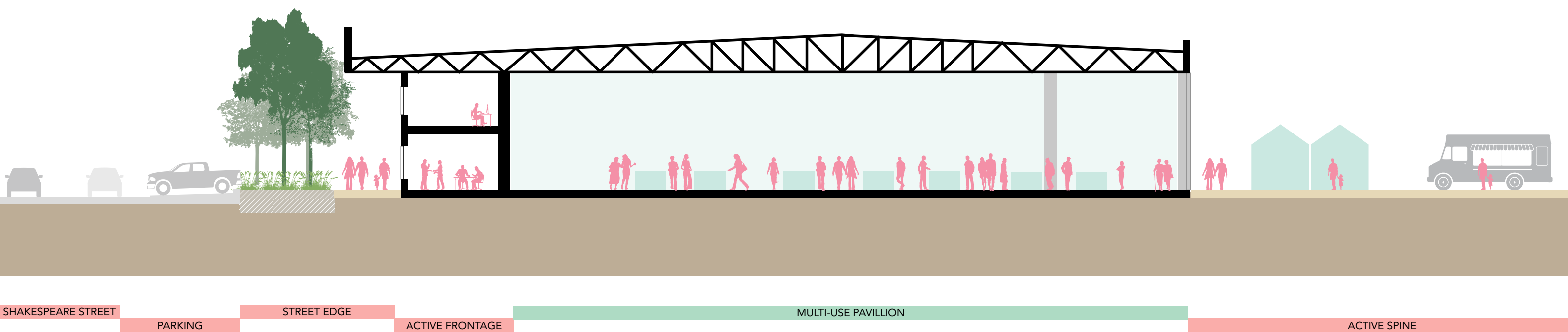
Sections



LOCATION PLAN N.T.S.



SECTION 2: EVENTS PAVILION 2 - EVERYDAY CONDITION

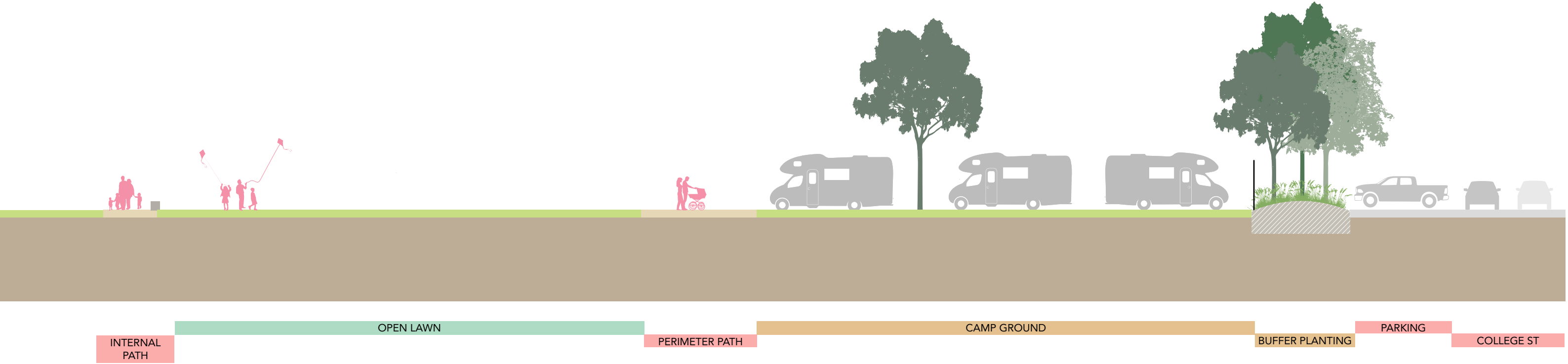


SECTION 2: EVENTS PAVILION 2 - EVENTS MODE

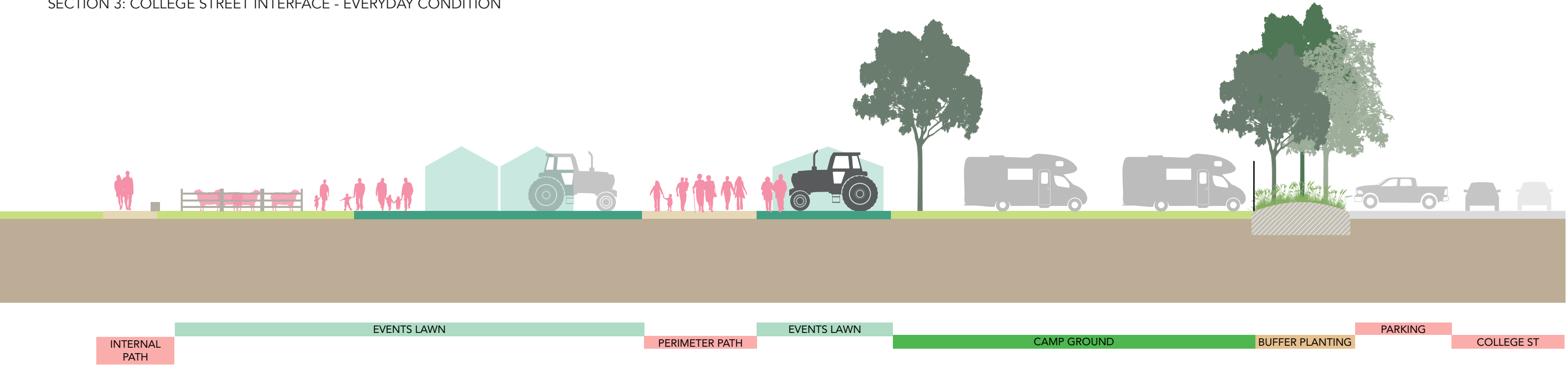
Sections



LOCATION PLAN N.T.S.



SECTION 3: COLLEGE STREET INTERFACE - EVERYDAY CONDITION



SECTION 3: COLLEGE STREET INTERFACE - EVENTS MODE

3.0

Implementation

Delivery

Design Layers

The Plan will be delivered over 10+ years. Thoughtful phasing of infrastructure will make sure it is always a place that is safe and accessible for all.

To demonstrate how the Plan might be sequential delivered, three stages are illustrated on the following pages - short, medium and long term.

The Plan will be delivered over time, and as investment becomes available. The delivery process will make sure that decisions continue to be informed by community and stakeholder priorities.



Phasing Principles

- The following phasing principles will guide the development:
- The phasing will aim to create the least amount of disruption to events, access and transport connections;
 - Disruption to surrounding business operations, community services and residents will be mitigated where possible;
 - Infrastructure and facilities will be built with the long term plan in mind.

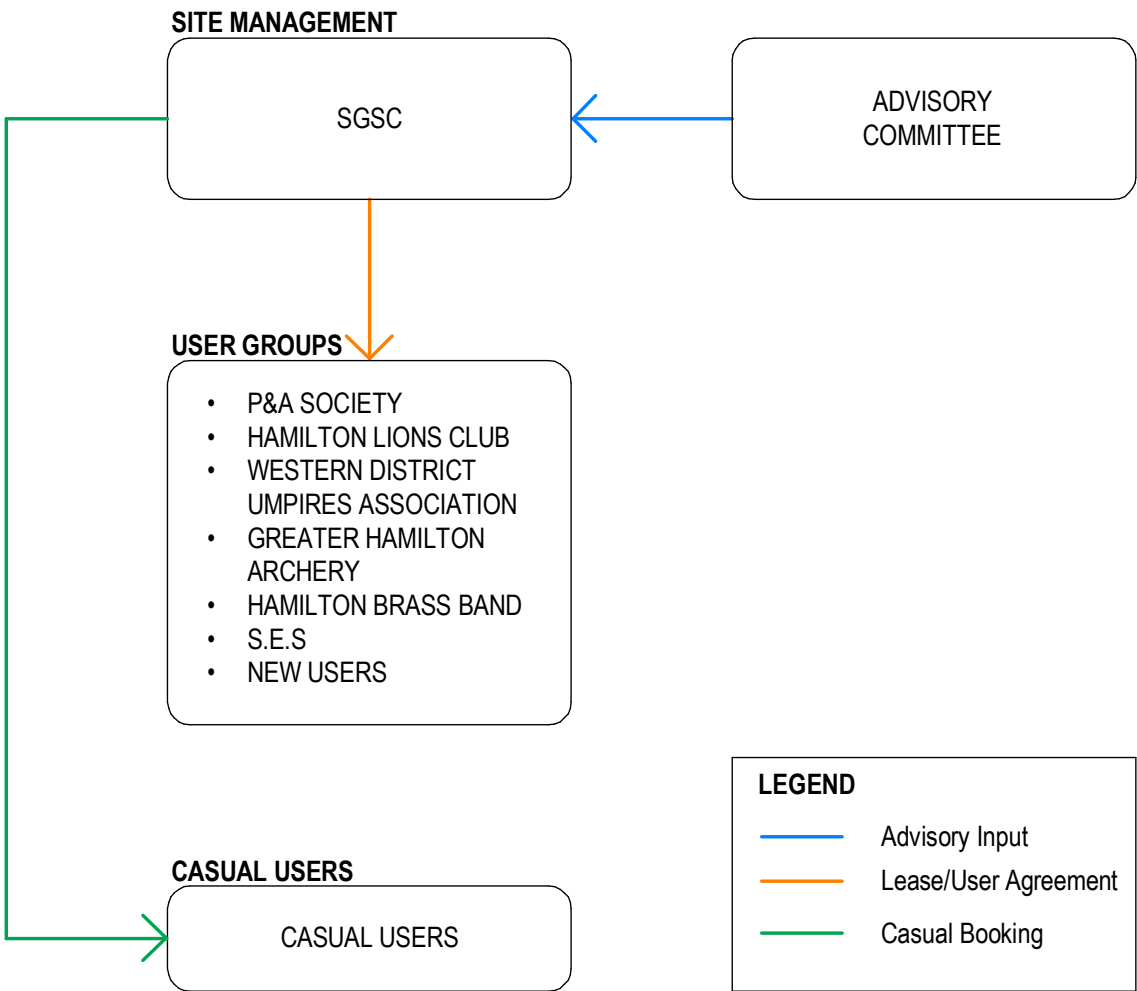
A Strategy for Governance

The oversight and administration of the site will be centralized within the Council as the primary managing entity. This shift implies a restructuring of HPAS, transforming it into a user group with a specific focus on overseeing the Sheepvention operation, while relinquishing its management responsibilities related to buildings, bookings, and site operations. Council would continue to seek input from the Advisory Committee.

Under the sole management of the Council, it would assume the role of the custodian for all user agreements. Additionally, the Council would take charge of critical aspects such as marketing, promotion, and the potential leasing of the site. However, it is essential to note that the Council's reliance on state funding and volunteers for both site development and operation could present challenges in sustaining such an undertaking.

The Council, if established as the primary governing body of the Showgrounds, will be strategically positioned to emulate successful Crown land developments that have sustained building development and operations over time. Building on these observations, the Council can play a pivotal role by:

- 1. Organizing Long-Term Lease Arrangements:** Facilitating enduring lease agreements with site tenants, fostering stability and providing a solid foundation for ongoing development.
- 2. Establishing Long-Term Management Bodies:** Creating sustainable management bodies with the capacity to endure across decades, ensuring continuity and effective oversight of site operations.
- 3. Managing Upgrades:** Obtaining the capability to handle and implement necessary upgrades, adapting the site to evolving needs and industry standards.
- 4. Exploring Public-Private Partnerships (PPPs):** Actively seeking Public-Private Partnership ventures to attract additional investment, enhance operational opportunities, and expedite project timelines by tapping into private sector resources.
- 5. Forming an Incorporated Partnership:** Establishing an incorporated partnership that operates independently, allowing for detachment from political agendas and fostering a business-oriented approach. An incorporated partnership also brings additional benefits, including:
 - » Surviving Personnel Turnover: Ensuring operational continuity despite changes in personnel.



- » Borrowing Capacity and Private Investment: Enabling the entity to borrow money and attract private investment for sustainable development.
- » Negotiating Rates in Lieu of Capital: Providing flexibility in negotiations, potentially allowing for revenue-sharing agreements in lieu of upfront capital.
- » Aligning Investment with Revenue and Risk: Creating alignment between financial investments, revenue generation, and risk management.
- » Surviving Political Movements: Reducing vulnerability to shifts in political landscapes, ensuring the ongoing stability of the partnership.

By adopting these strategies, the Council can fortify the governance structure of the Showgrounds, laying the groundwork for sustained development, operational success, and resilience in the face of dynamic challenges.

The effective execution of the governance strategy necessitates collaboration among stakeholders and engagement with qualified business and management consultants. This cooperative approach aims to harness expertise from various sources, ensuring a robust governance framework that aligns with the long-term goals and sustainability of the Hamilton Showgrounds.

Short-term



Item	Key Actions
1.1	Deliver stormwater infrastructure to resolve localised flooding
1.2	Deliver active spine (exposed aggregate concrete). Including sealed area for: <ul style="list-style-type: none"> CFA Running Track Temporary standing areas
1.3	Deliver internal circulation network (stabilised granitic fines)
1.4	Deliver service trenches / conduits - enabling all events lots to have direct connection point to power
1.5	Deliver new multi-purpose events shed multi-purpose to replace Sheepvention marquees within proposed development zone.
1.6	Deliver tree planting along the active spine
1.7	Deliver new general drop off point
1.8	Upgrade existing amenities
1.9	Deliver service trenches to facilitate powered camping sites
1.10	Deliver parking along Shakespeare and Horner Street

Mid-term



Item	Key Actions
2.1	Deliver durable multi-use events court to facilitate more regular events, such as: <ul style="list-style-type: none"> • Large Vehicle Display • Vehicle turn around area • Sheep vention stalls requiring hard surface
2.2	Demolish existing SES building nd deliver a new Multi-purpose events and amenities facility, including: <ul style="list-style-type: none"> • Brass Band rehearsal and storage room • Indoor sports courts/ rink. • Additional Sheepvention Marquee Space • Possible Retail to frontage
2.3	Refurbish existing Ram Shed and deliver extension
2.4	Upgrade Sheep Pavilion structure pending safety and dilapidation review. Continued use by Archery club
2.5	Demolish Amenities block and storage sheds. Relocate storage to Ram Sale shed extension and deliver a new amenities block to support events and over night stays.
2.6	Deliver secondary path connections (stabilised granitic fines) and tree planting for the camping area
2.7	Deliver additional path connections to support events layouts (stabilised granitic fines)
2.8	Deliver parking along College and King Street

Long-term



Item	Key Actions
3.1	Deliver improved storage area.
3.2	Demolish existing Lions Club shed and deliver multi-purpose entry pavilion, including: <ul style="list-style-type: none">Possible RetailP+A AdminHamilton Lions ClubNew User GroupsNew Ticket BoxUmpires Club
3.3	Possible future HECC extension
3.4	Demolish P+A Admin and Red Shield Hut. Relocate uses to entry pavilion (item 3.2)

Next Steps

Strategic Priorities

To facilitate the successful development of the showgrounds, a series of guiding principles will steer the execution of stages and actions, ensuring consistent alignment with the overarching vision and principles of the Plan. The showgrounds have historically undergone reactive development, addressing smaller-scale issues without maintaining a cohesive approach. Therefore, it is crucial to uphold alignment with the Plan to concurrently cater to the needs of both site users and visitors in future endeavors.

In aiding this alignment, a set of strategic priorities will be consider during the implementation of the Plan and ongoing development of the site.

No.	Priority Description	Priority Considerations
1	A Double Project; Tourism and Community.	<ul style="list-style-type: none">Intermixing locals with visitors a proven benefit?Is project a boost to Hamilton's 'presence'?
2	Context Potentialities; Hamilton needs Places.	<ul style="list-style-type: none">What places does Hamilton's original design suggest?How is it visitable just because its a pleasure?
3	More than a Facility; It is a Place.	<ul style="list-style-type: none">Concentrating activity creates vibe?What 'non-functional' aspects require consideration?
4	Procurement links with Management; Governance is Critical.	<ul style="list-style-type: none">Event sites need management expertise.Volunteer leadership differs from continuous oversite capability.
5	Transformation relies on the Setting; Context is key.	<ul style="list-style-type: none">Which adjacent capacities can support?The streetscape is a latent solution?
6	Pragmatism Rules; Functionality informs Choices.	<ul style="list-style-type: none">Size mattersGround conditions inform territories
7	A Masterplan is Eventual; Staging is part of the Design.	<ul style="list-style-type: none">Which initiatives trigger the next?What external factors can be integrated?

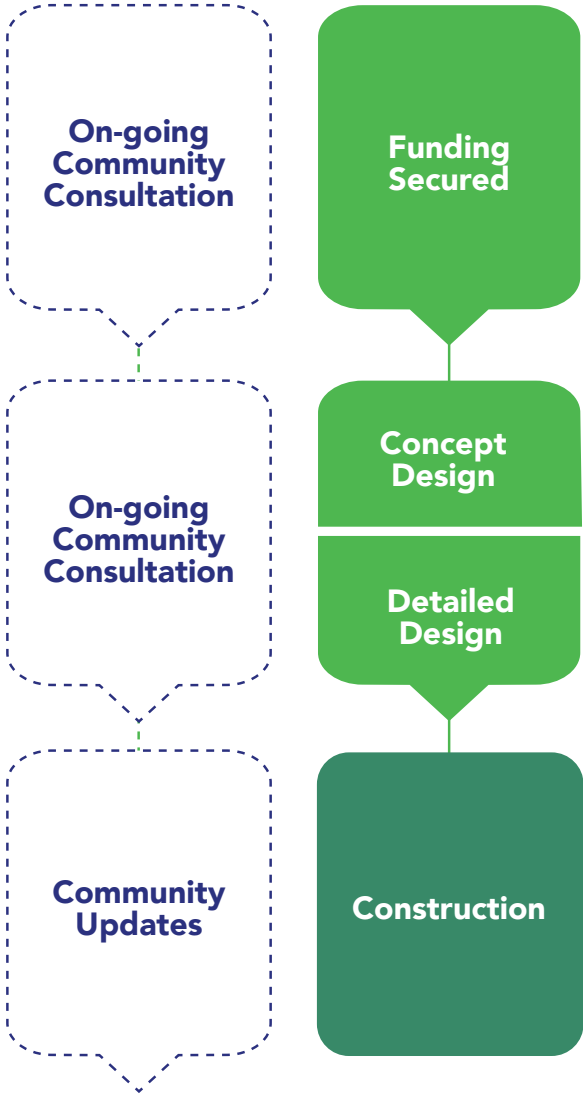
Draft to Final Masterplan

To complete the Plan, engagement with the community will be undertaken to seek feedback on the concepts. The final Plan will be presented to Council for endorsement.



Activation of the Masterplan

On-going community consultation will continue to inform the implementation of the Plan. Investigation and feasibility analysis will occur and funding strategies will be explore, this may be through Councils capital works budget, annual budget, events revenue or through funding grants.



Detailed Planning

On-going community consultation will continue to inform the development of the detailed concepts. Designers and engineers will develop detailed planning of each part of the Plan.

Implementation spaces

The community will be engaged with during the construction phase of the Plan through regular updates.

4.0

Appendices

4.1 Context Analysis

4.2 Site Analysis

4.3 Engagement Summary

4.4 Benchmarking Study

4.1

Context Analysis

Grounding Documentation

Southern Grampians Shire Council Strategic Documentation



Southern Grampians 2041 - Community Vision Framework



Southern Grampians Asset Plan 2022 - 32



Hamilton Structure Plan



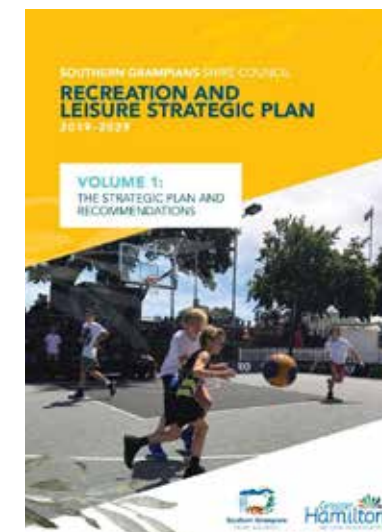
Southern Grampians Communication + Engagement Strategy 2019 - 24



Southern Grampians Community Inclusion Disability Action Plan 2017 - 21



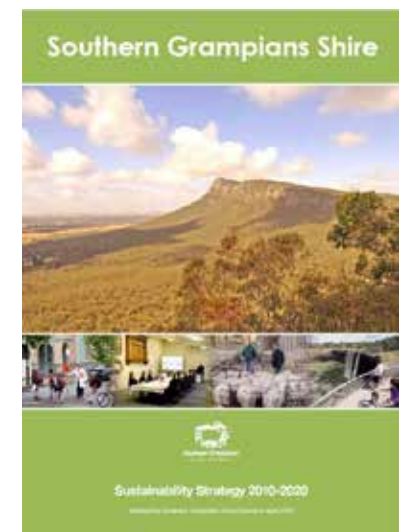
Hamilton CBD Activation Master Plan 2020



Southern Grampians Recreation + Leisure Strategic Plan 2019-29



Arts + Culture SGSC Strategic Plan 2014



Southern Grampians Sustainability Strategy 2010 - 20

In the preparation of the Hamilton Showground Master Plan an examination and assessment process was conducted of existing documentation, to both align with and draw strategies, outcomes and actions from as applicable.

The master plan takes into consideration of existing Southern Grampians Shire Council strategic planning, stakeholder engagement documentation, existing facilities assessments, facility planning reports and the previous unimplemented site masterplan. Collectively this analysis and review formed the basis of further site and needs analysis, stakeholder engagement, and place planning.



Southern Grampians Community Public Health + Wellbeing Plan 2021-25



Hamilton Showgrounds Master Plan (Draft) 2019



Southern Grampians Youth Policy 2022

Strategies + Actions

Key themes within reference documents suggest other possible brief inclusions such as commercial, flexible community facilities, and renewable initiatives within the redevelopment of the showgrounds. This includes the possibility of possible partnerships with other groups and businesses related to agriculture, employment and youth engagement.

Youth Engagement

The importance of economic and social opportunities for younger people in order to retain them in the longer term – Hamilton Structure Plan 2011

Develop a continual model of youth engagement that is representative of all young people who live, play, stay and visit the Southern Grampians Shire – Community Public Health and Well-Being Plan

Advocate for increased programs and facilities for young people - Adopted Asset Plan 2022-2023

Local Industry + Tourism

The agriculture sector is, and will likely remain, the cornerstone of the Shire's economy - Adopted asset plan 2022-2023

Support community organisations and groups such as HIRL (Hamilton Institute of Rural Learning) - Hamilton Structure Plan 2011

Attraction of sustainable industries - Southern Grampians Shire Sustainability Strategy

Sustainability, Landscape + Environment

Capitalise on the economic benefits that can be associated with open spaces, particularly when linked to nature based tourism opportunities- Hamilton Structure Plan 2011

Incorporation of energy efficiency measures to reduce Council's energy use cost as well as green house gas emissions - Southern Grampians Shire Sustainability Strategy.

Employment Creation

Ensure appropriate levels of child care, kindergarten.... to support the attraction of young families – Hamilton Structure Plan 2011

Create Green Collar Jobs... Adopted asset plan 2022-2023

Education + Training

Support community organisations and groups such as HIRL (Hamilton Institute of Rural Learning) - Hamilton Structure Plan 2011

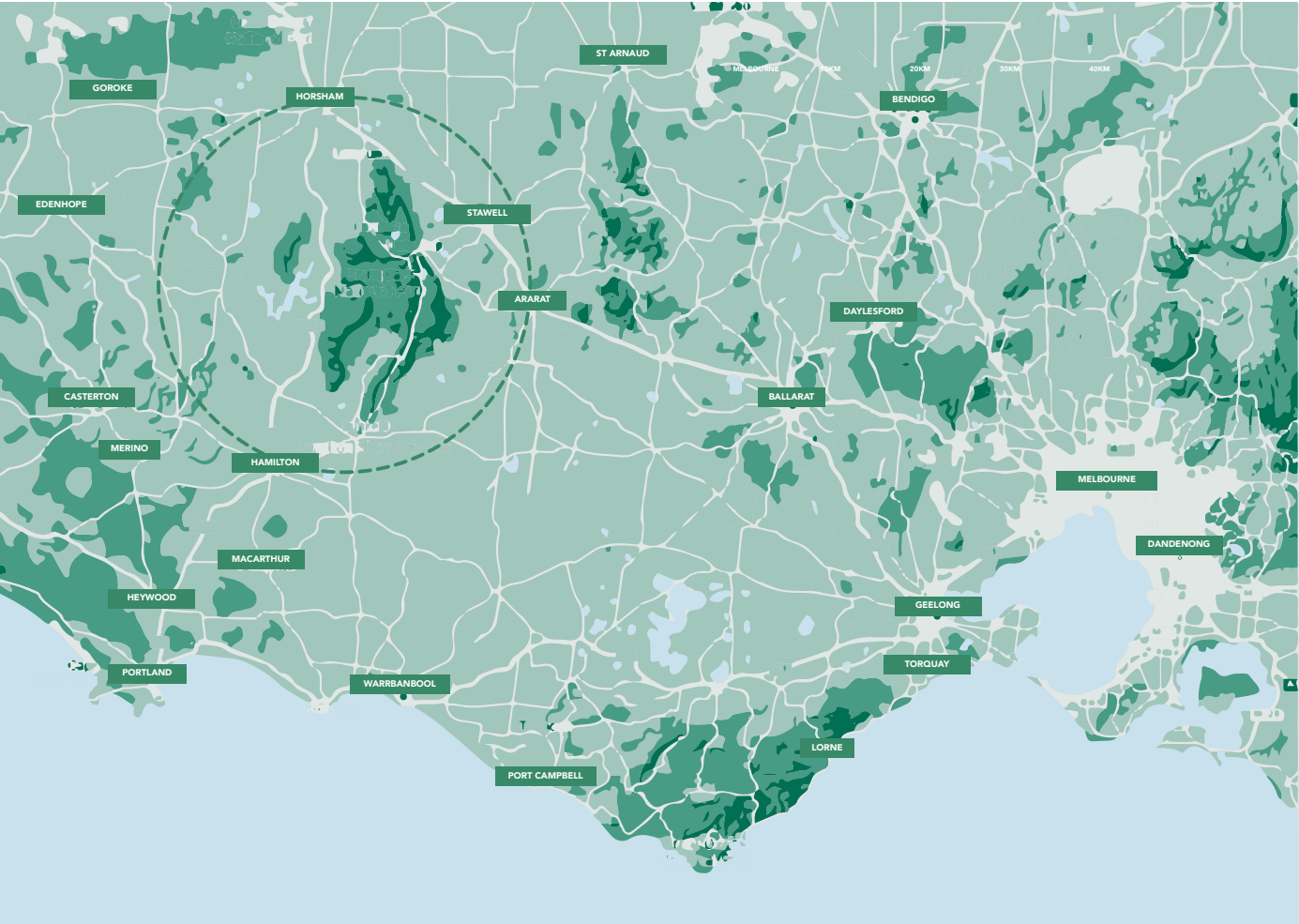
Commercial

Hamilton also needs to ensure that opportunities are provided for other forms of commercial activity, such as those associated with agriculture - Hamilton Structure Plan 2011

Demand for commercial floorspace is likely to be around 13, 500m2 by 2031. With auxillary land use taken into account projection is approximately 27, 000m2 by 2031 - Hamilton Structure Plan 2011



Regional Position



Hamilton Showgrounds occupies an enviable location in close distance to the Great Ocean Road, Coonawarra and the Grampians (Gariwerd) National Park. This much-loved provincial town has a central civic and regional positioning. The town draws focus from its immediate surroundings, to South-West Melbourne and the region more widely.

Hamilton is blessed with a strong existing network of community facilities, such as schools, art spaces, community meeting places and recreational assets. This network is rich both in relation to the number of facilities provided within the city, but also through the distribution of the network.

This transformational project presents an opportunity to explore ways in which Hamilton Showgrounds might begin to realise the potential of this place - as both an operational part of a thriving township and landscape, and a unique place within it.

We anticipate a future for Hamilton where its community and regional values are not lost in its ambitions for growth and interconnection, and where the sense of shared prosperity and deep relationships with place continues to be enabled. This future contains high quality places where locals and vistors can participate and cointribute to community, creating large volumes of public activity that continues to entice.



As the gateway to the Grampians, Greater Hamilton offers many nature based experiences.



Working pastoral landscapes surround Hamilton and provide a unique attraction to visitors.



Wine and food producers together with agri-tourism continue to expand within the region.



Greater Hamilton a bumper of water-based attractions.



Local Histories



The land on which the Hamilton Showground now sits originally belonged to three Aboriginal tribes: the Gunditjmara land that stretches south to the coast, the Tjapwuring land to the north east and the Bunganditj territory which spreads west into South Australia. Following pastoral settlement of the wider area the Hamilton Pastoral and Agricultural Society was established in 1858 and held its inaugural show that year. They quickly established themselves at this site which was gazetted by the government for the provision of agricultural shows and livestock sales. During World War II the showground became a camp for a series of regiments who spent several months training in the area. The Red Shield Hut which was built to house the troops still remains at the showgrounds. In 1959 the Sheep Pavilion was added followed by the King Street Shed in 1986 and Ram Pavilion in 1989. The Hamilton Exhibition and Conference Centre was completed in 2010.

During spring, the showgrounds host Ram Sales, an important event for societies. Throughout the year there are numerous agricultural and community events, trade shows, sheep sales, and fashion parades. Users include the Hamilton Kennel Club, Greater Hamilton Archers, Hamilton Lions Club, Western District Umpires Association, SES and Hamilton Brass Band.

Sheepvention is the most popular event taking place at the showgrounds. This annual event takes place over three days and showcases various products from food and fashion to entertainment.



Aboriginal occupation, art creation, stories, memories and traditions continue to shape the area around Hamilton as they have for millennia.



A rich agricultural landscape resulted in a thriving pastoralist community with sheep grazing and wool production at its core.



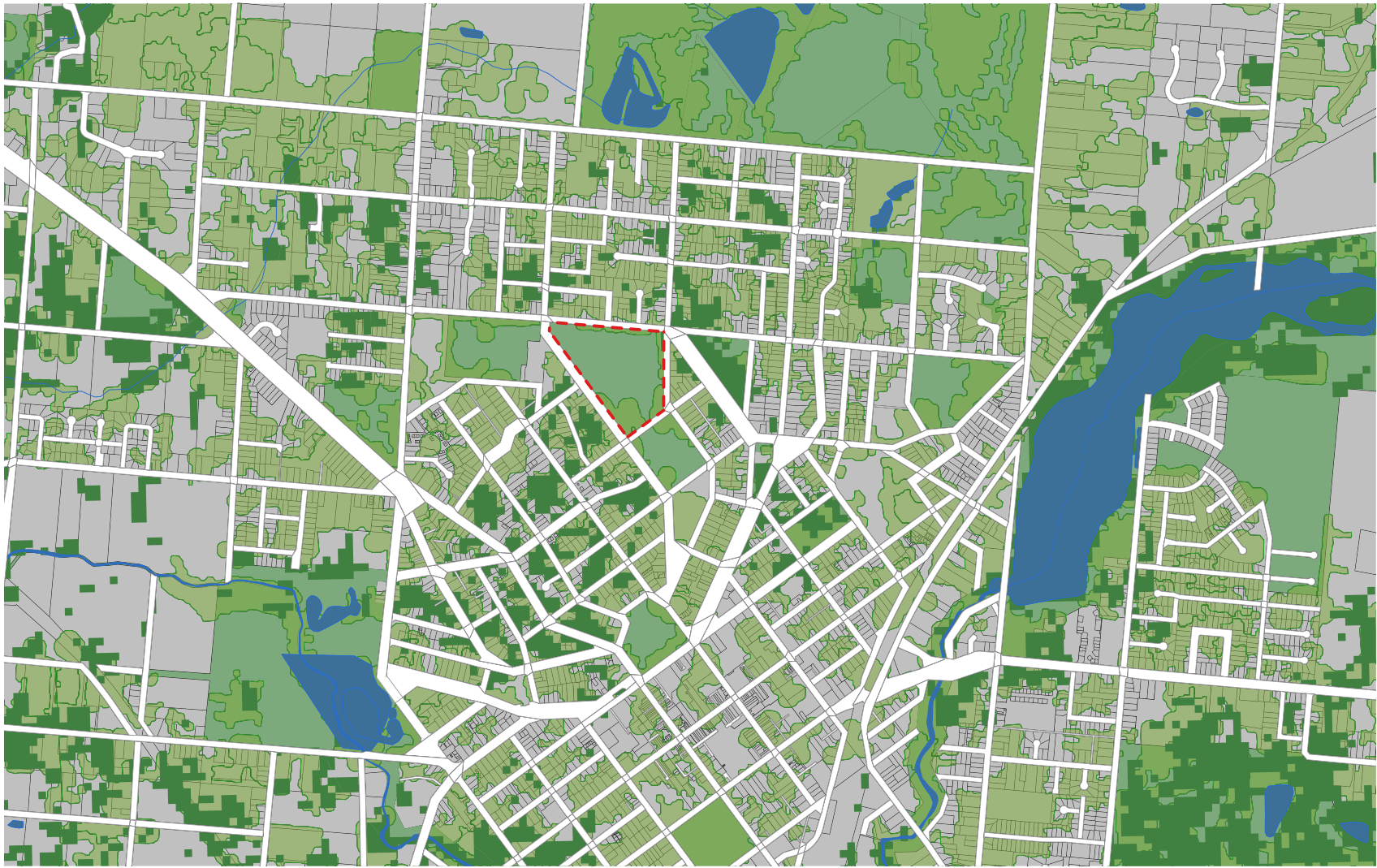
Legacy of curated public open space and recreation facilities including Melville Oval and Hamilton Botanic Gardens.



Today, Hamilton serves a broad region with a distinct focus on agricultural services and showcasing local products.

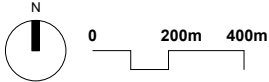


Local Open Space Network



LEGEND

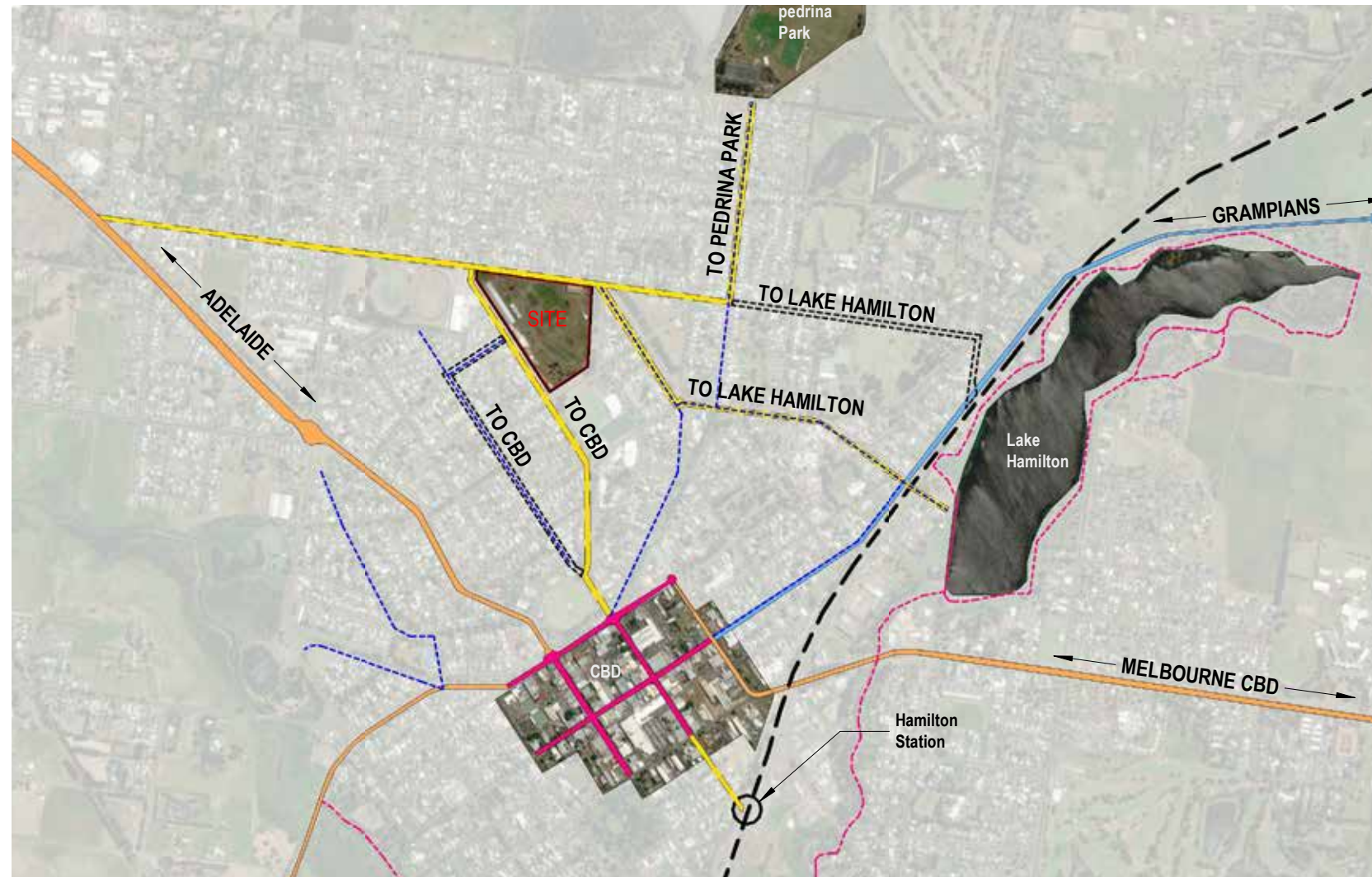
Site



- Hamilton has remnant pre-colonial vegetation that can be found in surrounding parklands, near water bodies and on private land.
- Two vegetation classes, Plains Grassland and Plains Grassy Woodland, predominantly remain with other small fragments of creekline and aquatic vegetation classes found near waterbodies.
- Plains Grassland is a treeless vegetation class dominated by grasses under 1 metre tall, whilst Plains Grassy Woodland is an open eucalypt woodland with only one commonly occurring tree species; the River Red Gum (*Eucalyptus camaldulensis*).
- The Grange Burn creek, a tributary of the Wannon River, circumvents the CBD and supports recreational, ecological and agricultural activities in Hamilton. Is it also home to important native fauna such as Glenelg Spiny Crayfish, Little Galaxias, and the Variegated Pygmy Perch as well as an abundant platypus population.
- Other waterbodies in Hamilton include Lake Hamilton to the east and the Wetlands Reserve in the west.
- Hamilton benefits from a typically mellow topography making it ideal for walking.
- There is a similar walking distance to Lake Hamilton and the Centre of the CBD from the showgrounds.

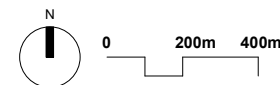


Local Movement Networks



LEGEND

	CBD Extent
	Road to Grampians
	Main/Arterial Roads
	Existing Cycle Paths
	Existing Shared Pedestrian and Cycle Path
	Train Line
	CBD Main Streets
	Primary Connection Routes to and from Showgrounds
	Secondary Connection Routes



- There are many established key routes within Hamilton as well as assumed key links to and from the Showgrounds.
- People tend to gravitate towards the most appealing routes with lower traffic noise, tree canopy and increased adjacent amenity.
- Though there are multiple routes that can be taken between key attractors within Hamilton places, it is important to identify the routes that are actually registered as key routes and adopted by people in reality. these are the routes that make activity and chance encounters.
- Some of the assumed routes from the showgrounds are paired with an existing cycle path
- The linking path between the showgrounds and the CBD activity also encounters the Hamilton Caravan park, Alexandra Secondary School and the Hamilton Indoor Aquatic Centre

Local Street Typologies



Hamilton has a history of very lively and active streets that present a formula of concentrated shop frontages, covered walkways and street parking.

The areas with the greatest public activity in Hamilton today elaborate on the historic formula by further adding street seating and abundant street planting.

These high activity public places are devoid of visible apron parking which makes for a less pleasant experience.

To heighten the sense of public activity, the showgrounds could greatly benefit from introducing vegetated street parking instead of barren apron carparks.

Hamilton presents quite grand civic bones in its use of garden islands through the city, these garden islands and roundabouts are often found at the convergence of key city streets and indicate the transition into a new area.

Such city making phenomena could assist the showgrounds to highlight key convergences and create emphatic garden islands entry ways.



A rich agricultural landscape resulted in a thriving pastoralist community with sheep grazing and wool production at its core.



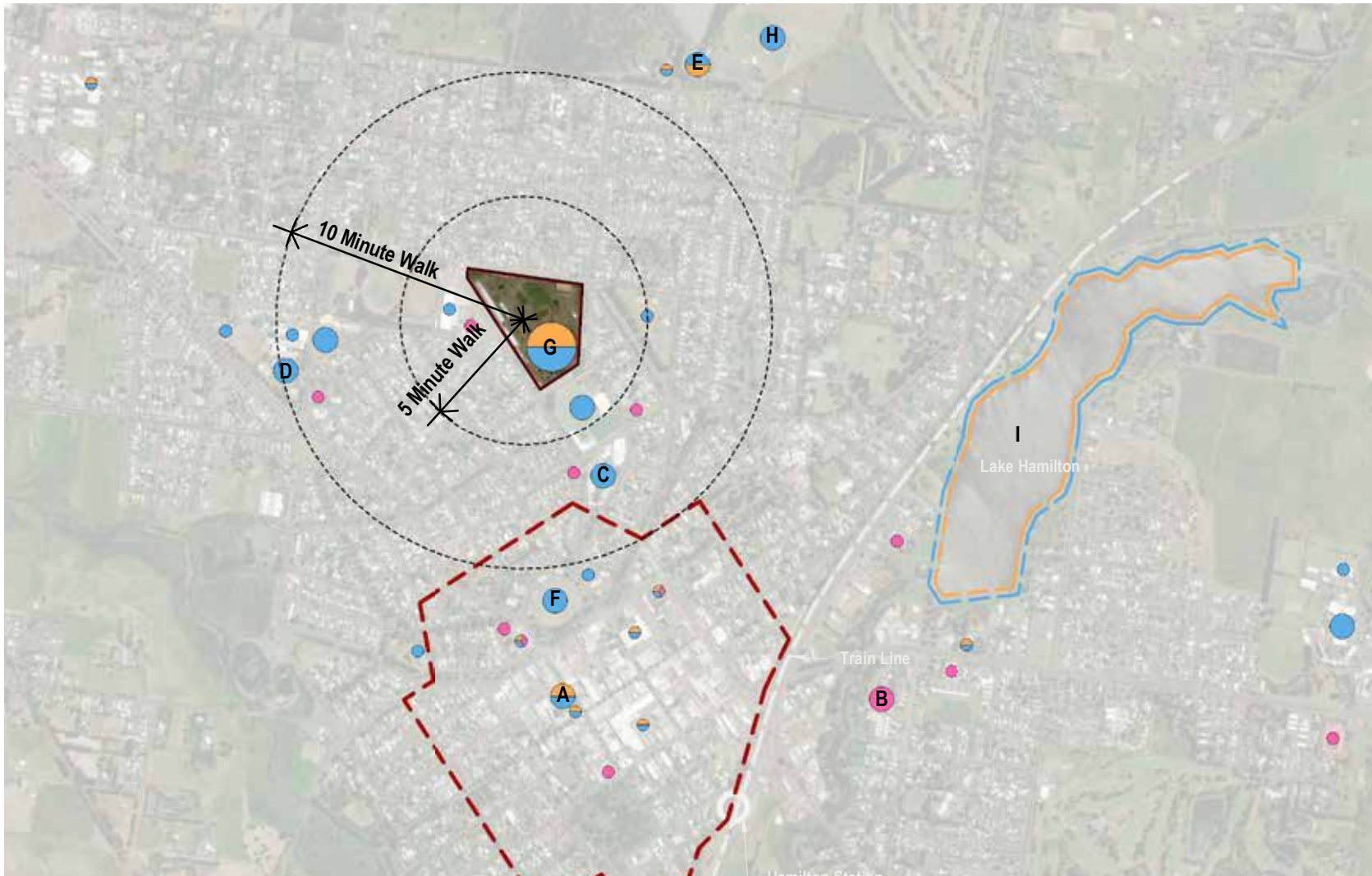
Legacy of curated public open space and recreation facilities including Melville Oval and Hamilton Botanic Gardens.



Today, Hamilton serves a broad region with a distinct focus on agricultural services and showcasing local products.



Local Activity Areas

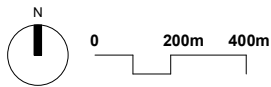


LEGEND

- Formal Visitor Accomodation (Hotel, Motel, Caravan Park)
- Popular Activity Places for Local Residents
- Popular Activity places for Visitors

KEY PUBLIC ACTIVITY AREAS

- A- Hamilton Performing Arts Centre
- B- Lake Hamilton Caravan Park
- C- Alexandria College
- D- Baimbridge College
- E- HIRL Farmers Market
- F- Melville Oval
- G- Hamilton Showgrounds
- H- Pedrina Park
- I- Lake Hamilton



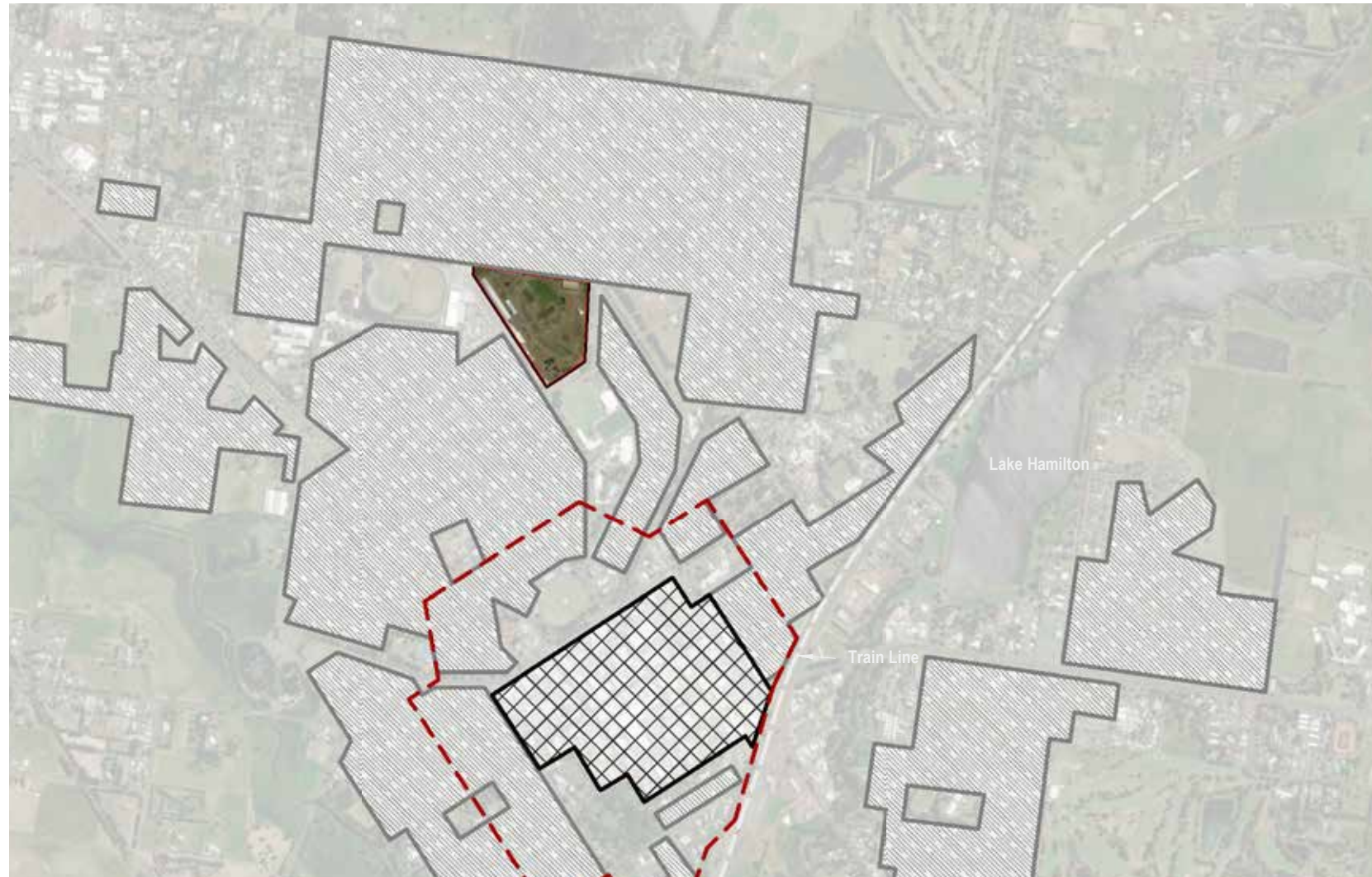
Significant Activity Sites:

- A - Hamilton Performing Arts Centre. Has a 500 person seating capacity, and is attended by both locals and visitors.
- B - Lake Hamilton Caravan Park. During peak seasons can host more than 200 guests on site
- C- Hamilton and Alexandra College. Has a student occupancy of 512 plus the accomodating staff numbers. This creates a high volume of people using the facility on a daily basis
- D- Baimbridge College. Has a student occupancy of 420 plus the accomodating staff numbers. This creates a high volume of people using the facility on a daily basis
- E - Hamilton Institute or Rural Learning (HIRL) - Craft and Farmers Market. Hosts a Large number of locals and vistorrs for the market once a month
- F - Melville Oval. The oval is the key sproting ground in Hamilton hosting AFL and cricket evenmts throughout the year.
- G - Hamilton Showgrounds. Hosts the largest public events in Hamilton with approximately 2-3000 people on the grounds at one time

Other Activity Sites:

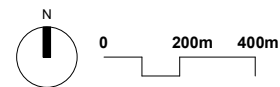
- Transport Museum. Owned and managed by SGSC and operated by volunteers.
- Art Gallery. Owned and managed by SGSC with Friends of the Gallery assiting with fundraising and Hamilton Gallery Trust contributing art pieces.
- Motor Museum. Privately owned and operated.

Local Landuse Density



LEGEND

- Technical CBD Extent
- Dense Commercial Zones
- Dense Detached Housing Zones



Typical Higher Density Detached Housing

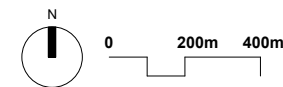
- The Showground site is located among some of the denser residential zones within Hamilton.
- A large area of dense housing to the north would require its population to travel past/ through the Showgrounds to get to the main CBD.
- The Showground is located to offer a heightened connection route between the northern residential population and the CBD.

Local Educational Facilities



LEGEND

- Technical CBD Extent
- Education Facility



Facilities:

- A - Hamilton RMIT University
 - B - Hamilton South West Tafe
 - C - Monivae Secondary College; 530 students
 - D - St marys Primary School 180 Students
 - E - Hamilton and Alexandra College; 512 students
 - F - Baimbridge Secondary College; 421 students
 - G - Hamilton District Skills Centre
 - H - North Hamilton Gindergarten
 - I - Southern Grampians Adult Education centre
 - J - Hamilton Primary school, 214 Students
 - K - Rural Industries Skill Training (RIST) centre
- There is a high concentration of education facilities within hamilton which attracts, local students, Boarders and short term students from abroad (eg, Hamilton RMIT).
 - The Showgrounds is located within a 10 minute walk of 3x education facilities, 2 of them being significant educational facilities in Hamilton.
 - The supporting education facilities such as sports and recreation ovals and aquatic centre are also located within close proximity to the showgrounds.
 - The showgrounds is centrally located within an education and recreational precinct.
 - The showgrounds is ideally located to contribute to a greater education and recreation precinct from a central position.
 - The surrounding education facilities attracts a high volume of students and staff on a daily basis.
 - The Showgrounds can leverage off the education facilities by offering amenities and activities to them which can create a high volume of public activity on a daily basis.

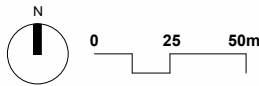
4.2

Site Analysis

Existing Site



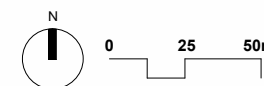
Site Area: 85,600sqm



Existing Buildings



- A - Main entrance and ticket booth
- B - Hamilton Lions Club storage and workshop
- C - Hamilton Kennel Club
- D - Umpires club room
- E - SES Building (Hamilton Branch)
- F - Exhibition and conference centre
- G - Fashion Pavilion
- H - Public Toilet
- I - Maintenance Shed
- J - Hamilton P & A Society Office
- K - Red Shield Hut
- L - Sheep Pavilion
- M - King street Storage Pavilion
- N - Public Toilet
- O - King Street entrance and ticket booth
- P - Ram Sale Pavilion
- Q - Public Toilet and Storage
- R - Oval/Flexible Turf Area
- S - On-Street parking



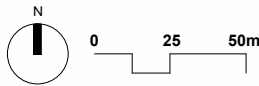
Existing Landscape



- Open Space Area: 75,300sqm approx
- Existing Trees: 110 approx

LEGEND






- Existing trees
- Existing open space
- Existing Buildings
- Existing accesways

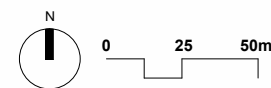


Existing Access



LEGEND

-  Primary Entrance
-  Secondary Entrance
-  Walking Paths
-  Loading + Vehicle Access
-  Bus Stop





- There are few key access points along Shakespeare Street (Main street).

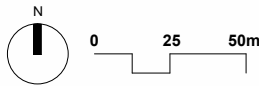
Existing Parking



LEGEND

 Existing Access

 Typical Parking Zones During Large Events



- During Large events, vehicles park within the streets and on landscape verges surrounding the site.
- Patterson hosts a large amount parking for large events (Sheepvention).
- There is a limited designated parking specifically for the showgrounds during large events.

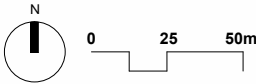
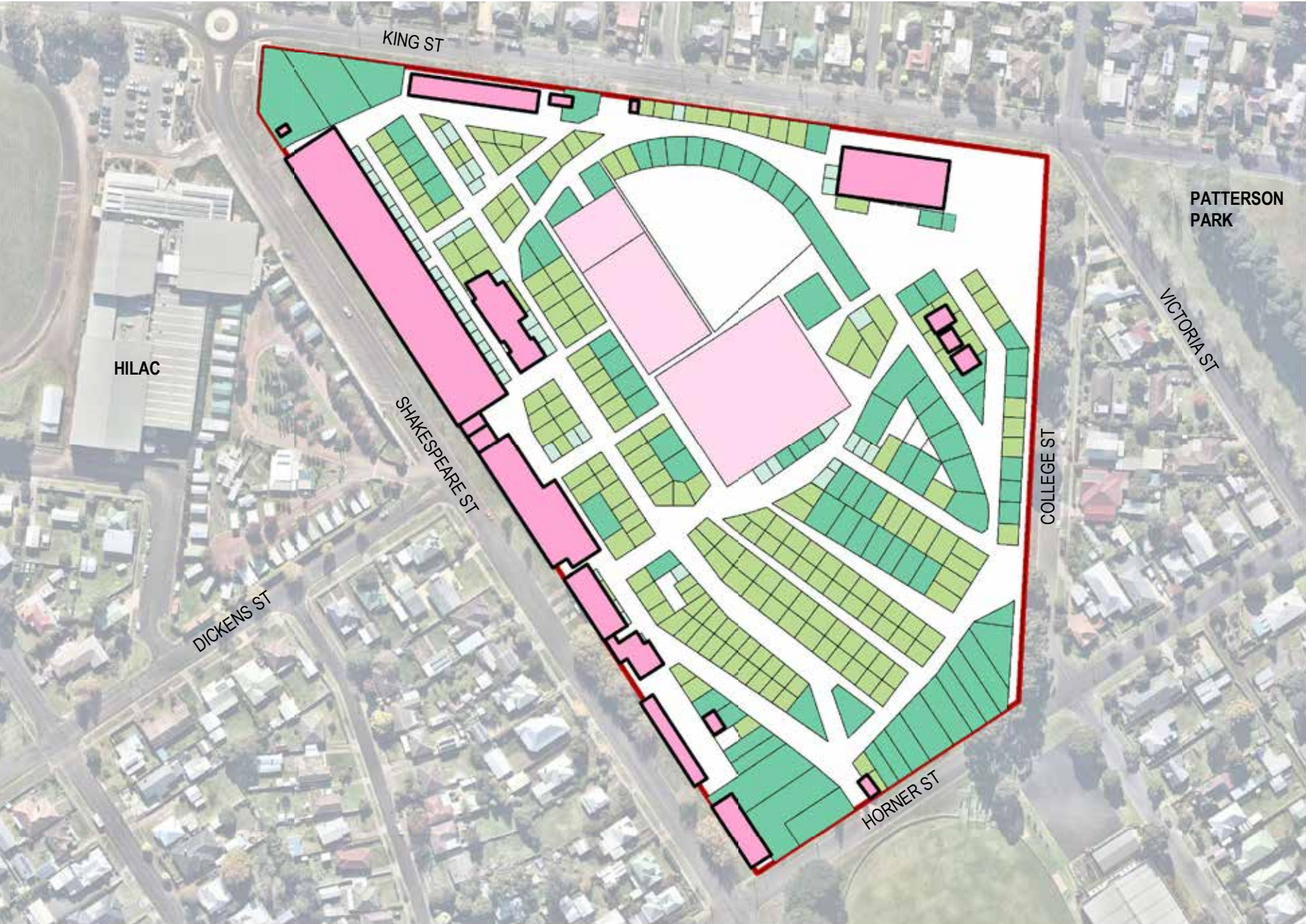


Sheepvention Aerial Photograph - Parking zones

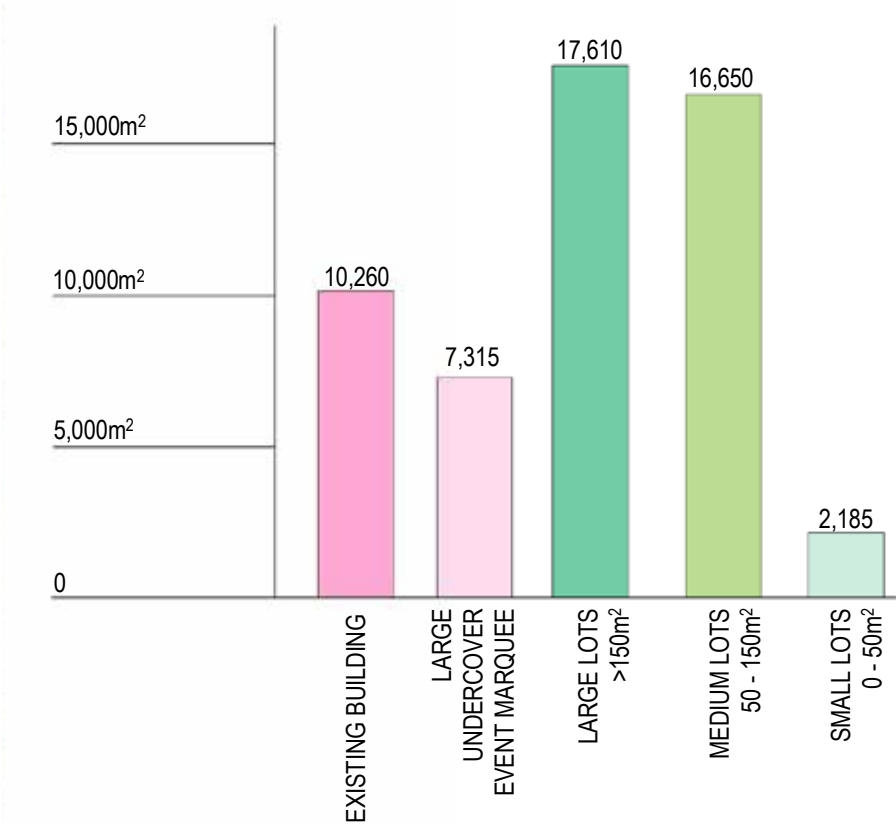


Sheepvention Aerial Photograph - Parking zones

Existing Event Lots



SHEEPVENTION LOT SIZES

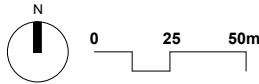


Existing Events Circulation



LEGEND

- North-South Spine
- East -West Link
- Radial Route
- Secondary Spine




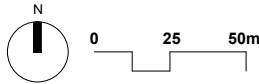
Existing Governance & Management Structure



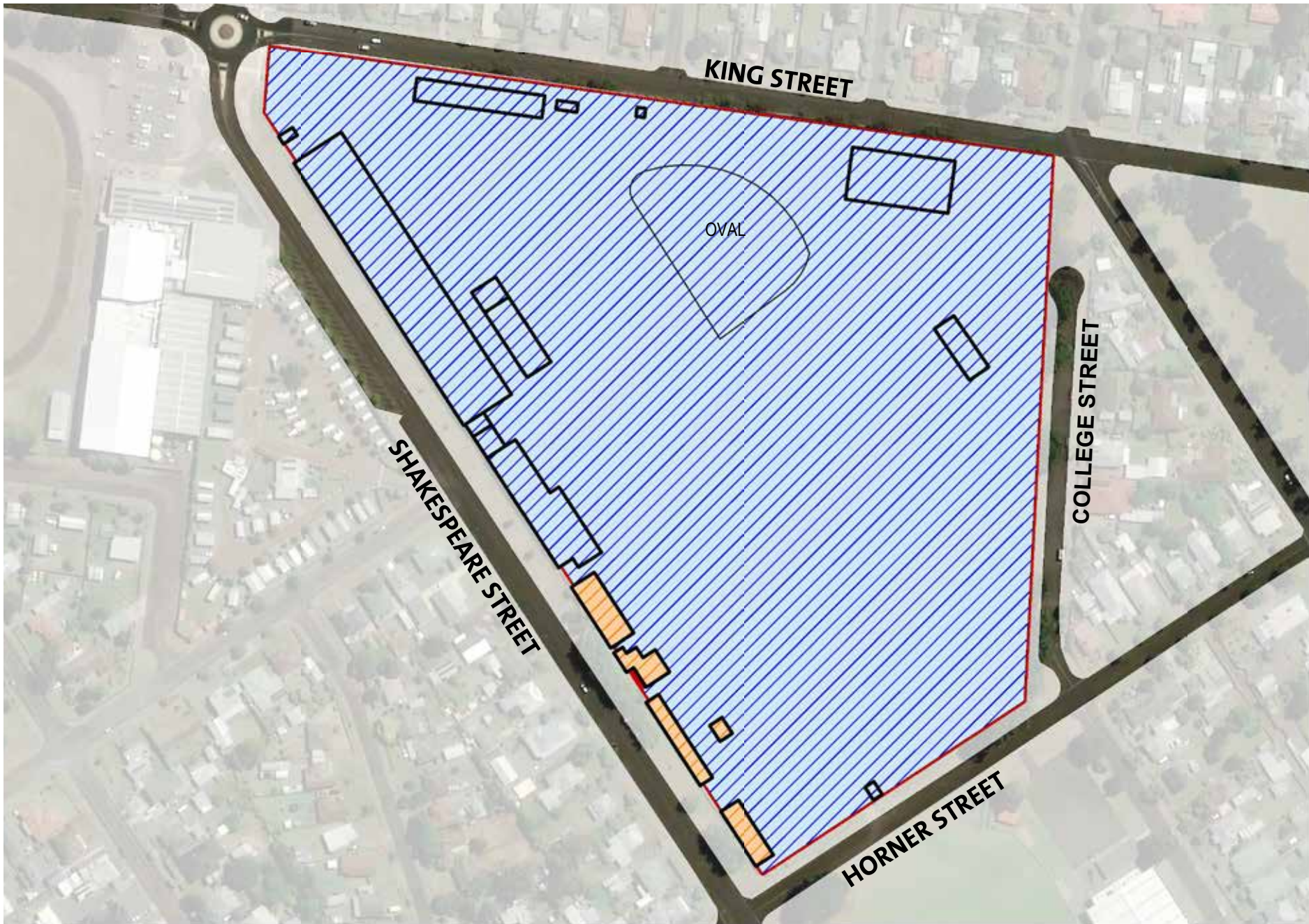
The Southern Grampians Shire Council is the Committee of Management for the site with the Hamilton Pastoral and Agricultural Society providing day-to-day administration and management of the site on behalf of Council, and both jointly maintain the common areas across the site.

LEGEND



 SGSC and P+A Society
Jointly Maintained Areas

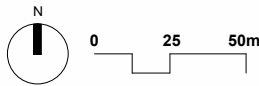


Existing Operational Structure



LEGEND




-  P+A Society Operated Areas
-  User Group Operated Areas

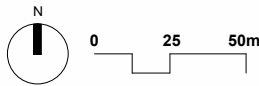


Existing Leasing Structure

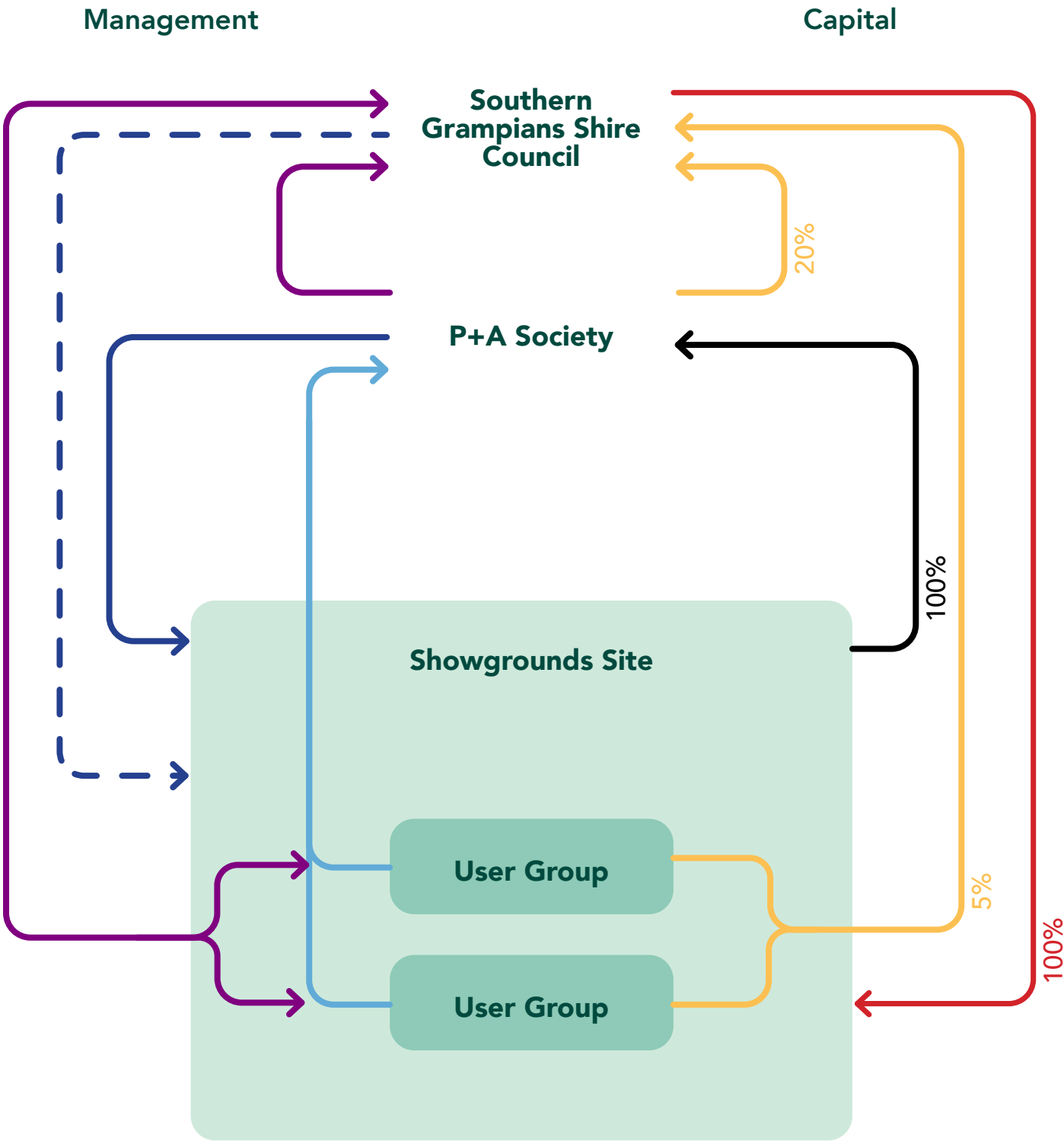


LEGEND

-  SGSC Controlled Buildings
-  P+A Society Leased Buildings
-  User Group Leased Buildings



Existing Management & Revenue Structure



- The current site management model does not make clear who benefits from investment.
- Whats not included in the model are private enterprises who could trade on the site daily and year round.
- The current model is not clear about roles, ownership and responsibilities.

Capital

- Maintenance Spending (\$45k per Annum)
- Maintenance Funding Reimbursement
- Yearly Showground event and operations profits

Management

- Site Management
- - - Maintenance Contributions
- User Agreements
- Lease Agreements

4.3

Engagement Summary

Engagement To Date

Key engagement stages timeline of the Hamilton Showground Master Plan.



Stakeholder Analysis Workshop

Key Stakeholders were asked to explore the strength, weaknesses, opportunities and threats to the Showgrounds. They brainstormed possible opportunities and limitations as well as points for further investigation.



Stakeholder Interviews

Interviews were conducted with those stakeholders who were unable to attend the Stakeholder Workshop. The interviews asked the stakeholders a series of questions in line with the Stakeholder workshop structure.



Community Engagement

An online survey is currently available for the community to provide feedback an to understand what the community love about the showgrounds and how they feel it could be improved.



Stakeholder Design Workshop

This workshop focused on our preliminary design thinking that is exploring how the built form, parking, access and movement can be reorganised into a strategic framework that improves the overall function of the site.

Stakeholder Analysis Workshop Summary

The community engagement activities that we have conducted to date have resulted in a large number of opportunities and ideas for the project that will be identified in the forthcoming masterplan by the project team. These include:

- A functional, multipurpose building that can accommodate the needs of all user groups and future events with private and common areas with quality amenities
- A large covered area that can provide shelter during winter events and solve the steep yearly costs of hiring numerous marquees
- Create an open, inviting entrance that promotes the showgrounds to visitors and the broader community
- Reorganise site access and movement to better serve Sheepvention and allow successful future events to be held at the showgrounds
- Provide a parking strategy that can manage the large influx of vehicles and improve loading and drop off during Sheepvention
- Connect the Showgrounds through pedestrian and cycle links within surrounding streets and parklands to create a network of destination spaces within Hamilton
- Provide suitable camping facilities for seasonal camping that is part of a network of available caravan and camping spaces within Hamilton that generates income for the Showgrounds
- Lease the space to private vendors/retailers year round to generate income
- Organise a yearly event calendar that attracts visitors and the broader community to the Showgrounds that includes markets, music events, festivals, sporting events and agricultural events
- Introduce a hard stand area for Sheepvention that can be used for other events during the year
- Improve drainage as site becomes waterlogged in winter
- Remove Plane Trees
- Implement a structured management model for site governance

Stakeholder Interviews Summary

During the interviews regarding the Hamilton Showgrounds, participants discussed various issues and suggestions for improvement. Both interviews emphasized the need for improved governance, infrastructure, marketing, and collaboration to transform the Showgrounds into a thriving and versatile community space.

Issues:

- Parking constraints
- Underutilization
- Inadequate marketing
- Aged infrastructure, particularly the exhibition center
- Unsuitable location for a specific event
- Infrastructure issues, including old sheds
- Challenges faced by a specific society in holding events
- Financial strain and lack of support for attracting events and traders
- Society’s attempts to contribute through funding proposals
- Ideas for an expanded exhibition center and designated area
- Need for collaborative use of space to attract different users
- Proposal for an outdoor center connecting to the exhibition center
- Visibility and navigation challenges for visitors

Suggestions for Improvement:

- Relocate the event to a more suitable location
- Renovate old sheds for better infrastructure
- Reference successful event programs in other areas
- Address drainage and infrastructure issues
- Make the Showgrounds more versatile and appealing for various events
- Collaborative use of space for indoor activities
- Outdoor center to showcase specific items
- Better visibility from the street
- Address navigation challenges for visitors
- Improve governance, infrastructure, marketing, and collaboration
- Transform the Showgrounds into a versatile and thriving community space

Community Online Survey

The results of the community survey regarding the Hamilton Showgrounds provide a comprehensive overview of the community's sentiments, desires, and concerns. Respondents shared their perspectives on various aspects of the Showgrounds, including its current state, potential improvements, and the role it plays in the community. The survey highlights a range of opinions, from positive views of existing facilities to suggestions for enhancing the Showgrounds' appeal and functionality. Common themes include the need for improved infrastructure, diversified events, enhanced maintenance, inclusivity, and increased community engagement. These insights offer valuable guidance for transforming the Hamilton Showgrounds into a vibrant, versatile, and community-centered space that caters to a variety of interests and activities.

Summary Overview

Arrival Experience:

Survey respondents have diverse experiences upon arriving at Hamilton Showgrounds. Some mention issues like open gates, potholed roads, and long grass, describing the entry as untidy and poorly maintained. However, positive mentions of facilities like the exhibition center and Lions building also appear.

Description of Showgrounds:

Opinions about Hamilton Showgrounds vary. Some view it as neglected and muddy, while others highlight positive aspects like the exhibition center and stock shed. Some consider it lifeless or uninspiring, but recognize its potential.

Reasons for Visiting:

Respondents visit the Showgrounds for specific events or purposes, often event-driven. Sheepvention, markets, and functions draw them in. The Showgrounds is seen as a destination for particular occasions, with potential for broader utilization.

Uniqueness of Showgrounds:

Unique aspects vary among respondents. Location for diverse events is noted, along with the stock shed's availability. Some see it as lacking uniqueness due to maintenance issues.

Best Physical Characteristics:

Respondents appreciate the Showgrounds' central location, size, exhibition center, proximity to town, event spaces, and sheep pavilion. While potential is acknowledged, underutilization is noted.

Challenges for Attractiveness:

Factors hindering Hamilton's appeal include negativity, council management, infrastructure, limited events, and competition with other destinations. Engaging the community positively and improving infrastructure are emphasized.

Visit Frequency and Exclusive Features:

Respondents visit based on events and utilize the Showgrounds for markets, Sheepvention, and community activities. Unique aspects include space, hosting a town show, large-scale events, and potentially a drive-in theater.

Preferred Activities at Showgrounds:

Enjoyed activities include attending markets, Sheepvention, events at the exhibition center, walking dogs, participating in functions, and playing basketball. Desire for more diverse activities is expressed.

Role of Showgrounds:

The Showgrounds is seen as a community hub, event venue, multi-use facility, and central gathering point. It's viewed as hosting events, fostering community spirit, and offering varied activities.

Success of Showgrounds:

Success factors involve utilization, diverse events, maintenance, community involvement, council collaboration, inclusiveness, and support for user groups. Regular maintenance, diverse events, and community involvement are key.

Detailed Survey Results

Q1: What greets you when you arrive?

Survey respondents had varied experiences upon arriving at the Hamilton Showgrounds. Many noted issues such as confusion over open gates, potholed roads, and long grass. Some described the entry as untidy and uneven, while others mentioned rundown buildings and infrastructure in need of repair. The general sentiment was that the entrance area appeared deserted, sad, and poorly maintained. However, there were also positive mentions of specific facilities like the exhibition center and Lions building, which were viewed as assets to the community. Despite the current state, respondents recognized the potential for the Showgrounds to serve as a versatile and bustling space for events, screenings, markets, and more.

Q2: How would you describe Hamilton Showgrounds to someone?

The Hamilton Showgrounds is described by survey respondents as a diverse range of opinions. Some view it as neglected, muddy, and barron, while others highlight its positive aspects, such as the exhibition center and stock shed. The location is seen as the home of Sheepvention and is recognized for having potential but being underutilized. It's referred to as a big area with sheds and buildings, but some consider it lifeless, abandoned, or uninspiring. The Showgrounds are often associated with infrequent use and missed opportunities, with opinions ranging from positive potential to underutilization and poor management.

Q3: Why do you choose to visit Hamilton Showgrounds and not other parts of the town?

Respondents tend to visit the Hamilton Showgrounds primarily for specific events or purposes, and their visits are often event-driven. Events like Sheepvention, markets, and functions draw them to the Showgrounds. Some participants mention being part of organizations that utilize the site, such as archery clubs or brass bands. The convenience of attending events, conventions, and activities held at the Showgrounds' convention center is highlighted. While the Showgrounds seem to be a destination for specific occasions, there's also a desire for more consistent and varied utilization beyond these events. It's worth noting that respondents do visit other parts of the town as well, suggesting that their choice to visit the Showgrounds is influenced by the nature of the events and facilities offered there.

Q4: What is unique about Hamilton Showgrounds?

The unique aspects of the Hamilton Showgrounds are perceived differently by respondents. Some highlight the location as an advantage for holding diverse events such as markets, car shows, music gigs, and exhibitions. The availability of the stock shed is also recognized as distinctive. Conversely, others mention the poor state of the grounds, including issues like pot holes and drainage problems. Some respondents feel that there’s nothing currently unique about the Showgrounds due to its perceived mess and lack of distinct features.

Positive aspects noted by respondents include the potential for diverse event space, the central location within the town, and the availability of multi-purpose facilities. However, there’s a recurring sentiment that the Showgrounds are underutilized, particularly when compared to other Showgrounds in different communities. The lack of greenery and overnight camping facilities, as well as the absence of a regular local show, are also mentioned as distinctive characteristics, though not necessarily positive ones. Overall, opinions on the unique features of the Hamilton Showgrounds vary widely among respondents.

Q5: What are the best physical characteristics of Hamilton Showgrounds?

The best physical characteristics of the Hamilton Showgrounds, as identified by respondents, include:

- Location: Many respondents appreciate the Showgrounds’ central location within the town.
- Size and Space: The spaciousness and size of the grounds are recognized as offering potential for a variety of activities and events.
- Exhibition Centre (HECC): The Exhibition Centre is highlighted as a valuable facility within the Showgrounds.
- Proximity to Town: The Showgrounds’ proximity to town and other amenities is seen as a positive aspect.
- Event Spaces: The availability of event spaces, large sheds, and versatile venues for gatherings and functions is noted.
- Sheep Pavilion: The sheep pavilion is mentioned as a distinct and valuable feature.
- New Infrastructure: Some respondents mention newly built or updated infrastructure that has been erected, enhancing the Showgrounds.
- Access: Easy access to the venue and facilities, despite concerns about maintenance, is acknowledged.
- Natural Elements: Trees on the grounds are highlighted as positive features.

These characteristics reflect the potential and value that the Hamilton Showgrounds possess for hosting a range of events and activities, despite differing opinions on maintenance and utilization..

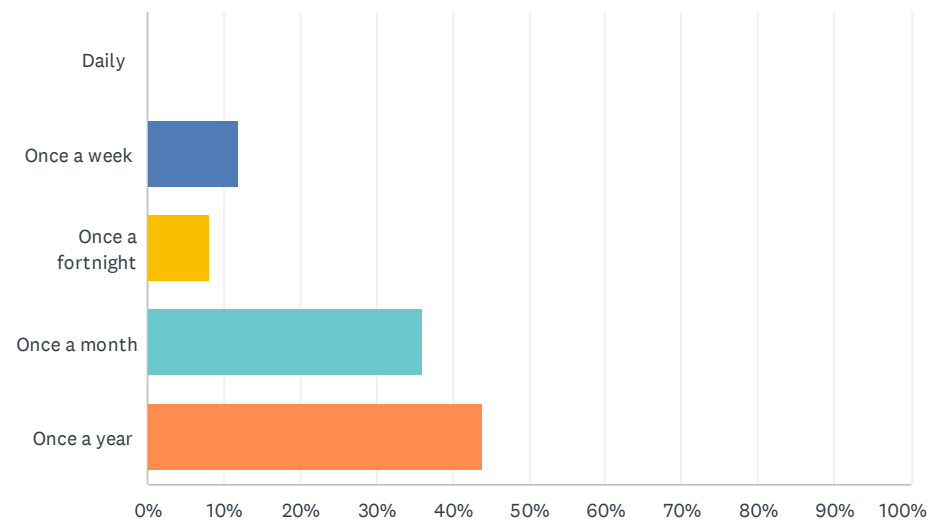
Q6: What gets in the way of Hamilton becoming one of the most attractiveregional destination towns within Victoria?

The factors that hinder Hamilton from becoming one of the most attractive regional destination towns within Victoria, as indicated by respondents, include:

- Local Negativity: A sense of negativity among residents towards change, new businesses, and events, which impacts the overall community spirit and progress.
- Council Management: Some respondents cite issues with the local council’s decision-making, lack of pride in the town, and perceived misallocation of resources.
- Lack of Infrastructure: Concerns about the town’s infrastructure, including roads, footpaths, and facilities, are mentioned as deterrents.
- Limited Events and Activities: The absence of events and attractions that can draw tourists and visitors to the town.
- Business and Tourism Development: Challenges with businesses meeting expectations for tourism promotion, vacant shopfronts, and a lack of restaurants and cafes.
- Community Engagement: A perceived unwillingness of the community to collaborate positively and work together to enhance the town’s appeal.
- Aging Facilities: Some respondents mention aging and poorly maintained facilities, both at the Showgrounds and within the town itself.
- Lack of Positive Communication: Gossip and negative discussions about the town’s development, potentially fueled by a lack of open communication.
- Competition with Other Destinations: The competition with other regional towns that offer more attractive natural environments, such as seaside locations.
- Population Dynamics: The challenge of attracting and retaining younger residents and professionals.
- Tourism Infrastructure: A lack of facilities like accommodation, cafes, and restaurants, as well as a limited range of attractions.
- Inappropriate Development Decisions: Some concerns about decisions that don’t value existing assets, such as removing shade trees or placing infrastructure in inappropriate locations.

These responses collectively highlight a range of issues that need attention to enhance Hamilton’s appeal as a regional destination town..

Q7: How often do you visit Hamilton Showgrounds?



Q8: What could only happen at Hamilton Showgrounds and nowhereelse?

Respondents provide various perspectives on what could only happen at the Hamilton Showgrounds and nowhere else:

- Sheepvention: This event is frequently mentioned, although some respondents believe it could potentially be hosted elsewhere.
- Hosting a Town Show: Some suggest that a traditional town show could uniquely take place at the Showgrounds.
- Large-Scale Events: The spaciousness of the Showgrounds is seen as ideal for hosting larger events that might not be feasible elsewhere.
- Movie Drive-In: The concept of a drive-in movie theater is suggested as a unique possibility.
- Carnivals and Fairs: These types of events, including dog shows and car shows, are mentioned as suitable for the Showgrounds.
- Covid Testing: Respondents note that the Showgrounds’ space was effectively utilized for Covid testing.
- Indoor Activities: Ideas like indoor archery, indoor bowls, bowling alley, ice skating, roller skating, and gymnastics are put forth as possibilities that the Showgrounds could uniquely offer.
- Culture Center: A few respondents propose that the Showgrounds could potentially serve as a site for a future culture center.
- Concerts: The grounds’ potential for hosting concerts is suggested.
- Monthly Markets: The Showgrounds could potentially host regular markets that might not happen elsewhere.
- Community Center Functions: The Showgrounds could potentially function as a community center for various activities.

While some respondents believe that some of the events hosted at the Showgrounds could potentially take place elsewhere, there’s a general recognition that the Showgrounds’ spaciousness and infrastructure offer opportunities for larger gatherings and specialized events that might be challenging to replicate in other locations.

Q9: What activities do you enjoy doing at Hamilton Showgrounds?

Respondents outline various activities they enjoy doing at the Hamilton Showgrounds:

- Markets: Several respondents mention attending markets, including trash and treasure markets.
- Sheepvention: This event is highlighted as a significant attraction at the Showgrounds.
- Events at the Exhibition Centre: Events hosted at the Exhibition Centre are mentioned as enjoyable.
- Walking Dogs: The Showgrounds are appreciated by some for providing space for walking dogs.
- Attending Special Events: Responses indicate attending special events like balls, dinners, festivals, and large-scale gatherings.
- Community Commitments: Some respondents participate in community group activities and commitments held at the Showgrounds.
- Basketball: Respondents enjoy participating in basketball at the Showgrounds.
- Dog Activities: The presence of a large contained area for dogs to run off-leash is mentioned.
- Quick Sheer and Other Activities: Some respondents highlight other events like the Quick Sheer competition.
- Potential for More Activities: Some respondents express a desire for more diverse and frequent activities to be available at the Showgrounds.
- Limited Utilization: A few respondents mention not having opportunities to enjoy activities at the Showgrounds due to a lack of available options.

Overall, respondents’ enjoyment at the Showgrounds spans from attending specific events to making use of the space for various recreational and social activities.

Q10: What is needed in Hamilton to provide for the various sporting and community groups? How can existing facilities and spaces be improved to provide for the community?

Respondents provide suggestions for improving facilities and spaces in Hamilton to better accommodate various sporting and community groups:

- Infrastructure Improvement: The need for improved infrastructure, including multi-use facilities, is highlighted.
- Melville Oval Upgrade: Respondents mention the need for upgrading Melville Oval to properly host sporting events.
- Public Spaces: Suggestions include revitalizing public spaces, replacing footpaths, and addressing tree issues in the main street.
- Maintenance: Improving the maintenance and overall appearance of existing facilities is emphasized.
- Advertising and Promotion: Better advertising and promotion of existing facilities to attract a wider range of people and events are suggested.
- Diverse Use of Space: Calls for utilizing existing spaces for a variety of events and activities that appeal to the entire community.
- Multi-purpose Sheds: Suggestion to create multi-purpose sheds that can be used by different user groups for various purposes.
- Inclusive Facilities: Respondents emphasize the need for inclusive facilities, such as accessible parks and amenities for people with disabilities.
- Support for Various Groups: The importance of accommodating different groups beyond just sports is highlighted.
- Public Transport: Incorporating public transport options, including a stop inside the Showgrounds, is suggested.
- Community Storage Spaces: Providing storage spaces for community groups and organizations to base themselves out of.
- Youth Meeting Center: Suggestion for a youth meeting center to engage young people in community activities.
- Inclusivity and Diversity: Ensuring facilities cater to a diverse range of interests and preferences, not just sports.
- Utilization Beyond Events: Encouraging the utilization of spaces beyond specific events like Sheepvention.
- Outdoor Facilities: Improving outdoor spaces to provide options for various outdoor activities.
- General Maintenance: Suggestion to address basic maintenance issues like upgrading asphalt surfaces.

Overall, the responses highlight the need for versatile and inclusive facilities that cater to a range of interests and activities within the community, and the importance of maintaining and promoting these spaces effectively.

Q11: What features do you like least about Hamilton Showgrounds and what do you think needs improvement?

Respondents share their concerns and suggestions for improving the Hamilton Showgrounds:

- **Overall Appearance:** The general appearance of the Showgrounds is a common concern, with respondents mentioning that it looks unkempt, overgrown, and unattractive.
- **Entrances:** Several respondents highlight the need to refresh and improve the entrances to the Showgrounds to create a more welcoming first impression.
- **Internal Roads:** Some respondents mention the poor condition of internal roads and tracks, suggesting that they need improvement.
- **Lack of Use:** Some feel that the Showgrounds are underutilized and that its potential is not being fully realized.
- **Facilities and Buildings:** Concerns about the condition and appearance of buildings and sheds within the Showgrounds are raised, with suggestions for improvement.
- **Toilet Facilities:** The quality, location, and availability of toilet facilities are mentioned as areas needing improvement.
- **Accessibility:** Issues related to accessibility, including pathways and disability access, are highlighted as needing attention.
- **Muddy Conditions:** Some respondents mention the Showgrounds becoming muddy and difficult to navigate during the wet season.
- **Lighting:** Lighting is mentioned as an area that needs improvement, particularly for nighttime events and activities.
- **Overall Infrastructure:** Several respondents mention the need for overall infrastructure improvements, including drainage, road surfaces, and facilities maintenance. Specific concerns are mentioned, such as the oval with a grandstand and the need for better drainage and pot hole repair.
- **Aesthetic Concerns:** Respondents express concerns about the lack of aesthetic appeal, with suggestions to enhance the overall look and feel of the Showgrounds.
- **Coordination of Facilities:** Suggestions are made to better connect the different parts of the Showgrounds through a common theme or coordination of facilities.
- **Unused Space:** Some respondents feel that the large area of the Showgrounds is underutilized for most of the year and could be put to better use.
- **Lack of Knowledge:** Some respondents admit to not knowing the Showgrounds well enough to provide specific feedback.

Overall, the responses highlight a range of areas that need improvement, including infrastructure, aesthetics, accessibility, and facilities maintenance, with the goal of creating a more attractive, functional, and welcoming space for both local events and the broader community.

Q12: What would you like to see at the Hamilton Showgrounds?

Respondents express their desires for the future of the Hamilton Showgrounds:

- **Diverse Events:** Many respondents want to see a variety of events taking place at the Showgrounds, including festivals, music events, car competitions, poultry shows, expos, and more. They emphasize the importance of hosting a range of events to attract a wider audience.
- **Community Spaces:** Some respondents suggest creating spaces that can be used for community events and gatherings. They envision the Showgrounds as a central hub for various activities that cater to different age groups and interests.
- **Sporting Facilities:** Respondents highlight the need for improved sporting facilities, such as a criterium course for bikes and spaces for youth sports.
- **Youth and Family Activities:** There's a desire for spaces dedicated to youth, including playgrounds and areas suitable for teaching children to ride bikes safely. Family-oriented events, carnivals, and entertainment options are also mentioned.
- **Annual Show:** Several respondents express a desire for the return of an annual show that can cater to kids and families in the region.
- **Infrastructure Improvement:** Some respondents call for maintenance and improvement of the existing infrastructure to make the Showgrounds more usable and appealing.
- **Accessibility:** The importance of opening up discussions beyond online surveys is mentioned, as not everyone may have digital literacy. Making information about events easily accessible at entrances is also suggested.
- **Camping and RV Facilities:** Some respondents propose allowing RVs to stay for a fee, thus catering to travelers and potentially increasing tourism.
- **Community Engagement:** The community's desires and needs are at the forefront of suggestions, with emphasis on developing the Showgrounds to cater to a wide range of interests and activities.

Overall, respondents envision the Hamilton Showgrounds as a dynamic space that hosts diverse events, provides recreational opportunities for various age groups, and engages the community in meaningful ways.

Q13: What do you think the role of the Hamilton Showgrounds is?

The role of the Hamilton Showgrounds, as perceived by respondents, encompasses several aspects:

- **Community Hub:** Many respondents view the Showgrounds as a central entertainment and community space in Hamilton. It serves as a hub where various events, shows, festivals, and gatherings can take place, fostering a sense of community cohesion.
- **Event Hosting:** The primary role mentioned is hosting events, such as Sheepvention and other shows. Respondents also express a desire for the Showgrounds to continue serving as a venue for diverse events, not limited to specific niches, and to become a meeting place for markets, festivals, and more.
- **Multi-Use Facility:** The Showgrounds are seen as a versatile multi-use facility that can cater to a wide range of activities, from sports to exhibitions, shows, and gatherings. It is envisioned as a space that can be utilized by various groups for their events.
- **Community Gathering:** The Showgrounds play a role in bringing the community together by providing spaces for events and functions. Respondents emphasize the importance of using the space to unite residents for shared activities.
- **Central Location:** The Showgrounds' location in the middle of town is highlighted, suggesting its potential to serve as a central point for accessible events and gatherings within the community.
- **Utilization for Various Purposes:** Respondents also suggest that the Showgrounds could serve as a venue for meetings, agricultural displays, and potentially even new types of events that benefit the community.

Overall, the Showgrounds are seen as a valuable community asset that has the potential to host a diverse range of events, gatherings, and activities that contribute to the social, cultural, and recreational life of Hamilton and its surrounding areas.

Stakeholder Analysis Workshop Summary

Q14: What would make the Hamilton Showground successful?

The respondents suggest several factors that could contribute to making the Hamilton Showgrounds successful:

- **Utilization and Promotion:** One of the key aspects mentioned is increased utilization of the Showgrounds for a variety of events and activities. Many believe that successful utilization would involve having a calendar of events and activities that is visible to the public, making it easier for people to know what's happening and when.
- **Diverse Events:** The Showgrounds' success could be enhanced by hosting a diverse range of events, including festivals, markets, shows, and sports competitions. Respondents emphasize the need for a continuous rotation of events to keep the community engaged.
- **Maintenance and Upkeep:** The Showgrounds' appearance and facilities are important factors. Regular maintenance, modernization of amenities such as toilets and ticket booths, and improvement of lawns and gardens could contribute to its success.
- **Community Involvement:** Involving the community in the planning and decision-making process is considered crucial. A successful Showgrounds would reflect the input and needs of the community, potentially leading to a sense of ownership and pride.
- **Collaboration with Council:** Successful utilization of the Showgrounds could involve collaboration with the local council, including tourism teams, to manage and promote the space effectively.
- **Inclusiveness:** The Showgrounds could be successful if it is seen as an inclusive space that caters to various age groups and interests, providing amenities like a roller-skating rink, playground, and volleyball courts.
- **Support for User Groups:** Successful management of the Showgrounds could include better support for user groups and organizations that wish to utilize the space.
- **Strategic Plan:** A well-defined and feasible plan that considers community suggestions, ownership, funding, and sustainability is seen as essential for the Showgrounds' success.
- **Accessible Shelters:** Respondents suggest utilizing some of the sheds as shelters for homeless individuals in need, potentially contributing to the well-being of the community.
- **Ongoing Maintenance:** Maintenance is highlighted as a continuing requirement for the Showgrounds' success. Regular upkeep would help maintain the facility's attractiveness and functionality.

Overall, the Showgrounds' success appears to be linked to its ability to engage the community, provide a wide variety of events, maintain its facilities, and be inclusive and responsive to the needs of the residents of Hamilton and surrounding areas.

Q15: Are there any additional comments/feedback you would like to provide?

The additional comments and feedback provided by respondents offer insights and suggestions for the future of the Hamilton Showgrounds:

- **Comprehensive Improvement:** Respondents emphasize the need for a comprehensive and inclusive approach to the Showgrounds' improvement, ensuring that all areas and groups are considered in the revitalization efforts.
- **Community Engagement:** Many suggest engaging the community in discussions and idea-sharing sessions to gather valuable input for the future development and use of the Showgrounds.
- **Youth and Family Activities:** There is a strong desire for more family-friendly and youth-oriented activities that can be enjoyed without concerns about shelter, mud, and limited parking. Diversifying the available activities is seen as key to attracting different age groups.
- **Tourism and Economic Boost:** The potential for boosting tourism and the local economy by transforming the Showgrounds into a vibrant space with various events and attractions is highlighted.
- **Transparency and Communication:** Open communication and transparency are considered important for the success of any improvements to the Showgrounds. It's suggested that the community should be kept informed about plans and developments.
- **Outside-the-Box Thinking:** Some respondents encourage thinking creatively and outside the box to come up with unique and innovative ideas that can make the Showgrounds a thriving hub of activity.
- **Prioritizing Infrastructure:** The condition of roads, shelters, amenities, and parking is a recurring concern. Many respondents express the need for better infrastructure to support a variety of events and activities.
- **Local Arts and Culture:** Creating spaces for local artists to showcase their work, hosting touring exhibitions, and potentially moving the cinema and community house to the Showgrounds are ideas that aim to enhance the cultural and artistic aspects of the space.
- **Mixed Responses:** While some respondents are enthusiastic about changes and improvements, others have reservations about potential negative impacts on existing assets.
- **Positive Approach:** Several comments suggest optimism and enthusiasm for transforming the Showgrounds into a vibrant and accessible space that caters to various needs and interests of the community.

These additional comments further underline the desire for positive change and thoughtful planning to ensure that the Hamilton Showgrounds becomes a successful and valuable resource for the community.

The community engagement activities that we have conducted to date have resulted in a large number of opportunities and ideas for the project that will be identified in the forthcoming masterplan by the project team. These include:

- A functional, multipurpose building that can accommodate the needs of all user groups and future events with private and common areas with quality amenities
- A large covered area that can provide shelter during winter events and solve the steep yearly costs of hiring numerous marquees
- Create an open, inviting entrance that promotes the showgrounds to visitors and the broader community
- Reorganise site access and movement to better serve Sheepvention and allow successful future events to be held at the showgrounds
- Provide a parking strategy that can manage the large influx of vehicles and improve loading and drop off during Sheepvention
- Connect the Showgrounds through pedestrian and cycle links within surrounding streets and parklands to create a network of destination spaces within Hamilton
- Provide suitable camping facilities for seasonal camping that is part of a network of available caravan and camping spaces within Hamilton that generates income for the Showgrounds
- Lease the space to private vendors/retailers year round to generate income
- Organise a yearly event calendar that attracts visitors and the broader community to the Showgrounds that includes markets, music events, festivals, sporting events and agricultural events
- Introduce a hard stand area for Sheepvention that can be used for other events during the year
- Improve drainage as site becomes waterlogged in winter
- Remove Plane Trees
- Implement a structured management model for site governance

4.4

Benchmarking Study

Adelaide Showgrounds, South Australia



Adelaide showgrounds offers Dining space for up to 2000 diners with commercial space to suit

The Goyder Pavilion has an integrated 3.5 million litre underground water tank and 1000 kw solar system - self sufficient in water and energy

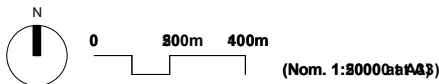
Relevance to Hamilton Showgrounds:

- Arena is central to showgrounds site
- Showground sits among inner residential suburb
- Multiple entrie from multiple surrounding roads

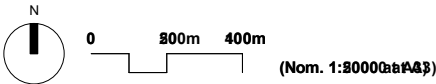
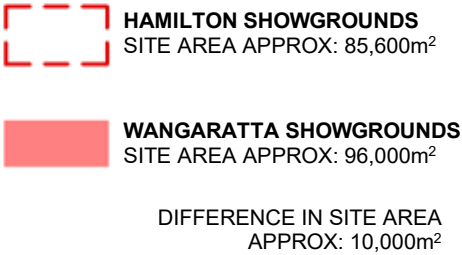
 **HAMILTON SHOWGROUNDS**
SITE AREA APPROX: 85,600m²

 **ADELAIDE SHOWGROUNDS**
SITE AREA APPROX: 270,000m²

DIFFERENCE IN SITE AREA
APPROX: 185,000m²



Wangaratta Showgrounds, Victoria



Contains Spectator stand. Wangaratta offers 11, 000 person capacity spectator stand

Relevance to Hamilton Showgrounds:

- Part of a greater sporting and recreation precinct including:
 - Aquatic centre
 - Tennis courts
 - Basketball/ Netball Courts
 - Sports
- Similar pupulation to Hamilton. Population 29, 740
- Similar distance to Melbourne CBD. 252 km
- Arena is central to Showgrounds site
- Showground pavilions occupy the street edge
- No dedicated showground aprking
- Showground located among residential suburb
- Single showground entrance
- 1.4Km, to Wangaratta commercial centre - Similar distance to commercial centre as Hamilton showgrounds
- No integrated public showground
- Currently undergoing Masterplan upgrades

RNA Showgrounds, Queensland



- Show pavilions are spread out and can be separately hired
- Majority of the site retained in show ownership
- Very little on site-parking
- Multiple entry points from multiple streets

Relevance to Hamilton Showgrounds:

- Arena is central to site, used for many purposes

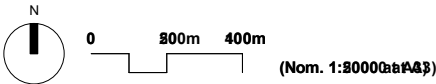


HAMILTON SHOWGROUNDS
SITE AREA APPROX: 85,600m²



RNA SHOWGROUNDS - BRISBANE
SITE AREA APPROX: 220,000m²

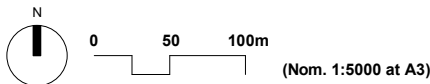
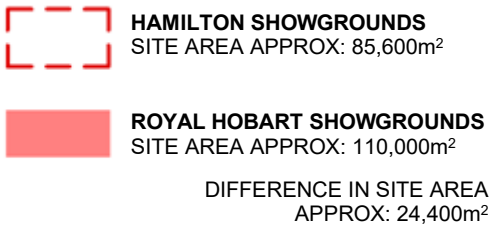
DIFFERENCE IN SITE AREA
APPROX: 135,000m²



Hobart Showgrounds, Tasmania



- Incorporates caravan accomodation
 - No on-site dedicated showground carparking
- Relevance to Hamilton Showgrounds:
- Single main site entrance
 - Site located within residentail suburb



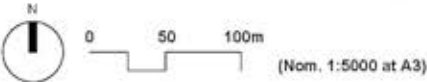
Birraung Marr, Victoria



Birraung Marr is a multipurpose space that can accomodate different events and activities and therefore can recover after an event while other areas can be utilised. The park hosts a variety of native flora, sculpted terraces, pedestrian and bicycle paths and is used for numerous festivals and events throughout the year.

Relevance to Hamilton Showgrounds:

- Central to the CBD and accomodates a variety of users.
- Very similar in size
- Located close to waterbodies
- Multiple entry points from surrounding roads and parks



DIFFERENCE IN SITE AREA
APPROX: 2,600M2

Partners Hill + **REALM**studios

city making + liveability

REALMstudios Pty Ltd
ABN 39165483330

enquiries@realmstudios.com

www.REALMstudios.com