

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

19 February 2019

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|-------------------------|---|
| Agenda Item 11.6 | Shepparton and Mooroopna 2050: Regional City Growth Plan - Key Issues and Opportunities Paper, February 2019 |
| Attachment 1 | Shepparton and Mooroopna 2050: Regional City Growth Plan - Issues and Opportunities Paper, February 2019.... 541 |
| Attachment 2 | Shepparton and Mooroopna 2050: Primary School Engagement Report October 2018 559 |



Shepparton & Mooroopna 2050

Regional City Growth Plan

Key Issues and Opportunities

February 2019





Contents

| | | |
|----------|---|-----------|
| 1 | Executive Summary | 5 |
| 2 | Introduction | 6 |
| 3 | Growth Context | 9 |
| 4 | Community Consultation | 12 |
| 5 | Shepparton & Mooroopna in 2050 | 13 |
| 6 | Key Issues and Opportunities | 14 |

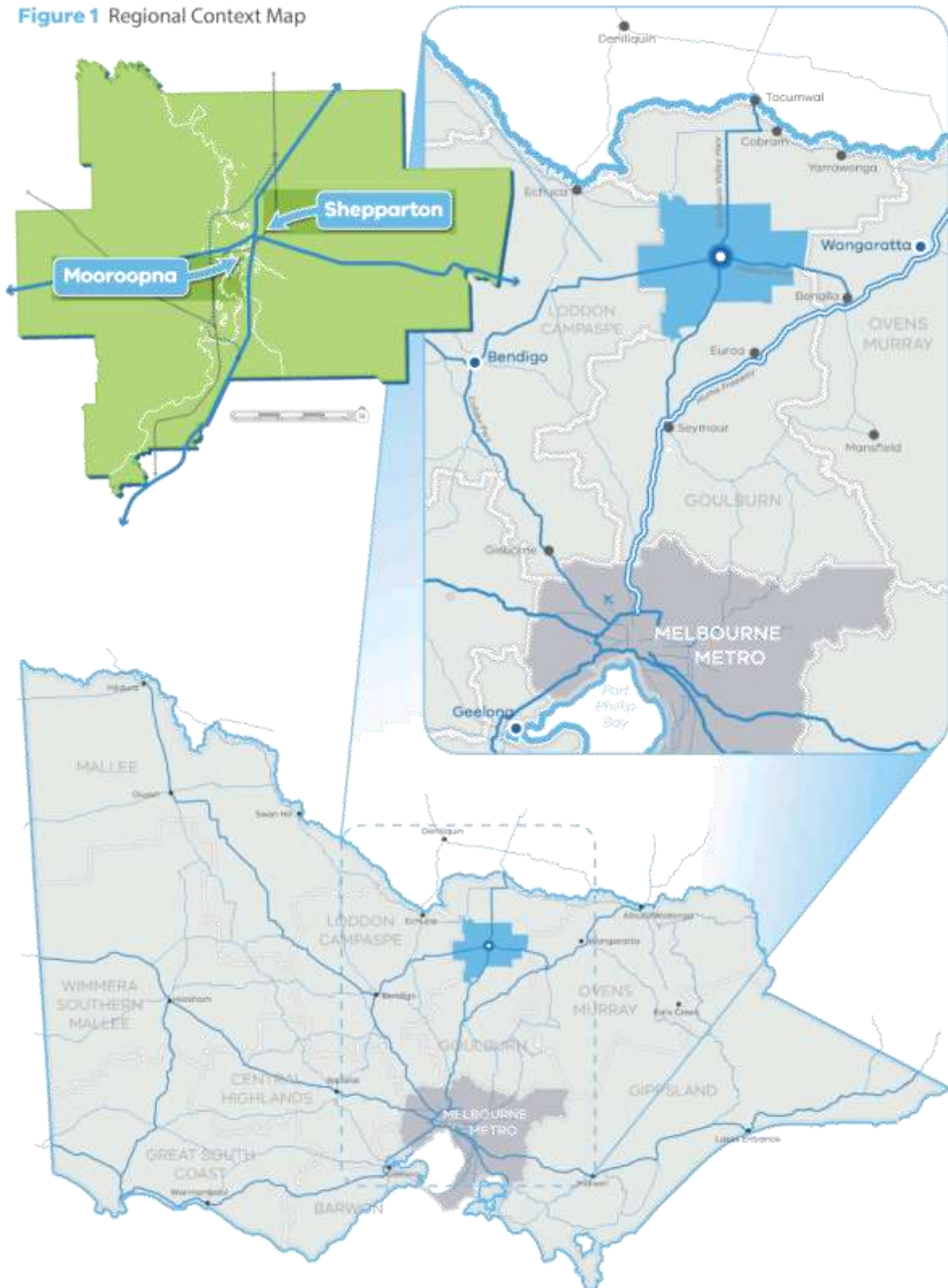
Tables

| | | |
|----------------|---|---|
| Table 1 | Areas currently identified for growth in Shepparton and Mooroopna | 9 |
|----------------|---|---|

Figures

| | | |
|-----------------|--|----|
| Figure 1 | Regional Context Map | 4 |
| Figure 2 | Current growth corridors and investigation areas | 8 |
| Figure 3 | Greater Shepparton Transport Infrastructure | 10 |
| Figure 4 | Greater Shepparton Major Projects | 11 |

Figure 1 Regional Context Map



1 Executive Summary

The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council is preparing the *Shepparton and Mooroopna: 2050 Regional City Growth Plan* to guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

This *Key Issues and Opportunities Report* identifies the key issues and opportunities for the area based on a review of existing literature and consultation with key stakeholders. The community is invited to comment on the findings of this Report to inform the preparation of a draft Growth Plan. The draft Growth Plan will also be made available for public comment later in 2019.

This Report was informed by a range of Council adopted documents, Victorian Government policies and strategies, and consultation with stakeholders.



We want to know what is important to you for the future of Shepparton and Mooroopna. Tell us what you love, and how you would like Shepparton and Mooroopna to be in 2050.

You can provide feedback in three ways:

1. Meet with VPA and Council staff to discuss your ideas and learn more at any of the following times:

- The Summer City Market in Maude Street Mall, Shepparton
Friday 22 February 2019 9am – 4pm
- Woolworths/Aldi, Mooroopna (car park side)
Thursday 14 March 2019 1pm – 3pm
- Riverside Plaza, Kialla
Thursday 14 March 2019 4pm – 6.30pm

2. Go online to provide your feedback. Visit the project page for more information: <https://vpa.vic.gov.au/project/shepparton-mooroopna-2050/>

3. Send your written comments on any or all of the issues and opportunities identified in the report via email to emily.killin@vpa.vic.gov.au or via post to:

Victorian Planning Authority
Level 25, 35 Collins Street
Melbourne
Victoria 3000

If you have any questions for the project team, please call Emily Killin at the VPA on 03 9651 9600 or Michael MacDonagh at Council on 03 5832 9730.

2 Introduction

Why do we need a Growth Plan?

The *Shepparton and Mooroopna 2050: Regional City Growth Plan* will identify the area's strategic advantages, address key challenges, and set a vision to guide sustainable growth and development to 2050.

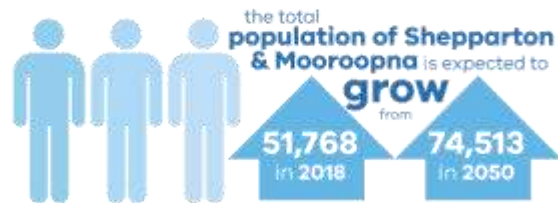
The Growth Plan will be a high-level and broad strategy that:

- Sets out the future vision for Shepparton and Mooroopna.
- Guides sustainable future growth and development over the next 30 years.
- Identifies the steps needed to manage growth.
- Defines key projects and infrastructure required to support growth.
- Provides an improved and more certain environment for making both public and private investment decisions.

The Growth Plan will be used to coordinate, guide and inform the preparation and consideration of future, more detailed local plans, planning scheme amendments and planning permit applications.

The current Framework Plan for Shepparton and Mooroopna is the *Greater Shepparton 2030 Strategy* which was finalised in 2006. This document provides a blueprint for building sustainable economic activity and maximising the quality of life in Shepparton. Since the finalisation of this Strategy, Shepparton has experienced a significant amount of growth, supported by investment in infrastructure from the Victorian and Federal Governments. It is necessary to prepare a revised Growth Plan to provide a blueprint for the future of Shepparton and Mooroopna.

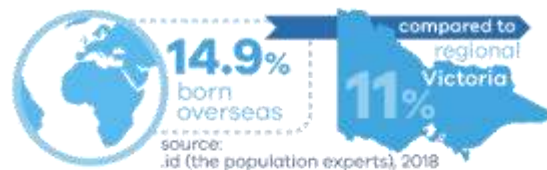
Demographic Overview



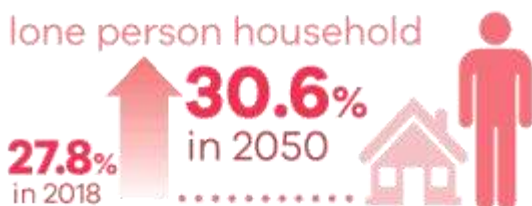
largest age group



largest net increase



Household Overview Snapshot



source: .id (the population experts), 2018

What are the next Steps?

Feedback in response to this Report will be used to inform the preparation of a draft Growth Plan.

The community will have a further opportunity to provide input once the draft Growth Plan has been developed. The Growth Plan will be implemented through a future amendment to the Greater Shepparton Planning Scheme.

This will inform Council planning decisions and policy making.

AGENCIES AND AUTHORITIES

...consulted with so far

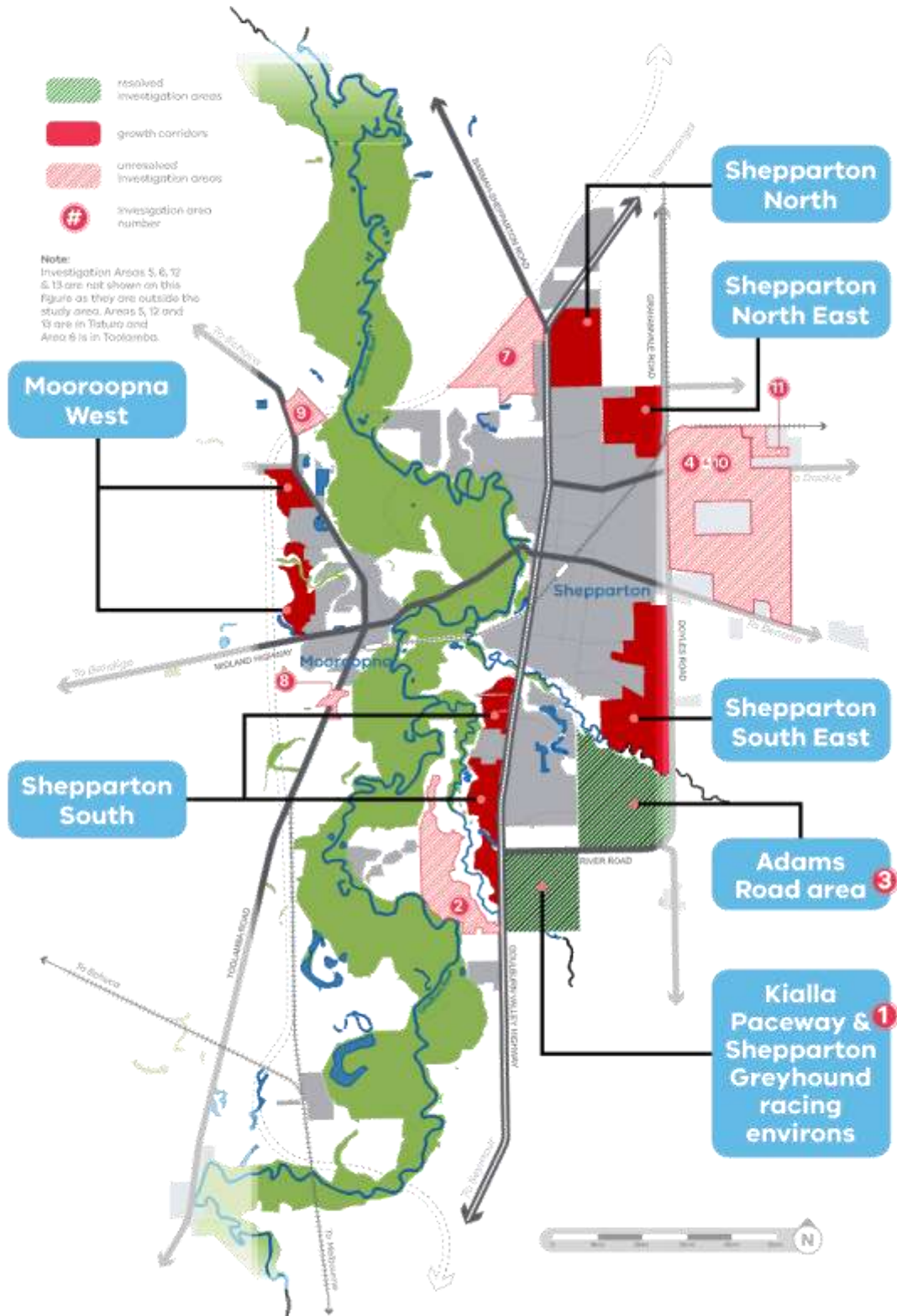
Country Fire Authority (CFA)
 Department of Economic Development, Jobs, Transport and Resources (DEDJTR)
 Department of Education and Training (DET)
 Department of Environment, Land, Water and Planning (DELWP)
 Environment Protection Authority (EPA)
 Goulburn Broken Catchment Management Authority (GBCMA)
 Goulburn-Murray Water (GMW)
 Goulburn Valley Water (GVW)
 Parks Victoria
 Regional Development Victoria (RDV)
 Regional Roads Victoria
 State Emergency Services (SES)
 Transport for Victoria (TFV)

COMMUNITY ORGANISATIONS & INDIVIDUALS

...consulted with so far

ACE Education Centre
 Better Local Government Association
 Committee for Greater Shepparton
 Disability Advisory Committee
 Ethnic Council of Shepparton and District Inc.
 Goulburn Ovens Institute of TAFE
 Goulburn River Valley Tourism
 Goulburn Valley Health
 GV Grammar
 LaTrobe University
 Local consultants
 Local real estate agents
 The Lighthouse Project
 Mooroopna Primary School
 Notre Dame College
 Rumbalara Aboriginal Cooperative
 Safer City Advisory Committee
 Shepparton Chamber of Commerce
 Shepparton Show Me
 Shepparton Sustainability Group
 St Mary's Primary School
 Women's Charter Alliance Advisory Committee
 Word and Mouth Group
 Yorta Yorta Nation Aboriginal Corporation

Figure 2 Current growth corridors and investigation areas



3 Current & Future Growth Context

Current growth

The *Greater Shepparton Housing Strategy (2011)* has informed the planning of the current growth areas identified in Figure 2 (left) and Table 1 (below). These growth areas will ultimately deliver land to provide housing for approximately 22,000 people. The planning work to inform the development of some of these corridors is still ongoing. These corridors will contribute significantly to the land supply needed to accommodate the projected population growth of Shepparton and Mooroopna until the year 2050.

Table 1 Areas currently identified for growth in Shepparton and Mooroopna

| GROWTH AREA | FUTURE POP. | STATUS |
|--|------------------|---|
| Mooroopna West | 4000 | Development commenced. |
| Shepparton North | 2700 | Almost fully developed. |
| Shepparton North East | 4000 | VPA and Council currently finalising a Precinct Structure Plan (PSP) and Development Contributions Plan (DCP). |
| Shepparton South | 3600 | Almost fully developed. |
| Shepparton South East | 6500 | VPA and Council currently preparing a Precinct Structure Plan (PSP) and Development Contributions Plan (DCP). |
| Investigation Area 1 – Kialla PACEWAY and Shepparton Greyhound Racing Environs | 700 | First stage of strategic work completed which supports a mix of low density residential and equine related activities. |
| Investigation Area 3 – Adams Road area | To be determined | First stage of strategic work completed, which rezoned the land to the Urban Growth Zone. A PSP and DCP will need to be prepared. |

Future growth

There are other potential growth areas identified in the Housing Strategy that have not yet undergone a planning process to be considered for development. These are referred to as Investigation Areas 2,4,7,8,9,10 and 11 as shown on Figure 2.

These investigation areas will be reviewed as part of the Growth Plan to confirm future land requirements and suitability for development. If one or more of these investigation areas is identified as an appropriate location for growth, further more detailed planning work will need to occur following finalisation of the Growth Plan.

A number of planning considerations will guide the process of determining whether investigation areas are required for population growth. Some of these considerations are:

Stormwater Drainage Management

Shepparton's location on the Goulburn River catchment and its flat topography means stormwater management is unique and can be expensive. This is a key consideration when identifying locations for future development to ensure an effective and cost efficient drainage solution can be delivered.

Agricultural land

The agricultural sector is a key economic sector and provides significant employment opportunities. Future development must ensure productive agricultural land is protected and appropriate buffers are maintained so the farming operations can continue. Development must not compromise the significant investment in the Shepparton Irrigation Region.

Biodiversity and Heritage

Areas with high ecological value will be protected from future development to ensure significant flora and fauna species are protected and the "green" character of Shepparton and Mooroopna is enhanced. Areas recognised as having heritage significance will be protected and the restoration of these places incentivised.

Infrastructure

The availability of current and future infrastructure will guide the location of new development to ensure connected communities can take advantage of this significant investment. Figures 3 provides an overview of the proposed road and rail projects being funded by the Victorian Government. Figure 4 shows a number of Major Projects that have been committed to.

Figure 3 Greater Shepparton Transport Infrastructure

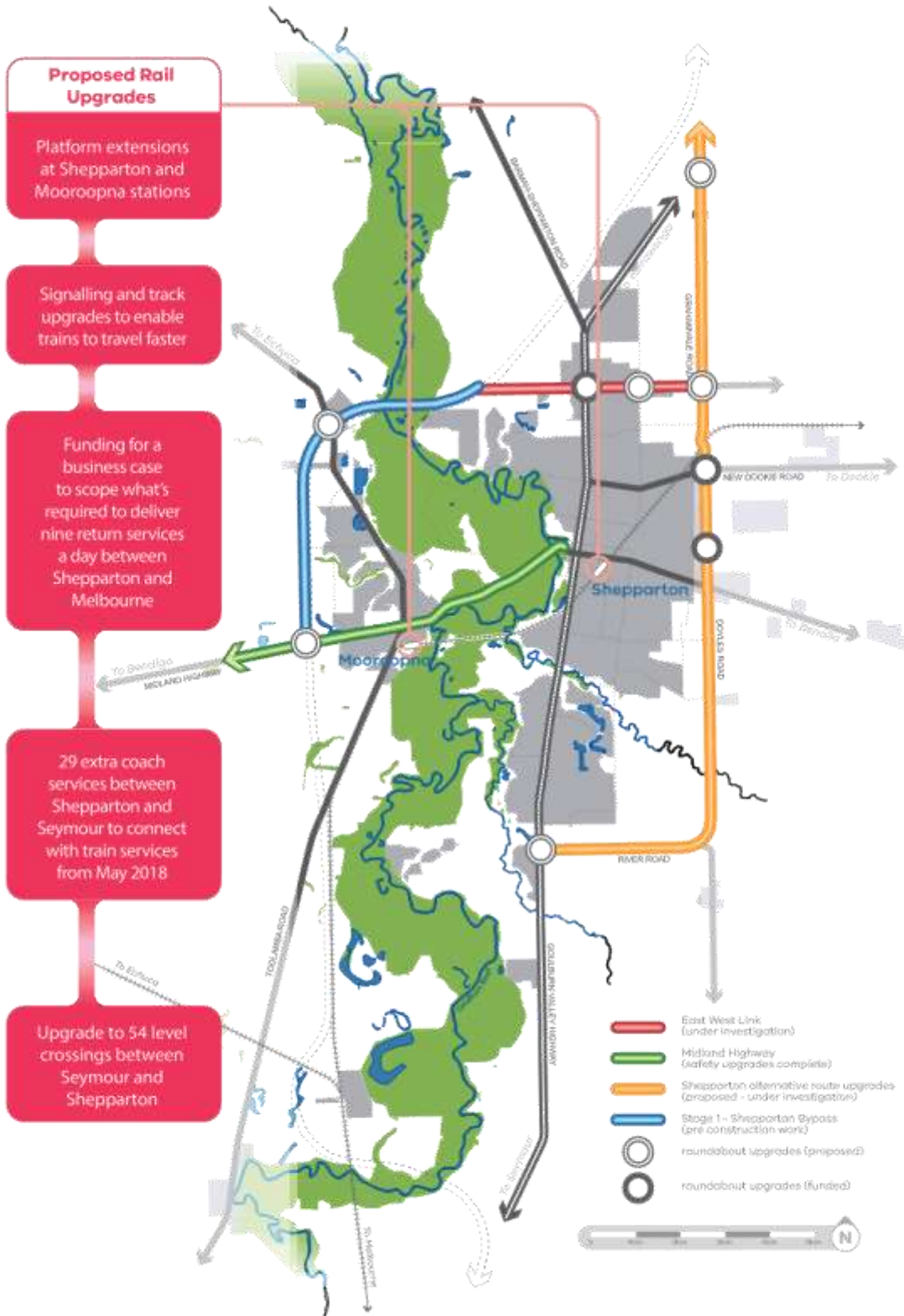
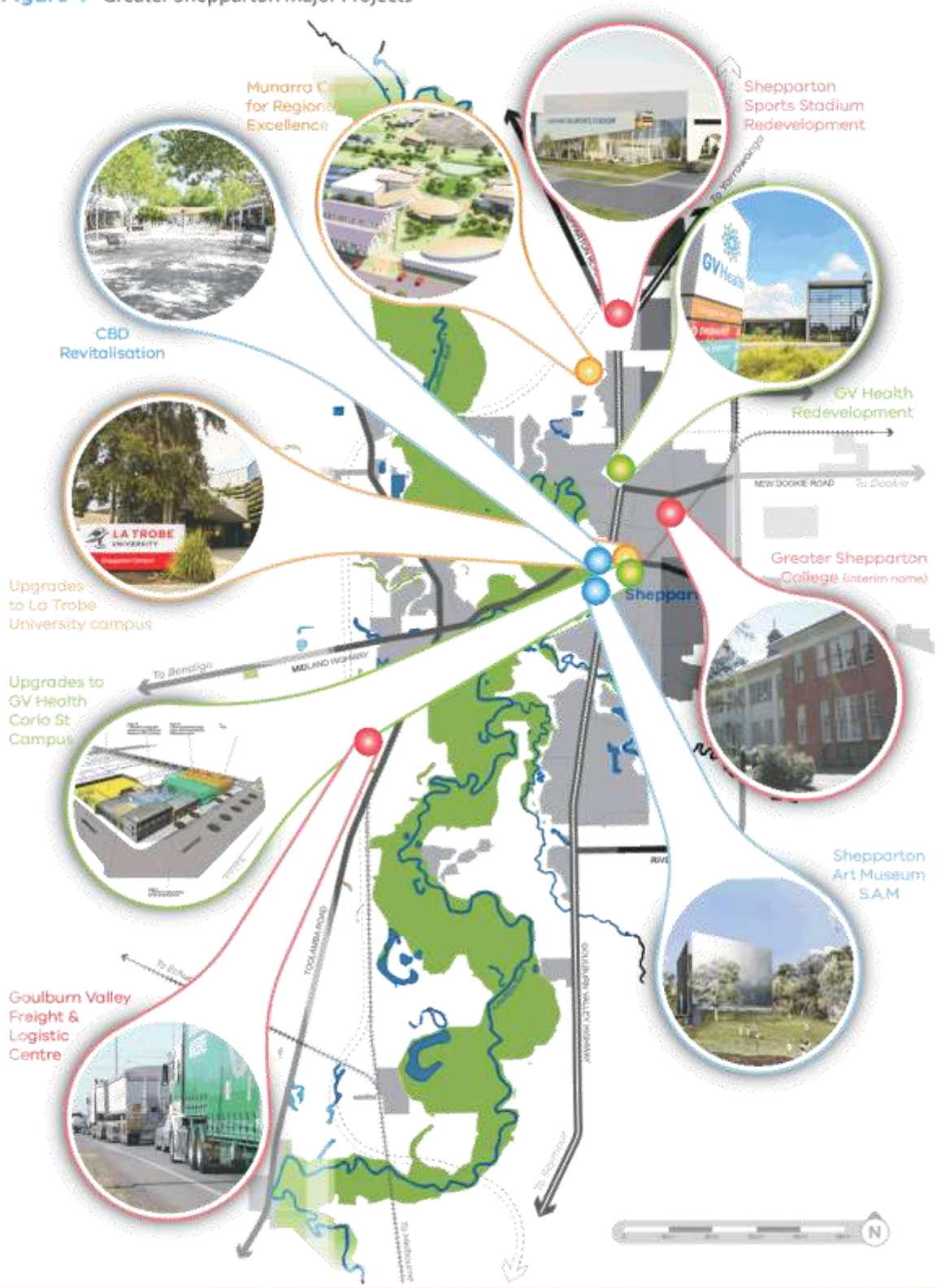


Figure 4 Greater Shepparton Major Projects



4 Community Consultation

4.1 Consultation to date

A number of stakeholders have been working closely with the VPA and Council to inform the project to date.



The workshop in April 2018 was an opportunity to ask targeted questions to government agencies and authorities that operate in the area to ascertain the issues and opportunities. Some of the questions asked included:

- What type of land uses and scale of development do you envisage around rivers, creeks and lakes?
- What are the key community infrastructure gaps in Shepparton and Mooroopna?
- What is currently limiting the economic potential of Shepparton and Mooroopna?

The findings of this workshops have been integrated into the discussion of key issues and opportunities in Section 6 of this Report.

4.2 School consultation

In one consultation activity, primary school students were asked to write a postcard to a friend in 2028, identifying what has changed and what they love about Shepparton and Mooroopna. Some of the key themes they identified were:

- More recreation space
- Improved public transport
- More night time activities
- More variety of shops and restaurants

Mooroopna is so cool, it has a great big skate park and a soccer pitch with a big Grand Stand. There is also a cool as pool. The bike paths are amazing with good lighting. Lots of shops are on the main street. More shows at the show grounds. There is a giant Hotel.

We have a big bright sign that says Welcome to Mooroopna and when you leave it says you should live here. We also have a Giant Potato with tree surfing and 20 different types of chips. We have a cat centre where you can play with cats or adopt them. No wonder I have 3 cats. See you at the Big Potato in a week.

It's awesome ther is a bike track around the lake and a gold star cinema in Shepparton. I just went to a cattle show in Shepp and the statue cows move like robots. It's awesome so much has changed.

Dear Jonak,
Word of advice, move back to Mooroopna. And if you don't want to move back to Mooroopna, move to Shepparton (they've got plenty of space for housing if you were to build). The streets are a lot safer now no delinquents to worry about! And they're not only safer, they're brighter! There's colour! Murals, street-art, statues! Areas to relax, to grog, eat, listen to music, party, and just have fun! It's cleaner too! No more litter! And don't worry, we're still spacious! Please move back!

5 Shepparton & Mooroopna in 2050

Through the initial stakeholder consultation a draft vision was prepared to capture ideas for what Shepparton and Mooroopna will be like by 2050. Draft outcomes and principles to support the vision and deliver the Growth Plan have been identified. Feedback on the draft vision, actions and principles is welcome.

5.1 Draft Vision

Shepparton and Mooroopna will be a thriving Regional City with a diverse and sustainable economy supported by essential infrastructure.

New residents and investors will be drawn to the area due to the affordable and liveable lifestyle.

The natural and cultural significance of the area will be protected and enhanced.

The engaging, transparent and financially responsible leadership will be committed to deliver positive and sustainable outcomes.

5.3 Principles

The Vision and Outcomes are supported by 10 principles.



P1 Resilient and sustainable development balanced across new and existing precincts



P2 Cultural heritage and diversity celebrated



P3 An inclusive and healthy community



P4 A healthy environment



P5 Activation and renewal of key precincts



P6 Integrated transport networks

P7 Safeguard productive land



P8 A thriving and diverse economy



P9 A hierarchy of centres to support regional and local needs



P10 Attractive and distinctive places

5.2 Outcomes

The Growth Plan will seek to deliver six key Outcomes.



A City for the Goulburn Valley Region



A City of liveable neighbourhoods



A City of growth and renewal



A City with infrastructure and transport



A City that is greener and embraces water



A City of innovation and resilience

6 Key Issues and Opportunities

The Key Issues and Opportunities identified through the initial consultation are grouped under the following themes:

- Growth and Character
- Economy and Employment
- Environment and Water
- Infrastructure

6.1 Growth and Character

- 1 We heard from stakeholders, that if further outward expansion of Shepparton and Mooroopna is to occur, it should ensure productive agricultural land is protected.
- 2 A decline in average household size, an ageing population and the strengthening of the tertiary education sector support an opportunity to facilitate townhouse, apartment style and shop-top housing in the CBD in proximity to GOTAFE, La Trobe University and GV Health.
- 3 While stakeholders raised support for changing densities in the Shepparton CBD, there was concern that the sense of space and existence of trees and vegetation would be compromised.
- 4 There are opportunities to develop underutilised sites including at grade car parking, vacant or run down sites. High quality public spaces need to be created through this development.
- 5 Work with the Department of Human Services and registered housing associations to improve the condition of the existing social housing stock and identify locations for further social housing, as well as planning for the delivery of crisis accommodation.
- 6 Create places of activity in Shepparton and Mooroopna to enhance the economic vitality of the area.
- 7 Improve the appreciation and conservation of places of heritage significance by providing additional incentives. The ability to use these sites for a wider range of uses should be encouraged.
- 8 Build on the success of the "mooving art" initiative to encourage more street art and creative architectural outcomes. Indigenous art should be showcased to celebrate Shepparton and Mooroopna's significant Aboriginal and Torres Strait Islander community.



6.2 Economy and Employment

- 1 The need for Shepparton and Mooroopna to contain areas of unique retail and commercial offerings was a theme from consultation with key stakeholders.
- 2 Increasing amenity, making spaces safer, increasing walkability, improved way finding signage and increasing sufficiently timed car parking spaces were all identified as opportunities to revitalise and encourage economic investment in the Shepparton CBD.
- 3 The opportunity to identify particular precincts in the Shepparton CBD where particular uses are focused, is a way to enhance its vitality (for example Fryers Street as an 'eat street').
- 4 Continue to revitalise the CBD by implementing initiatives such as the redevelopment of the Maude Street Mall and other streetscape improvements.
- 5 There is an opportunity for Mooroopna to offer a boutique retail and food offering as a point of difference due to lower commercial rent prices compared with Shepparton.
- 6 A number of solar energy farms are proposed within the Greater Shepparton area, there is potential for this industry to become an increasing employment generator for the region. Development of these facilities should ensure amenity impacts are considered and productive agricultural land is protected.
- 8 Opportunities for industries to partner with tertiary education providers to provide trades for young people should be identified and facilitated.
- 9 The potential impacts of any future loss of major employers need to be identified and planned for with succession plans for employees considered.

OPPORTUNITY - GOV HUB

There is an opportunity for Council to advocate for a Gov Hub to locate in Shepparton. As an example, construction has commenced on a Gov Hub for Ballarat which will consolidate a number of government departments into one location, including the generation of 600 new jobs for the City. The aim is to bring jobs to the City, revitalise the CBD and increase business confidence and further private sector investment.

OPPORTUNITY - SHEPPARTON AERODROME

Council has identified the potential to re-locate the current Shepparton Aerodrome to a new location to allow for both passenger and freight movements. This has the ability to contribute significantly to the economic viability of the region by increasing visitation and export efficiency

- 10 There is an opportunity to hold more events, festivals and food truck festivals to promote the region's agricultural significance such as food and wine festivals and farmers markets.
- 11 Identify land for industrial growth in appropriate locations where land use conflicts can be minimised.
- 12 Investigate a creative arts hub around the Riverlinks Performing Arts Centre in Mooroopna at the Mooroopna Secondary School Site.

6.3 Environment and Water

- 1 A consistent theme arising is that the river environment is currently underutilised for recreation. Ensuring the environmental significance of these areas is protected is paramount.
- 2 The river environment in Shepparton and Mooroopna could be utilised more by encouraging commercial waterfront development, eco-tourism and function spaces to develop in a way that does not compromise environmental significance. Non-permanent structures could be encouraged to support events and festivals.
- 3 Encourage the "Greening Shepparton" initiative by planting new trees and replacing missing street trees from the CBD and wider urban area to reduce the urban heat effect, mitigate against climate change and improve the appearance and amenity of the city. This is consistent with Council's *Urban Forest Strategy (2017 – 2037)*. The climate is likely to be even drier in 2050, so plant species should be tolerant and resilient to dry conditions.
- 4 Use the environmental significance of the Shepparton and Mooroopna riverine plain as an eco-tourism benefit with interpretive signs that form part of walking and cycling trails.
- 5 Both Shepparton and Mooroopna are constrained by flooding, however Mooroopna is impacted to a greater extent so opportunities for further development and densification of the existing town need to be carefully managed.
- 6 Development could harness the opportunity to formalise and upgrade the existing rural drainage network. The current outfall discharge rates of Goulburn-Murray Water drains and channels currently limits development.
- 7 Water Sensitive Urban Design should be encouraged in new developments and where possible applied in existing developments, particularly where there are opportunities for urban renewal in established areas.
- 8 There are opportunities to align drainage infrastructure with open space to enhance the function of these spaces as fulfilling more than one purpose.

Aligning Drainage Infrastructure with Open Space

OPTION 1 – GREENING

This option favours greening of the drainage land rather than traditional engineering techniques. This includes retardation basins which include wetlands, water sensitive urban design features such as swale drains and following natural drainage lines as overland flow paths. This option has been implemented in Purcell Street in Shepparton.



OPTION 2 – HYBRID

This option uses both greening and traditional engineering techniques. This combined approach of naturalisation and piped solutions provides natural waterways in the lower catchment of a future growth area and piped drainage outcome in the upper catchment.



OPTION 3 – TRADITIONAL

An option which favours traditional engineering techniques such as piping natural drainage lines, undergrounding of drainage pipes and storage, retardation basins which are fenced off from public access. Traditional options provide the least potential for co-location of open spaces.



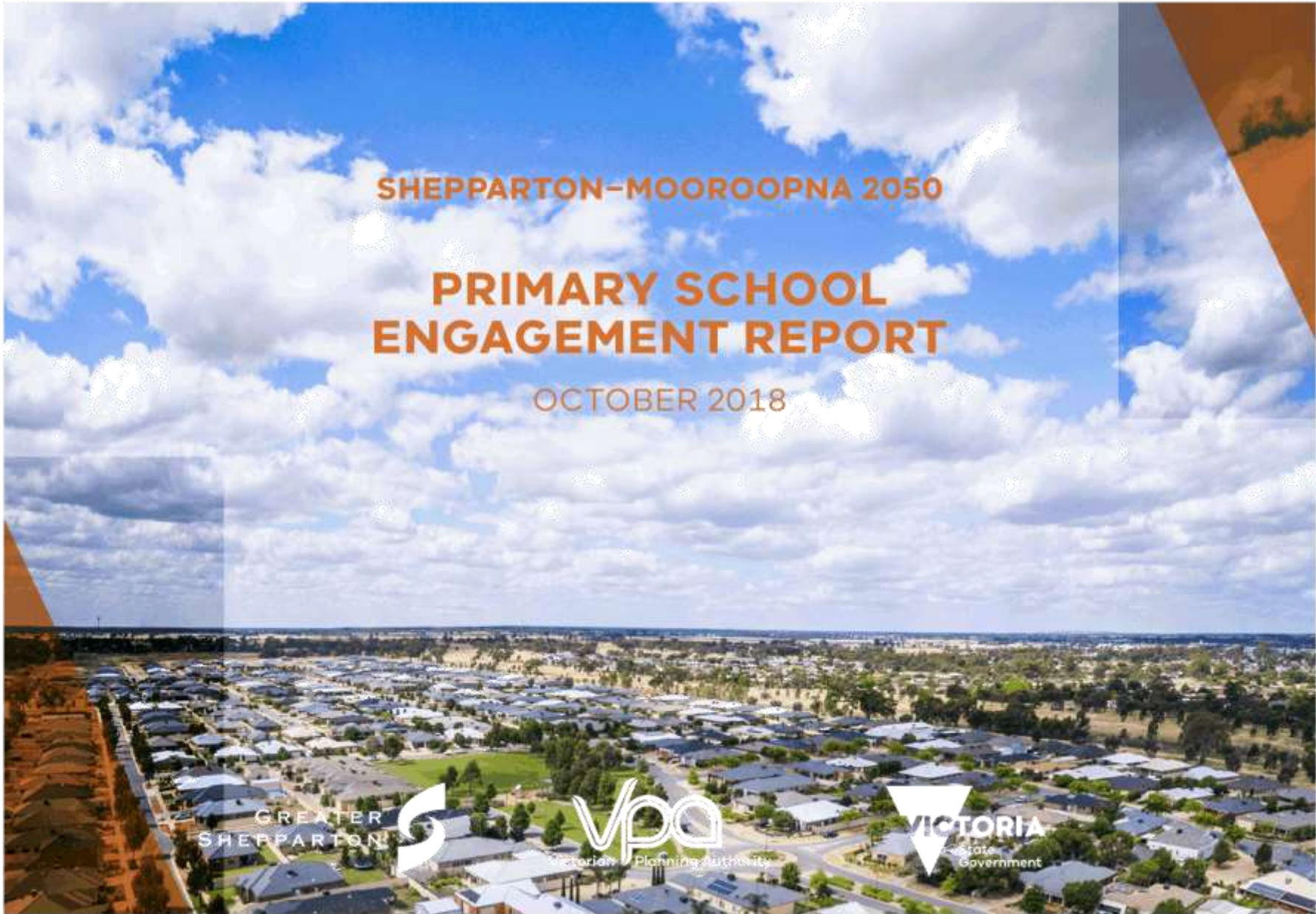
6.4 Infrastructure

- 1 Investment in road and rail related projects (current and proposed) create the opportunity to re-shape Shepparton and Mooroopna through improved connectivity.
- 2 Council should continue to work with Transport for Victoria (TV) to improve the frequency and network coverage of the bus network to Shepparton and Mooroopna and improve the quality of public transport assets such as bus stops.
- 3 Council should work to include signage and improve amenity to the existing car parking areas.
- 4 Review the *Greater Shepparton Cycling Strategy 2013 – 2017* to ensure the proposed commuter and recreational network has been delivered and update this Strategy to identify opportunities for the future.
- 5 Continue to explore relocation of Shepparton airport to allow for its expansion as a regional airport and provide a strategic redevelopment infill proposal for the site.
- 6 Investment in education and health to ensure adequate facilities for the younger and the ageing population was identified as important.
- 7 The VPA and Council are working on the *Shepparton Health and Tertiary Education Precinct Structure Plan*. Ensure appropriate accommodation is provided to support health professionals, students, workers and visitors to Shepparton and Mooroopna health and education facilities.
- 8 Ensure the development of the Greater Shepparton College includes upgrades to the existing movement network including sufficient shared paths and public transport infrastructure. This will reduce the number of students and staff travelling to school by car.
- 9 Explore opportunities for co-location of community infrastructure and ensure new community facilities are designed in a way to be adaptable through a community's lifecycle.
- 10 The proposed upgrades to the Shepparton Alternative Route (SAR) and Goulburn Valley Highway Shepparton Bypass present an opportunity to redirect freight movements through and around urban areas.





SHEPPARTON AND MOOROPNA 2050 - Regional City Growth Plan - February 2019
Key Issues and Opportunities Report





CONTENTS

| | |
|--|-----------|
| INTRODUCTION | 4 |
| The VPA's commitment to community engagement | 4 |
| Project background | 4 |
| PRIMARY SCHOOL STUDENT ENGAGEMENT | 5 |
| Engagement background | 5 |
| Engagement approach | 5 |
| Aims and objectives | 5 |
| Measures of success | 5 |
| Engagement method | 5 |
| WHAT WE HEARD | 6 |
| The students' community aspirations | 6 |
| Visual examples from the students | 6 |
| KEY THEMES | 8 |
| "Imagine life in 2028" Postcard activity | 10 |
| EVALUATION | 12 |
| Were the objectives of the engagement met? | 12 |
| Reflection and review of the engagement approach | 12 |
| NEXT STEPS | 13 |



INTRODUCTION

THE VPA'S COMMITMENT TO COMMUNITY ENGAGEMENT

The Victorian Planning Authority (VPA) is committed to undertaking robust and comprehensive engagement with community and other stakeholders on our projects. The VPA and Greater Shepparton City Council recognise that inclusion and engagement, particularly at the early and formative stages of this project, is vital to building and maintaining community trust and producing a better plan and outcome for the community. The VPA believes all voices contribute to good engagement practices, regardless of age, cultural background, gender or beliefs.

PROJECT BACKGROUND

In association with council, the VPA is preparing the *Shepparton Mooroopna 2050 Regional City Growth Plan* (Growth Plan). The Growth Plan will provide long term guidance for future land use and strategic planning, investment decisions and approvals up to 2050 (Greater Shepparton City Council, 2018).



4 SHEPPARTON-MOOROOPNA 2050 PRIMARY SCHOOL ENGAGEMENT REPORT

PRIMARY SCHOOL STUDENT ENGAGEMENT

ENGAGEMENT BACKGROUND

The St Mary's Primary School and Mooroopna Primary School engagement activity is part of a larger engagement process undertaken in the Shepparton–Mooroopna area involving a variety of stakeholders and community voices, including local primary and high schools, land owners, business owners, community groups and Landcare groups.

The ideas heard at the primary school engagement, in addition to other community voices, are intended to inform the Growth Plan drafted in partnership with the VPA and council.

The primary school engagement is a valuable element of the wider engagement process to capture the voices of younger generations in the community and hear feedback about what they love in their community and what they hope their community will be like when they are older. The key messages heard at the primary schools will be used to inform the wider initiatives of the Growth Plan to guide the future development of the region.

ENGAGEMENT APPROACH

On Friday 20 July 2018, the VPA and council engaged with Year Five and Six primary school students from St Mary's Primary School and Mooroopna Primary School. The VPA and council worked with students from the Shepparton–Mooroopna area to find out what they currently love about Shepparton–Mooroopna and what they would love to see in the future.

AIMS AND OBJECTIVES

The objectives of engaging with primary school students in the Shepparton–Mooroopna area were to:

- ascertain what the students love and value about their local area
- understand what is missing from the area, and
- discover what changes the students would like to see.

MEASURES OF SUCCESS

- 1 That the workshops receive strong student participation so that a good dataset is collected.
- 2 That students understand the basics of planning and why this work is occurring.
- 3 That students feel they can provide honest and creative feedback in a safe learning environment.

ENGAGEMENT METHOD

The VPA and council met with 33 students across the two schools. The students' ages ranged from 10 to 12 years of age.

Representatives from council, the VPA and school teachers worked in teams of five at each of the engagement workshops. Each table worked through three activities in one hour with a facilitator at each table.

The activities included:

ACTIVITY 1

What do students love about the Shepparton–Mooroopna area?

- Students were asked to stick post-it notes on an A1 map of Shepparton–Mooroopna demonstrating where areas of interest are in the community.

ACTIVITY 2

What do students currently enjoy about the area and what could be improved in the future?

- Students were asked to stick images and words such as "more shade" or a picture of a playground in places that were identified as lacking.

ACTIVITY 3

Imagining life in 2028

- Students were asked to write a postcard to a friend as if it were the year 2028, identifying what has changed and what they love about Shepparton–Mooroopna.

WHAT WE HEARD

THE STUDENTS' COMMUNITY ASPIRATIONS

Key phrases and images included:

- open space and recreation
- places to learn
- colourful
- live music
- more trees
- pedestrian movement and transport, and
- community facilities and places to move and play.

VISUAL EXAMPLES FROM THE STUDENTS





KEY THEMES

There were five key themes that emerged through asking the students what they loved about the Shepparton–Mooroopna area and what they wanted to see in their community in the future.

1 ENTERTAINMENT & RECREATION

There was overwhelming support from the students for the maintenance and improvement of sport and recreation facilities within the Shepparton–Mooroopna area. Many of the students highlighted the importance of outdoor activities as a pillar for facilitating both formal and informal social activities. Students mentioned adding small bridges for fishing or building a jetty to facilitate recreation along the Goulburn River.

The students expressed a love for the current sport facilities and highlighted the need to maintain and improve/upgrade sports facilities including netball, soccer, football, skateboarding, walking/running tracks and basketball. A basketball court, outdoor pool and soccer pitch for Mooroopna was also encouraged by the students.

Many of the students expressed an interest in having an outdoor cinema, outdoor activities like zip lining or a giant chalk board in town and an increase of social events including live music, showground shows or general entertainment at night. Lastly, there was large support for providing a ‘teens’ town’ or an entertainment/hang out area for young adults aged from 11 to 15 years of age.

2 THE ARTS

A recurring theme throughout the engagement was improvement to arts and culture within the townships including street art and the Westside performing arts. Students appreciated the current ‘MOOving art’ and ‘weird sculptures’ throughout the community and wanted this kind of street art to be improved making the streetscape more ‘colourful with street art, murals, statues and creativity’. Suggestions included painting the silos in town, drawing centres for kids and more art schools. The appreciation for arts and culture within the community was also reflected in students expressing desires for more live music and art shows.

3 OPEN SPACE

The students all loved the open spaces within the Shepparton–Mooroopna area including the Goulburn River, Ferrari Park and Victoria Park Lake. They enjoyed 'the walking spaces and places to have picnics', fishing and the walking and riding tracks in the region.

The students expressed a desire to clean up the Goulburn River and the parks in the community to improve river and environmental health. Students would love to see improved or new paths for walking around the lakes and parks including adding a walking track around the Craigmuir Lake. Increasing the amount of trees and vegetation and even the potential of creating a fauna park in Mooroopna was mentioned excitedly by the students.

4 BUILT FORM & COMMUNITY FACILITIES

Elements of the built form which were appreciated by the students were the cafés such as Lemon Tree café, and Bill and Beats, the library, the TAFE, the swimming pool and the playground. Cosy cafés, green grass, parks, and trees were encouraged. A large emphasis was placed on improving the street lights within the town centres and there was frequent mention of improving the lighting along the causeway.

Students expressed a desire to improve and clean up old and/or dirty buildings but 'not to make them bigger just nicer' such as the Shepparton Hotel. A large proportion of students were keen to see the Mooroopna welcome sign improved to better reflect the community, and a hospital or medical centre in Mooroopna. Other facilities such as rentable bikes, a science museum, more schools and a public veggie patch were mentioned as key ideas to implement in the community.

5 SHOPPING & COMMERCIAL

Some of the students' favourite elements of the town were the markets, showgrounds, cafés and shopping centres. They loved the food and wanted to see more variety and restaurants/cafés such as "Greek food" and "pizza" to bring people into Shepparton–Mooroopna to eat and enjoy the town.

Improving the "hang out" spaces near the theatre was an important point and introducing commercial shops such as Starbucks or 7-Eleven. Overall the students enjoyed the shopping spaces but wanted to see an improvement in the shops and the areas around the shopping centre.

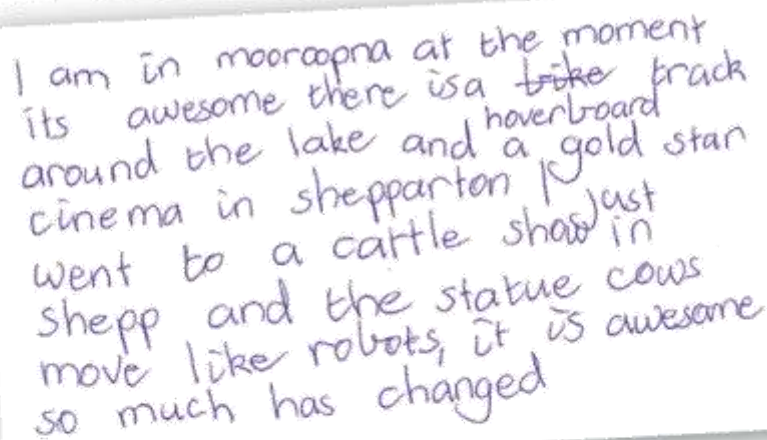
"IMAGINE LIFE IN 2028" POSTCARD ACTIVITY

The postcard activity was a huge success. The students shared creative and exciting ideas for the future of Shepparton-Mooroopna. The students visualised a well-connected and vibrant community that attracted lots of visitors and encouraged them to stay.

Many students wrote about trains that enabled their friends to visit them from Melbourne in under an hour. They visualised clean streets and upgraded buildings with lots of activities to do at night with a variety of shops and restaurants.

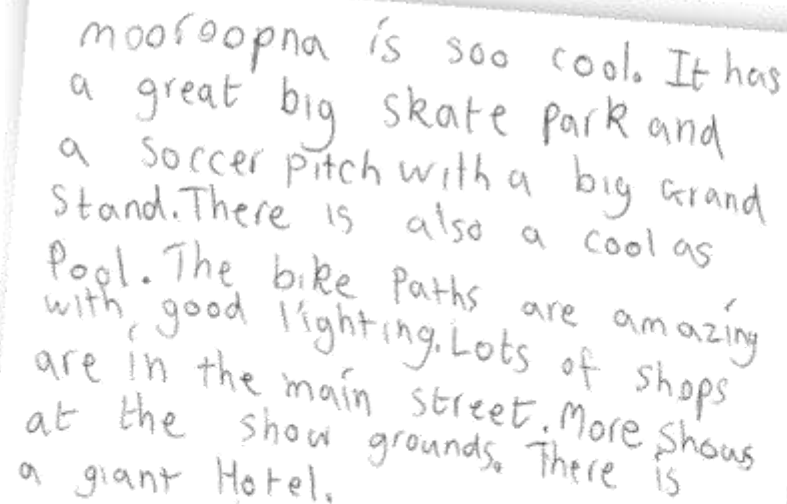
Additionally, many of the students mentioned clean rivers and more parks for outdoor activities, including upgraded sporting facilities. The students imagined a safe, colourful, vibrant and exciting Shepparton-Mooroopna with lots to do and a beautiful place to visit.

Some examples from the students:



I am in mooropna at the moment
its awesome there is a ~~bike~~ track
around the lake and a ^{hoverboard} gold stan
cinema in shepparton I
went to a cattle show in
shepp and the statue cows
move like robots, it is awesome
so much has changed

from Mason



mooropna is soo cool. It has
a great big skate park and
a soccer pitch with a big grand
stand. There is also a cool as
pool. The bike paths are amazing
with good lighting. Lots of shops
are in the main street. More shows
at the show grounds. There is
a giant Hotel.

from Darcy

Wow How good is Shepparton / Mooroopna
now we've got free wifi, lighting on the
~~footpath~~ footpath even a sandbank at the
Lake. we have gold class cinema. At the
moment they are building a massive city facility wider
roads. But my favourite thing is everything.
I hope we get Starbucks Taco bell and a lot.

from Liam

Word of advice, move back to Mooroopna.
And if you don't want to move back to
move back Mooroopna, move to Shepparton
(they've got plenty of space for housing if you were
to build). The streets are a lot safer now, ~~no~~
delinquents to worry about! And they're not only safer,
they're brighter! There's colour! Murals, street-art,
statues! Areas to relax, to pray, eat, listen to
music, party, and just have fun! It's cleaner
to! No more litter! And don't worry, we're
still spacious! Please move back!

from Angus

We got a tree surfing place and a
gangsta fun house for adults. We have
a ~~full~~ door cinema. There is crazy
art around the town. We have a big
bright sign that says Welcome to Mooroopna
and when you leave it says you should live
here. We also have a Giant Potato with
tree surfing and 20 different types of
chips! We have a Cat centre where you can
play with cats or adopt them. No wonder I
have 3 cats. **Opps!** See you at the
Big Potato in a week.

from Your Friend

EVALUATION

WERE THE OBJECTIVES OF THE ENGAGEMENT MET?

The objectives of the primary school student engagement were to collect a wide array of opinions and aspirations from Shepparton and Mooroopna primary school students to help inform the Growth Plan.

The objectives of providing creative and engaged responses from students were achieved. The diversity of activities provided both visual and written prompts, which made the engagement accessible and appealing. The feedback received was very insightful and well thought-out.

REFLECTION AND REVIEW OF THE ENGAGEMENT APPROACH

The engagement was a successful process reaching a total of 33 students at St Mary's and Mooroopna Primary School. The students were engaged throughout the three activities and provided a wide array of responses and reflections about the Shepparton–Mooroopna area.

The range and complexity of activities that were undertaken during the engagement process were appropriate for students in year's four to seven. These age groups provided creative and well thought out responses. With age groups younger than year four, a different depth of response would be expected. There is potential to continue this activity with high school students.

The years five and six students' answers were imaginative yet realistic, which provided the VPA and council with exciting recommendations and suggestions for what the future of Shepparton–Mooroopna could look like. The VPA and council were able to capture this feedback and will use it to guide future planning in the area.

The teachers at both schools advised that they would continue the process with the rest of their students, reiterating the success of the engagement.

The success of the activity is reflected in the depth of responses. Many students enjoyed writing the areas that they liked in the town or what they would like to see in post it notes.

Most of the children also enjoyed writing their postcards, although some students struggled to comprehend who to address the postcard to as the instructions only stipulated "write to a friend". Once this confusion was overcome and a few examples were provided, students capably completed the exercise.

The size of the images in Activity 2 and the size of the map meant the visual representations were somewhat cluttered. There is an opportunity to make this clearer to help promote a greater understanding of exactly where students would like to see changes in the regions.

The students enjoyed the process and on reflection could have benefitted from exploring their thoughts deeper for a fourth activity. However, the hour session was sufficient in providing a strong perspective on many of the student's diverse perceptions of Shepparton–Mooroopna to be of use in informing the Growth Plan.

NEXT STEPS

Council and the VPA have spoken to a number of stakeholders and community members to understand what is required in the future plan for the Shepparton-Mooroopna area.

The outcomes of this engagement will be fed into a Key Issues and Opportunities paper which will identify a 'draft vision'. The Key Issues and Opportunities paper is expected to be made available for public comment in 2019.

Following consultation on the Key Issues and Opportunities paper, a draft Growth Plan will be prepared. This draft Growth Plan will include a Strategic Framework Plan for Shepparton-Mooroopna.

The Growth Plan will:

- set a **vision**
- identify and address **key issues** and **challenges**
- build on the **opportunities** and **strategic advantages**
- develop an **infrastructure framework** and **urban design principles**, and
- **inform decision-making** regarding:
 - population, housing and community infrastructure
 - natural environment
 - economy and employment
 - transport and car parking
 - major infrastructure
 - growth areas and settlement boundaries, and
 - strategic sites.

Release of the draft Growth Plan for public comment is expected to occur once endorsed by council.

A final Growth Plan is expected to be adopted by the council by the middle of 2019 incorporating any necessary changes made as a result of public feedback to the draft Growth Plan.



SHEPPARTON-MOORoopNA 2050

**PRIMARY SCHOOL
ENGAGEMENT REPORT**

OCTOBER 2018

