



Tatura Community Plan

Tatura is a viable, vibrant, healthy, safe, well serviced and resilient community to be enjoyed by all

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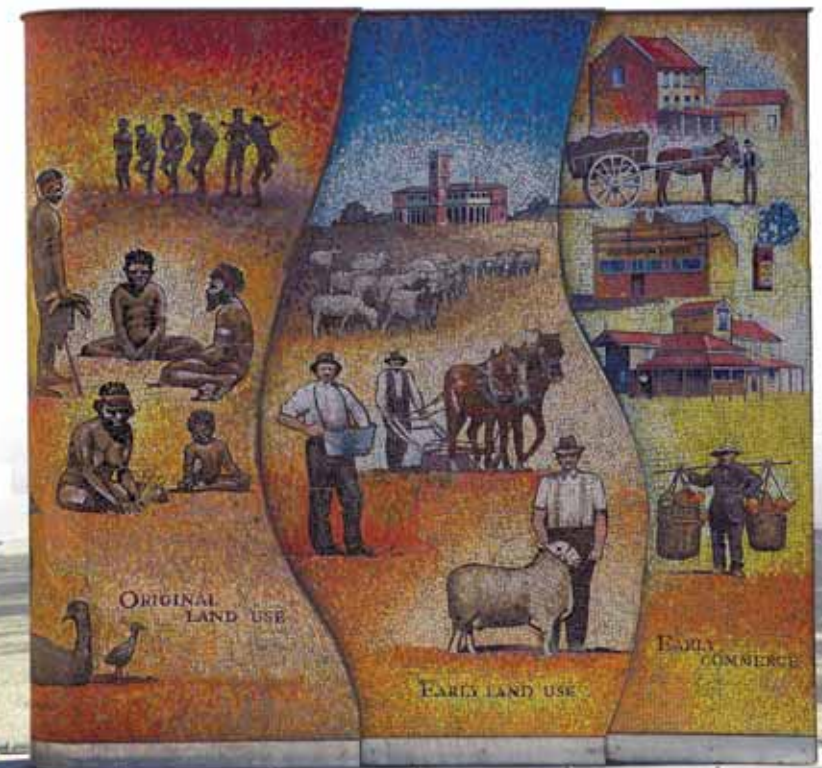
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Please also refer to the accompanying Action Plan for further details regarding implementation.

Executive Summary

- Tatura residents are proud of their town and believe that it's a great place to live, work, play and learn. Through the Community Planning process, they told us that:
- they love the strong community spirit and the friendliness of the people;
- they like the quiet small town atmosphere and ease of getting around the town;
- they enjoy the high standard of sporting facilities available and their access to a range of medical and social services;
- they are proud of the cultural links with Italian, Turkish and Indian communities;
- they enjoy the attractive streetscapes and open space areas within the town;
- they love the heritage buildings and cultural events in town; and
- they are proud of the range of employment opportunities offered by the industry located within the town.



Residents told us that in order to retain all of the positive features of Tatura and to improve on these features; there are several key priorities that they would like to work towards, in partnership with Greater Shepparton City Council and other relevant bodies. These priorities are as follows:

- Investigate management options at Lake Bartlett to enable it to meet both recreational and environmental uses
- Beautify the appearance of the town
- Develop activities for young people
- Investigate options to provide an indoor heated pool for health and recreational purposes
- Investigate ambulance station access options in Tatura and the improvement of community safety by possible increased operating hours of the police station, and / or installation of cameras in key locations
- Improve the display and distribution of community information
- Instigate a volunteer recruitment scheme and develop new operational models for clubs to relieve some of the burden placed on volunteers
- Investigate options for attracting some form of secondary school education in town
- Enhance and develop additional tourism product and improve marketing of tourism



- Explore potential uses of Victory Hall to increase ongoing revenue to cover the cost of maintenance and insurance
 - Improve transport options and infrastructure for residents
 - Improve the existing cycling and walking trail network
 - Improve pedestrian crossings, the existing footpath network, access corridors from Hogan Street and upgrade car parks behind the main street with signage and minor works to improve aesthetics
 - Develop additional parking for bicycles, buses and caravans
 - Encourage an expansion of product ranges within existing shops and develop a “Shop Local” campaign
 - Support development of additional accommodation and businesses in Tatura
 - Undertake an Access Audit and ensure facilities are accessible to all
 - Continue to attract new businesses and residents to the town.
- We will also continue to implement existing Master Plans and Management Plan actions, such as Tatura Town Square Master Plan (Stuart Mock Place), Mactier Park Master Plan (including purchase of VicTrack land and relocation of skate park) and Cussen Park Environmental Management Plan actions.



What is Our Community Plan?

Our community plan is a written document that identifies our vision for the future and the priorities we have identified to achieve this vision. The plan will be used by the Tatura community to seek funding and support for specific projects from Greater Shepparton Council as well as other relevant organisations.

Both the Tatura Community Revitalisation Committee and Greater Shepparton City Council recognised the need for a community plan and worked in partnership to prepare the plan during early 2010. As well as identifying a number of new issues or the need for certain initiatives to occur, the plan also incorporates projects identified by the

Tatura Community Revitalisation Committee in the past, which may or may not have yet commenced.

The Community Plan involves engaging with the whole community in the development process and making sure that all groups, including those who are not usually involved in planning (such as young people and people from other cultures), have an opportunity to be involved in the identification of issues and potential solutions. In order to ensure that all groups in the community had the opportunity to contribute to the plan, a deliberate attempt was made to provide opportunities for these groups to express their ideas and thoughts, such as:

- meeting with Turkish women at the playground in Mactier Park,
- meeting with the Indian community at a private home
- obtaining feedback from the Italian community via the Italian Social Club
- meeting with young people at New Generations Church Youth Club
- meeting with young people and families at Tatura Swimming Pool
- meeting with young people at the Tatura Skate Park
- meeting with older adults at the Senior Citizens Club
- meeting with older adults at Hill Top Golf Club
- meeting with people with disabilities at a café
- meeting with mothers of young children in the Tatura Library



In order to prepare a Community Plan for Tatura, a project and reference group was formulated, comprising of 22 local residents. These groups were formed after an expression of interest process and members represented a variety of different backgrounds, but all had a strong interest in progressing Tatura. These groups were provided with support from officers from Greater Shepparton City Council. A consultant was appointed to help facilitate the community consultation component of the project and to prepare the final Plan.

A previous community planning exercise was held in Tatura in 1996. Like many community plans, not all issues from that plan have been addressed as yet. Achievement of strategies is dependent upon strong community support; the community being able to sell their ideas effectively to funding bodies; and providing genuine evidence of need.

Through this deliberate process of targeting specific groups, a good cross-representation of the community was able to be achieved. Other processes such as community surveys, community workshops and key stakeholder interviews were used to identify the needs of the general community.

The Plan is used to guide decision making in the community about specific issues and will provide a set of short term and long term goals for the community to follow. Community Plans can be an

extremely useful tool in the attraction of funding and resources from other organisations such as government or other funding bodies.

It must be noted, however, that the issues identified in this plan represent a 'Snapshot in Time'. It is imperative that the Community Plan is reviewed annually so that new issues, that are not apparent at this point in time, can be identified and addressed through the plan. The plan needs to be a living, flexible document that can adapt to the changing needs of the community.





Community Views

Extensive community consultation was undertaken as part of the project to ensure that all residents had an opportunity to have their say in the future of their town. Over 650 individuals contributed their ideas and thoughts to the Community Plan. The community consultation processes used included:

Mail Out of Three Community Newsletters

The first newsletter included information about the process; introduced the project team and the consultant; and asked for feedback on what people like about Tatura, what improvements that they would like to see; and what their vision for Tatura is in the future (114 people responded). The second newsletter provided an overview of some of the key issues emerging from the consultation; and promoted the public forum consultation opportunities. The final newsletter provided information to the community about the key priorities identified through the Community Plan and how they could comment on the draft.

Children's Art Work

Children at Sacred Heart and Tatura Primary schools and children attending the "Taste of Tatura" event were asked to develop a piece of art depicting what their vision of Tatura in the future is. Twenty-eight (28) works of art were obtained from the school and nine (9) from "Taste of Tatura". Each of these was analysed to draw out the key issues.

Key Stakeholder Meetings

Key stakeholder meetings were held with 211 individuals representing a broad range of community-based clubs and organisations.



Written Submissions

Residents were invited to send written submissions to the project team, outlining in more detail their specific issues or suggestions. Fourteen (14) written submissions were received. The Draft Plan generated an additional 19 written responses. Each of these responses was discussed by the Steering Committee and has been incorporated into the Plan where appropriate.

Door Knocking of Businesses

In order to ascertain the needs of local businesses, the consultant visited 32 local businesses in Hogan Street as part of the project to discuss issues and ideas.

Taste of Tatura

The project team set up a tent and a display at the “Taste of Tatura” food and wine festival. Members of the project team interviewed people (89) attending the event and asked people to write down any ideas they had to improve Tatura on a sticky note. These sticky notes were placed on coloured cardboard with relevant headings; 89 responses were received.

Community Workshop

A public Forum was held at Victory Hall to ask participants to identify key components of a vision and to develop some priorities around issues that had been identified through previous consultative processes. Approximately 70 people attended this event.

Literature Review

Relevant local plans and Greater Shepparton City Council plans were also reviewed to develop a better understanding of existing strategies and policies that need to be considered as part of the community planning process and may impact on future developments.

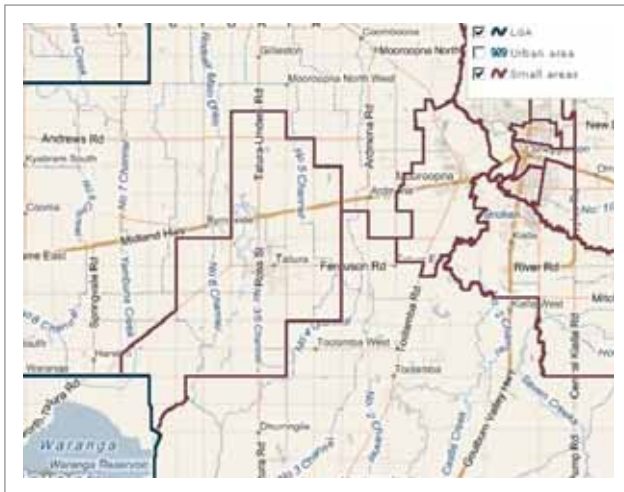
Who Are We?

Where We Are

Tatura is situated in north east Victoria, approximately 16 kilometres south-west of Shepparton and is part of the Greater Shepparton City Council.

Our People

At the 2006 Census, Tatura and District (refer to map) had a population of 4,161 residents. This figure is expected to grow to approximately 5,400 people by 2031 (note that demographics will need to be reviewed regularly as part of the Community Plan as new information is released by Australian Bureau of Statistics).



Our population is very steady and has grown almost 1% between 2001 and 2006. Like many rural communities, our community is ageing, with 22.9% of the population over 60 years of age (compared with 18.5% across Greater Shepparton).

Compared with Greater Shepparton, we have fewer children under 18 years of age (24.4% compared with Greater Shepparton's 27.0%) and few young adults between 18-24 years of age. There is likely to be a slight decrease in the number of children in the next 6 years, with moderate increases up until 2031. The number of young people of secondary school age in our town is expected to remain at around the 400 to 500 mark and birth notices have

been very consistent, i.e. 74 births in 2006/07; 83 in 2007/08 and 75 in 2008/09.

Highest growth from 2001-2006 was recorded for people over 50 years of age, particularly 50-59 year olds. Increase in future years will primarily be confined to people 60 years or over.

Our Households

Major household types in our community are couples without children, although there is also representation in the community of couples with children, lone person households and single parent households.



Our Language and Culture

11.8% of our residents speak a language other than English at home – predominantly Italian (6.8%) and Turkish (2.6%). This is a higher rate of non-English speakers than Greater Shepparton as a whole. Between 2001-2006 the Turkish speaking population declined by almost 50%.

1.3% of our population identified themselves as Aboriginal or Torres Strait Islanders.

Our Income

Slightly more of our households are in the lowest income quartile, compared with Greater



Shepparton, and slightly more are also in the highest income quartile.

Our Housing

Predominantly, people in our community either own (38.4%) or are in the process of purchasing a home (32.2%). There are less people renting homes or living in public housing in Tatura than there are in Greater Shepparton.

Average monthly mortgage repayments are around \$1,100 and weekly rental is around \$150-\$200.

There is little variety in dwellings, with separate houses (76.9%) making up the bulk of housing

stock and medium density townhouses / units only making up 9.9% of homes. Of the 70 dwellings constructed between 2001 and 2006, 60 were separate houses. Sixty percent of occupied dwellings contain only 1-2 people.

Our Transport

Vehicle ownership is increasing, with 19.2% of all households owning three or more vehicles. Public transport is practically non-existent for the purpose of travelling to and from work by our residents.

Almost one third of our workforce commutes into the Shepparton-Mooroopna area for work, whilst several hundred people travel from Shepparton-Mooroopna, Kyabram and Rushworth to work in Tatura or surrounding small towns (however, it is impossible to obtain accurate data).

Our Employment

1,773 people in our community were employed at the time of the 2006 Census and 96 people unemployed (an unemployment rate of 5.1% compared with Greater Shepparton at 6.0%). Largest employment sectors are manufacturing (20.1%); and agriculture, forestry and fishing (12.3%). Employment in agriculture decreased by 25% from 2001-2006, whilst employment gains were made in health and community services; and manufacturing.

What We Like and What We Are Proud of

People

- Our sense of community / community spirit
- Our 'can do' attitude
- Our supportive, caring people
- Our close knit community where everyone knows everyone else
- Our community-minded leaders
- Our friendly people
- Our progressiveness.

Lifestyle

- Our suitability for young families
- Our geographic location – near forests, water and Lake Waranga
- Our quietness
- Our lack of crime
- Our small town atmosphere
- Our ease of getting around town



- Our opportunities to be involved in the community
- Our proximity to Shepparton
- Our affordable level of housing (compared with metropolitan cities)
- Our free car parking
- Our lack of traffic.

Community Facilities and Services

- Our quality sport and facilities
- Our quality educational opportunities

- Our range of services and shops
- Our bakery
- Our medical facilities.

Environment

- Our parks and open space – Cussen Park, Mactier Park and Lake Bartlett
- Our attractive streetscapes and trees
- Our adoption of sustainable energy practices

Cultural Heritage

- Our heritage buildings



- Our internationally renowned museum
- Our cultural links with Italian, Turkish and Indian people
- Our events – “Taste of Tatura” food and wine festival, Tatura Agricultural Show, horse races (“Italian Plate”) and “International Dairy Week”

Industry and Employment

- The significant number of employment opportunities in Tatura
- Our agricultural sector.



Environment and Sustainability

Our Assets

Tatura is blessed with a range of parks and areas of open space for the enjoyment of both local residents and visitors to the area. The most significant community led environmental project undertaken in Tatura is the development of the 33 hectare Cussen Park. In recent years the community has also undertaken a streetscape project to improve the visual amenity of the main street and has undertaken a range of environmental programs such as the Crouching Emu Re-vegetation Project. Other environmental

initiatives are also underway to reduce the impact of the community on the environment and to promote localisation of services, such as the “Transition Towns” Project and the possible establishment of a community garden. In addition, Tatura plays an active part in “GV Goes Solar” project, with a large number of residential solar systems feeding energy into the regional electricity grid. Also, several plans have been developed and are in the process of implementation, to improve existing assets such as Mactier Park, Cussen Park and Lake Bartlett.

Our Challenges

Lake Bartlett – this lake is a valued community asset which was used by the community for recreational purposes such as fishing, canoeing, swimming and racing of model power boats in the past. However, in recent years the lake has been converted to a wetland area to increase biodiversity values, remove nutrients and improve water quality. Whilst there are differing views in the community about future developments at Lake Bartlett, there is a strong community message that there needs to be further consideration about how a balance can be achieved between the recreational aspects of this lake and the environmental benefits.

Mactier Park – plans have been developed to enhance the ability of Mactier Park to cater for events and every day use by improving play opportunities and relocating skate facilities to a more prominent location to increase usage. Other works include improving traffic flow, developing new walkways, upgrading toilets, developing new picnic shelters and improving the interface with Tatura Milk. However, the further development of this park hinges on the ability to purchase a block of land currently owned by VicTrack.



Cussen Park – plans have been developed to continue to enhance Cussen Park as a recreational and educational asset for the community. Proposed works include development of a look-out tower and further development of cycling, walking and fitness trails.

Township Appearance – residents have expressed concern about the poor impression that township entrances, as well as some nature strips and front yards create for visitors. Concern has also been expressed about the amount of rubbish in the main street, particularly on weekends.

Our Future Directions

- Continue to lobby VicTrack to ensure that the parcel of land adjacent to Mactier Park is made available to the community.
 - Continue to implement the recommendations contained within the Mactier Park Master Plan.
 - Increase the range of recreational opportunities at Lake Bartlett such as walking tracks, fishing areas, picnic areas, BBQ facilities, public toilets, etc. and at the same time, promote the environmental aspects of the wetland component of Lake Bartlett through the installation of interpretive signage so that community is aware of the value of the Lake.
- Continue to implement the recommendations contained within the Cussen Park Environmental Management Plan including a look-out tower and further development of cycling, walking and fitness trails.
 - Undertake a town beautification plan to identify specific improvements or programs to enhance township entrances and encourage greater pride in township appearance by local residents, e.g. continue to implement Crouching Emu project, plant avenues of trees, develop local community awards program, develop a Tidy Towns Competition, install more bins in Hogan Street, provide landscape advice service, etc.



Health and Wellbeing

Our Assets

Residents of Tatura have access to a range of health facilities, including a hospital with some outpatient services (but not emergency services); medical practitioners; aged care facilities; physiotherapist; dentist; pathology; x-ray and ultrasound service; visiting psychologist; maternal and child health service; Greater Shepparton City Council Health and Community Care (HACC) services such as meals on wheels, home help, etc; visiting massuese; and a range of health education groups. For more specialist medical services, residents travel to Shepparton or Melbourne.

From a sport and recreation perspective, there are numerous facilities, including activity centre with an indoor court, outdoor swimming pool, tennis courts, netball courts, three sports ovals, two bowling greens, a golf course and a race course. There is also a privately owned gymnasium which features a dance studio, as well as group fitness instruction classes. Informal facilities for recreation include a number of playgrounds in locations such as Mactier Park, Hughes St and at Tatura Primary School, a skate park, as well as cycling and walking trails through locations

such as Cussen Park. In recent years Tatura has hosted the Junior Davis Cup tennis tournament in partnership with Greater Shepparton City Council and will also host the CFA Junior State Championships in 2011. Local sporting clubs and organisations are keen to attract additional regional and state sporting events to Tatura.

Our Challenges

Activities for Young People – local residents are concerned that there is a lack of activities available for young people in Tatura, particularly non-sport based activities. This is a common concern in many rural communities.

Swimming Pools – the existing outdoor swimming pool in Tatura was built during the 1950's and will near the end of its lifespan within a decade or two. Hence a decision about its future development needs to be made in the next few years to allow sufficient planning and sourcing of funding. Of particular interest to residents of Tatura is the construction of an indoor heated swimming pool; capable of providing learn to swim opportunities, lap swimming and hydrotherapy. Although a preliminary indoor heated pool study was conducted several years ago, there is a need to conduct a broader feasibility to scope different public / private partnerships and the option of a program-focused pool model.

Lack of ambulance station in Tatura – concern has been raised by residents concerning the lack of ambulance station in Tatura.

Our Future Directions

- Work in partnership with existing locally based youth organisations to develop opportunities for young people such as a drop-in café with couches, food, entertainment and hospitality training opportunities; traineeships, youth leadership development opportunities, youth oriented events and concerts; and movies.
- Meet with young people, their parents and the police to discuss opportunities for remodeling the Tatura Blue Light Disco, taking into consideration the need to attract more volunteers; the possibility of providing a disco on Saturday nights for 13-16 years olds; the option of developing an electronic games area; and options for attracting additional funding to assist with operations.
- Relocate the skate park as part of the Mactier Park Master Plan to a more central location and develop performance space and casual seating areas.
- Undertake a feasibility study to determine a potential model for an indoor heated pool, considering options such as a joint partnership with Tatura Hospital to develop a hydrotherapy



pool; a private-public arrangement between Hill Top Golf Club and the Tatura community; a private-public arrangement between Tatura Absolute Training Studio and the Tatura community; and a redevelopment of the existing outdoor swimming pool to turn it into an indoor heated swimming pool.

- Further investigate the need for an ambulance station in Tatura joined to the Fire Station;

or explore the option of developing a Community Emergency Response Team (through St John's Ambulance) to assist with first aid until an ambulance or medical practitioner arrives at the scene.



Community Services

Our Assets

The Tatura community is able to access range of locally based programs, services and facilities such as a the library, toy library, Community House, churches, service clubs (such as Lion's Club and Rotary Club), charity based organisations (such as St Vinnie's), clubs (such as Country Women's Association and Senior Citizens). The town is also served by a number of emergency services organisations such as a police station, a fire station and a State Emergency Services (SES) unit.

Many Tatura residents, particularly older people, volunteer their time to assist with the operation of clubs and organisations. Without such involvement, many clubs and organisations simply could not continue to operate.

Tatura residents rely on receiving information through the local newspaper (The Guardian), the local newsletter (The Bulletin), school newsletters, public notice board (near Stuart Mock Place in Hogan St), shop notice boards (such as Tatura Hot Bread Bakery) or word of mouth.

Our Challenges

Limited Operating Hours of Police Station – the Tatura Police Station is not generally manned overnight. If there is an incident, a crew from Shepparton will be dispatched to deal with the issue. Some residents are concerned that vandalism and theft may increase after hours, given that there are limited deterrents such as a regular police presence in the street or a fast response by local police to an issue.

Information Dissemination – a number of residents are unaware of the existence of some services and programs in Tatura, or are not aware of operating hours, location or eligibility. Furthermore, although The Bulletin is widely read, there is potential that The Guardian may fold if circulation does not increase.

Attracting Volunteers – many of the people who volunteer at clubs and organisations such as the Tatura Football Netball Club or the Tatura CFA Ladies Auxiliary for example, are ageing and thinking of retiring from their volunteer roles over the next few years. There does not appear to be a ready team of younger volunteers waiting in the wings to take over these important roles.

Creating Accessible Environments – as the Tatura community ages, the number of people with some form of disability or mobility issue will increase. There are a number of facilities in town

that are not accessible to people with disabilities or mobility issues and therefore negatively impact on the quality of life of these individuals.

Our Future Directions

- Lobby Victoria Police to extend opening hours of police station.
- Install cameras in Hogan St, Tatura Park and other parks to reduce vandalism and erect signage advising the community of the local laws re liquor licensing and the banning of the consumption of alcohol in declared areas.
- Improve display and distribution of information, by using tools such as notice boards in central locations (such as Stuart Mock Place, Tatura Park and the Museum), electronic programmable notice boards, holding annual information days, developing specific brochures to be mailed out to households (and translated into relevant community languages as appropriate) and further developing the Tatura website.
- Undertake a promotional campaign to encourage greater circulation of the *The Guardian*.
- Instigate a Volunteer Recruitment Strategy, clearly articulating the opportunities available in the community and the benefits of being



involved and link this with the Greater Shepparton City Council's Volunteer Program and the Tatura Community House.

- Consider development of different models of operation for clubs and organisations that makes it less onerous to be involved, e.g. paid administrators / staff, use of trainees, a combined incorporated body representing a number of clubs

/ organisations under one governance model, "Friends of Groups", portfolio groups within clubs / organisations, etc.

- Encourage Greater Shepparton City Council to use Universal Design Principles in all future developments in Tatura and to undertake an Access Audit to identify facilities that are not compliant with the Disability Discrimination Act, with a view to rectifying these facilities.



childcare and kindergarten places available. A significant number of children who attend the childcare centre travel to Tatura each day from Shepparton with their parent/s who may work in the town. Both the state primary school and the Catholic primary school have been recipients of the Federal Government's Education Revolution funding program and are in the midst of constructing additional learning spaces.

Students travel to either Shepparton or Mooroopna for secondary education. The Tatura Community House offers a number of educational programs for adults. There are no tertiary education options currently available in town.

Culture and Education

Our Assets

Tatura features a number of well preserved heritage buildings and facilities including the Museum (which is operated for several hours each day by volunteers and contains war camp and irrigation history), the Old Court House, the Old Police Station, Victory Hall, the Mechanics Institute, the Old Convent, various churches and church halls, the German Cemetery and Dhurringile Mansion, which are of interest to tourists in the region. Also of interest are the sites of the former war camps.

Several well attended events are held in Tatura each year, including the Taste of Tatura food and wine event, the Tatura Show and horse events at the Tatura Racecourse. Regular events (particularly equestrian events) and International Dairy Week are held at Tatura Park Event Centre, attracting spectators and participants from all over Australia, injecting \$13-\$16 million dollars into the Greater Shepparton economy each year.

There are currently three primary schools, two kindergartens and one child care centre in Tatura. At present there is an adequate supply of both

Our Challenges

Lack of secondary school education in Tatura – it is felt by some members of the community that the lack of secondary school opportunities in town limits future growth of the town and does not provide young people with an opportunity to connect to the town as well as they could. Discussions with Department of Education and Early Childhood Development indicate that in general, 1,100 students are required to establish a new secondary school.

Limited tourism products – the potential economic benefits of tourism are yet to be realised in Tatura due to a limited range of current attractions, events and festivals.

Limited marketing of tourism products – in order to attract more tourists to Tatura and subsequently more economic benefits, tourism products need to be better packaged and marketed.

Maintenance and insurance of Victory Hall – in order to raise sufficient funds to maintain and insure Victory Hall, additional funds and resources are required, and potentially a new use of the Hall needs to be developed to increase revenue (such as a theatre or cinema).

Upgrading of Tatura Park – to further enhance the ability of Tatura Park Events Centre to attract events, continuous upgrading of facilities needs to occur.

Our Future Directions

- Explore opportunities to attract a component of secondary school education to Tatura (e.g. up to Year 8 or Year 10) with Catholic and independent school systems.
- Encourage the development of additional tourism attractions and events (such as a multi-cultural festival).
- Further develop Tatura as an integral part of a cultural heritage trail which includes other nearby towns such as Rushworth.
- Improve marketing of tourism attractions, events and festivals using tools such as signage (particularly on the Midland Highway), brochures (throughout Tatura and in other key destinations such as Shepparton and Echuca), a website presence and electronic technology (such as audio programs available on MP3 players or mobile phones which tell the story of Tatura).
- Explore potential uses of Victory Hall to increase ongoing revenue to cover the cost of maintenance and insurance.
- Continue to implement recommendations contained within the Tatura Park Master Plan.





Our Challenges

Lack of Accessible Transport Options – whilst there are a number of transport options to Shepparton and Melbourne, the times of these services is often not convenient for travelers and does not allow workers from Shepparton or seasonal fruit pickers to arrive in Tatura in time for work. In addition, there is considerable support for an upgrade of the existing V/Line stop so that passengers can be seated under shelter whilst waiting for transportation. Further, there is a lack of information about transportation services, or the information available is difficult to interpret.

Development of a Walking and Cycle Trail Network – although there are some on-road bicycle lanes and some off-road trails through locations such as Cussen Park, the existing

Transport and Movement

Our Assets

Tatura has a network of mostly sealed urban roads within the town and a network of rural roads that lead to Tatura from other destinations such as Shepparton, Mooroopna, Rushworth, Stanhope, etc. There are footpaths in most streets and a number of on and off-road walking / cycling paths.

Secondary school children travel to Mooroopna or Shepparton by bus; a V/Line bus transports passengers to Shepparton at 9.30am each week

day and returns at 4.30pm and to Melbourne three times each week day; and a private bus travels to and from Shepparton each week day. Although there is no local bus service around Tatura, residents can use the services of a taxi if required. Tatura Hospital has a mini bus which is used for hospital based programs and activities. The Greater Shepparton City Council's Home and Community Care Program can provide a car and driver to assist with some functions for its clients.



network lacks connection and linkages to key destinations such as Department of Primary Industries and the Tatura Caravan Park; and also between Cussen Park and the town.

Development of Safe and Accessible Pedestrian Road Crossings – concern has been expressed regarding the need for additional safe road crossings, particularly near schools and in Hogan Street. Some pedestrian crossings have been planted with vegetation that obscures the view of pedestrians from drivers.

Development of More Footpaths – some streets in Tatura only have footpaths on one side of the road, whereas some streets have no footpaths at all. The lack of footpaths can discourage physical activity and all the benefits associated with being active; can encourage greater car use and increased carbon emissions; and can result in people walking or riding motorized scooters on the road, thereby creating a risk to themselves and other road users.

Parking in Hogan Street – a number of residents have expressed concern about the lack of parking spaces in Hogan Street and also a need for bus and caravan parking in the town. At the same time, the car parking areas behind the shops are not utilised to capacity.

Reduction of Heavy Vehicles Travelling through Residential Areas – concern has been expressed about heavy vehicles using O'Reilly Rd and

Murton Rd as the east-west conduit for movements between Murchison and Dhurringile Roads.

Reduction of Speed Limit in Tatura – concern has been expressed about the lack of uniform speed limits within Tatura and the fact that the limit is too high in parts of the town.

Our Future Directions

- Work in partnership with Greater Shepparton City Council's Transport Connections Program team to identify transport needs of local residents; attract funding to improve transport options; improve the existing V/Line bus stop; and to improve information about transport services that are available.
- Work with Greater Shepparton City Council's Transport Engineer to identify cycling and walking trail needs and to ensure that these needs are incorporated into the next Municipal Bicycle Strategy and subsequent Capital Works Programs.
- In partnership with Greater Shepparton City Council and VicRoads, undertake a review of all major crossings in Tatura and develop a plan to upgrade these crossing points and develop priority crossings to access schools. Particular attention should be given to ensure that crossings are accessible to people with mobility issues.
- In partnership with Greater Shepparton City Council, ensure that all future housing developments in Tatura are planned with suitable footpath and bike-friendly linkages and ensure that regular repairs of these facilities are undertaken.
- Upgrade car parks at rear of Hogan Street shops through lighting and leveling out of ground; install signs to direct people to car parks behind shops; create more user-friendly walkways between Hogan Street and car parks; create parking spaces for people with prams and people riding motorised scooters; install bicycle racks to encourage cycling; and develop parking for buses and caravans between Tatura Hot Bread Bakery and the Museum.
- In partnership with Greater Shepparton City Council and VicRoads, develop a Heavy Vehicle Movement Plan aimed at identifying transition corridors (such as Toolamba-Rushworth Road) for heavy vehicles to remove these vehicles from residential areas wherever possible.
- In partnership with Greater Shepparton City Council and VicRoads, undertake a review of speed limits in Tatura with a view to ensuring that the limit around schools remains at 40km per hour and that the remainder of the town is reduced to 50km per hour.



Business and Development

Our Assets

Located within the Food Bowl of Victoria, the Tatura region is home to a range of farming enterprises such as fruit orchards and dairy farms. However, unlike many other rural towns, Tatura does not rely predominantly on farming and industries that service farms, but instead has a range of large industries and businesses within the town, offering significant employment opportunities. Each day, hundreds of people commute to Tatura from places such as Shepparton to work in businesses such as

Tatura Milk, Unilever, Goulburn-Murray Water, Department of Primary Industries and the abattoir. There are also a range of other small to medium sized businesses and shops throughout the town. Two caravan parks and one motel provide accommodation options for visitors and business executives.

The township centre around Stuart Mock Place has recently been upgraded with public art, parking, improved pedestrian access and general amenity improvements. The proposed Goulburn Valley Freight Logistics Centre at Mooroopna and

the proposed Shepparton By-Pass will also provide opportunities for Tatura businesses to access markets more easily. Other existing plans that will impact on business and development include Greater Shepparton City Council's Housing Strategy, Greater Shepparton 2030 Strategy and Waste Water Management Plan.

Our Challenges

Encouraging People to Shop Locally – residents, particularly younger people, are keen for Tatura to offer a wider variety of products for sale such as shoes, clothing, music, DVDs, scooters, etc. Shop keepers are also keen to attract greater business from local residents and workers.

Developing Suitable Accommodation for Visitors – due to the limited number of accommodation beds currently available in town, and the standard of accommodation available (3 star and below), potential business is lost from the town as people attending events or visiting for business purposes choose to stay in Shepparton instead.

Attracting New Businesses and People to Tatura – the majority of residents recognise that some moderate growth is important for the long term sustainability of the town. Continued growth (of businesses and population) is dependent upon a range of factors including access to appropriate type of land (e.g. industrial / commercial, lifestyle

blocks, town blocks, land that is not prone to flooding); access to water, power and sewerage; a mix of housing styles and costs; appropriate community infrastructure such as schools and pools; and a balance that ensures the impact of businesses on residential areas is limited. The majority of housing growth is expected in the north and eastern parts of town.

Encouraging Establishment of New Eateries – young people are interested in the establishment of fast food outlets, whereas adults are keen for the establishment of restaurants suitable for families or special occasions. Local businesses are keen to see the development of more up-market cafes for entertaining clients.

Continuing to Upgrade the Township Centre – a vibrant town centre can encourage not only local people to enjoy shopping in their own town, but also attract people and revenue from other locations.

Our Future Directions

- Meet with existing local businesses to discuss outcomes of the community consultation undertaken as part of the Tatura Community Plan, with a view that some local businesses may be able to expand their product range, if deemed viable.
- Develop a “Shop Local” campaign



incorporating an Employee Flyer, Honorary Local Card, a Motel Room Pack, Business Directory, increased presence on the Greater Shepparton City Council’s website, “Shopping Around” column in The Guardian (as per Tatura Township Marketing Plan:2007).

- Encourage and support the development of four star and serviced apartment accommodation in Tatura, as well as additional eateries.

- Work with Greater Shepparton City Council to retain and attract new businesses and to increase the number of people living in Tatura by developing tools such as brochures outlining the benefits of establishing a business in town, a New Resident’s Kit, a New Comer’s Club.
- Ensure that a copy of all Tatura related planning documents are stored at the Tatura Library and accessible to all residents.

Linkages

Whilst projects have been categorised under specific headings such as Culture and Education, in reality, most projects cross over several areas and are linked in some way. Often the development of one project will impact upon another or provide benefits in a range of different areas, as the following table demonstrates:

Project	Improves Community Safety	Improves Accessibility and Inclusiveness	Improves Economic Sustainability	Improves Opportunities for Social Interaction	Improves Health and Wellbeing	Improves Culture and Heritage / Appreciation / Protection	Improves the Environment / Landscape / Amenity	Improves Learning / Personal Development Opportunities	Improves Community Strength, Pride and Resilience
Mactier Park	✓	✓		✓	✓	✓	✓		✓
Lake Bartlett	✓	✓		✓	✓		✓		✓
Cussen Park		✓		✓	✓		✓		✓
Town Beautification				✓			✓		✓
Youth Activities		✓		✓	✓			✓	✓
Blue Light Disco		✓		✓	✓				✓
Skate Park	✓	✓		✓	✓				✓
Indoor Heated Pool	✓	✓	✓	✓	✓				✓
Ambulance Station	✓				✓				
Police Station	✓								✓
Cameras	✓								
Information		✓	✓						
The Guardian									✓
Volunteers		✓	✓	✓	✓	✓	✓	✓	✓
Models for Club Management				✓				✓	
Access Audit	✓	✓		✓	✓				✓



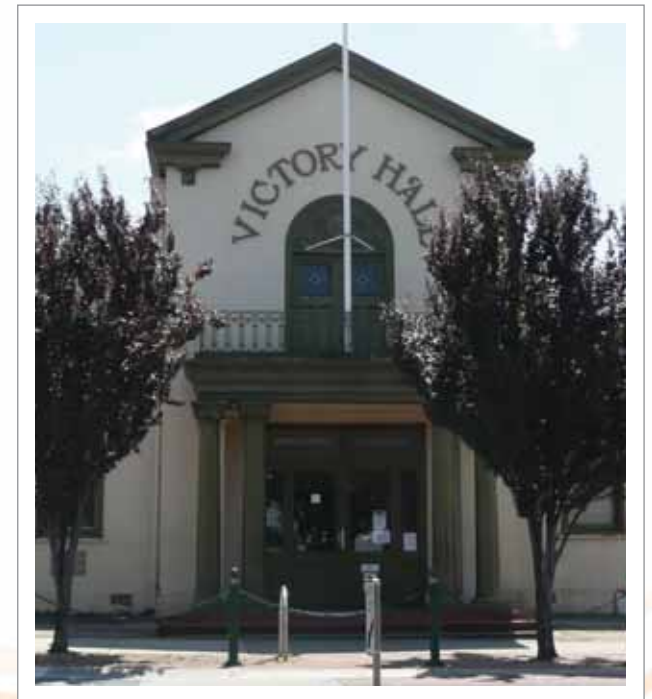
attend each of the quarterly steering committee meetings in an advisory capacity (i.e. non-voting role). Council staff will preferably follow up on specific issues for the steering committee and provide information on existing Council policies or strategic directions that may impact on the achievement of community priorities. This will ensure that two-way communication occurs between the Planning Group and Council and will help to develop mutually beneficial relationships and partnerships.

Implementation Plan

In order that the key priorities identified in the Tatura Community Plan are able to be achieved, it is critical that a strong, local Steering Committee is established to meet regularly to discuss and review the plan. It would be expected that membership of such a committee is made up of a broad cross-representation of community members with an overall interest in advancing Tatura. Such a Committee should meet quarterly to discuss priorities and the actions required to achieve the priorities. When required, it would be expected that sub-committees or working groups are established by co-opting other members of the

community with a specific interest in a topic (e.g. heated swimming pool, transport, education, etc). These groups may meet more regularly and will report back to the Steering Committee. It would also be expected that the Steering Committee meets with Council on an annual basis to discuss the progress of the Community Plan and to identify additional barriers and opportunities. One of the first tasks of the Planning Group is to finalise an Action Plan.

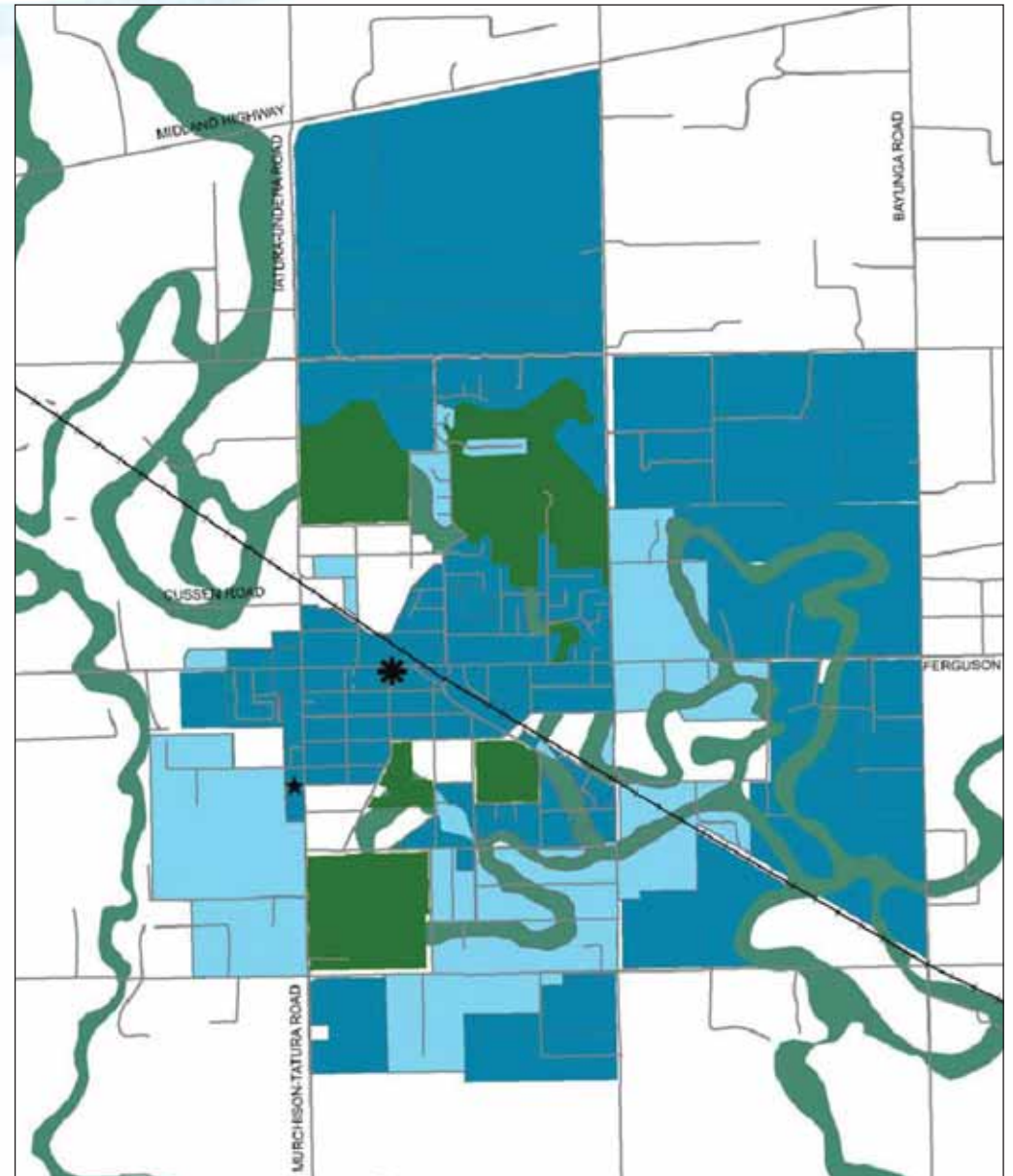
Such a committee will require ongoing support from Council officers. Ideally Council officers will



Tatura Housing Change Area Plan¹

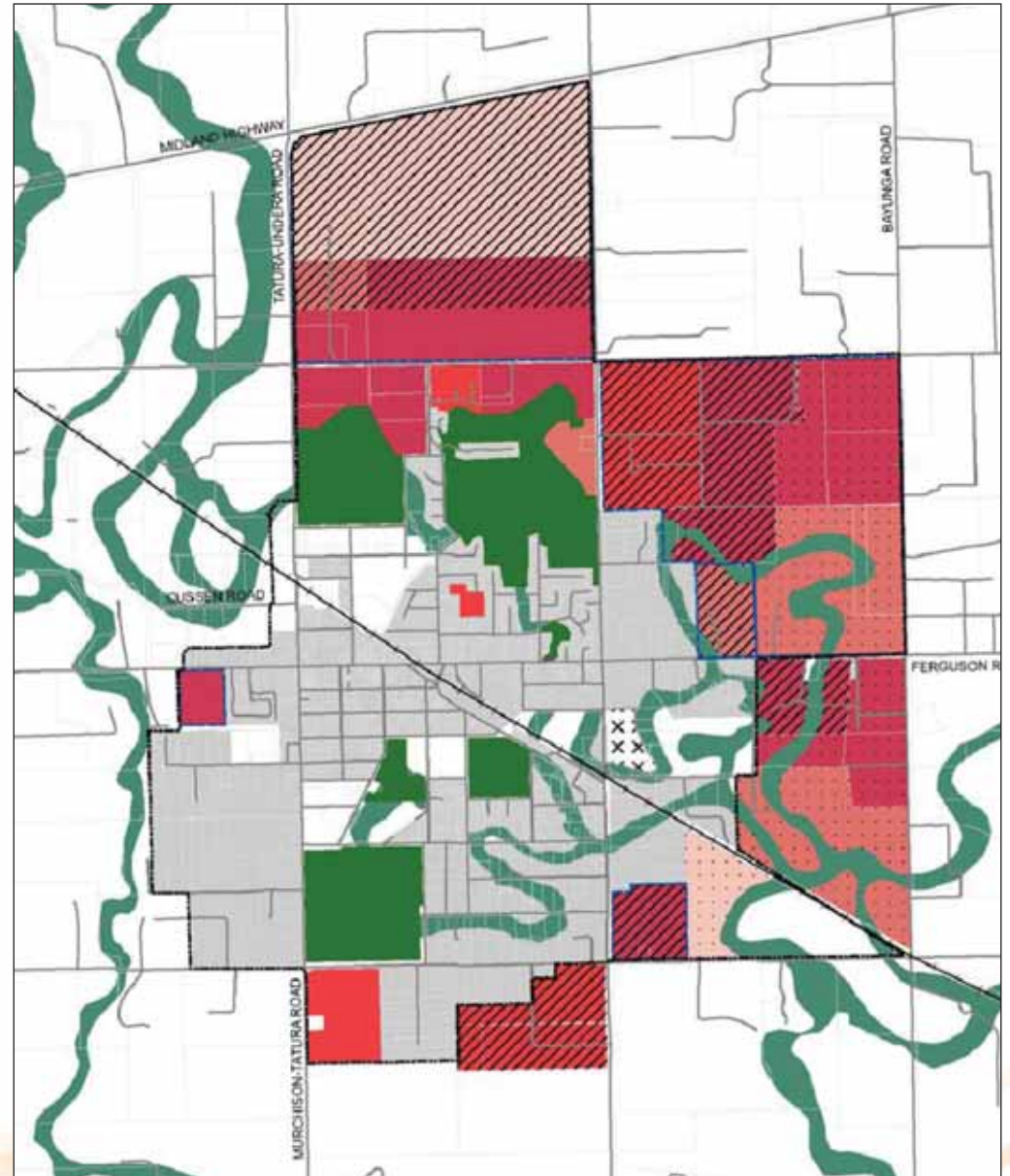
Legend

- * Major Centre
- ★ Local Shops
- Open Space/ Recreation
- Floodway
- Substantial Change
- Incremental Change
- Minimal Change



Tatura Growth Management Plan¹

Legend



¹ Greater Shepparton City Council – Greater Shepparton Housing Strategy (2009), pg 62

Amendment List

Amendment number	Amendment Date	Nature of Amendment	Amended by