



February 2012

## DRAFT PROJECT REPORT

# INDIGO 2030



# THE INDIGO 2030 PROJECT

From all the discussions, conversations, and story-gathering, there emerged six principles – the things that matter most to Indigo residents.

Each principle focuses our thinking on a theme, and each theme carries a vision that is an expansion of our thoughts, ideas, hopes and dreams.

## Principles



**We celebrate the diversity of our people across all ages and backgrounds, abilities and skills, and reach across the generations to include everyone.**



**Council and residents are active partners in the wise development of the Indigo community.**



**We have a civil and just society where everyone is welcome and has a voice; we value our environmental and built heritage because the stories of the past shed light on our future.**



**Our integrated transport system is a key link between our communities and is accessible to everyone.**



**Council's financial planning focuses on equity, transparency, value for money and community partnerships, so that we are better able to meet the challenges of a changing world.**



**We are recognised for the way we celebrate and build on what we have, and for our optimism, our curiosity and the way we meet universal challenges.**



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- COVER: Jo Voigt, winner of the People's Choice Award in the 2030 art competition.

# INDIGO 2030

## OUR STORY

### *From the Mayor, Cr Larry Goldsworthy*

The 2030 vision is about us, what we hope our Shire and our community will be like in years to come. It is an aspirational document for the future rather than a blueprint to minutely plan how we get there.

As a Council we need a higher level strategic document because if we don't know where we are going, any road will do.

The community confirmed a desire for a longer term vision during consultation undertaken in 2009, when the Council Plan was developed.

The process of gathering information for the vision has been wide-ranging and varied, over the six months to the end of 2011. More than 700 people of all ages and from all corners of the Shire participated.

The process engaged many people on many levels with many outcomes. From all this

information the general themes were distilled to form this report.

The Indigo Shire Council will use the 2030 vision as a high-level pointer for its strategic planning, budgeting and review processes, particularly the Council Plan, which is a short to medium term plan for Council activities. It will link with the annual budget and our Long-Term Financial Plan.

The 2030 vision will provide a mechanism to manage the challenges, demands and the possibilities that will arise over the next 20 years.

It is a document that will evolve and develop with the Shire over time and be reviewed every five years.

Its practicality lies in the fact that what matters most to people will be included in the Council's forward planning.



# OUR STORY — FROM THE FUTURE

## *In the Year 2030*

**Well, here we are – in the year 2030. It's been a momentous journey. Our Indigo community has always had an optimistic spirit, and this shows in the ideas we put forward in the *Indigo 2030* project in 2011 that allowed us to outline our aspirations for the type of Indigo we wanted by 2030 and to tell our story.**

Our Indigo is a vibrant place, with a community spirit that continues to set us apart. We take responsibility for ourselves. We are envied for the way we care for each other, the way we celebrate our achievements and make a special effort to include people, and for the way we celebrate the individuality of our towns and areas while working together on the issues that challenge us.

We have blended the needs of our farmers and our agricultural community with the need to protect our environment. Our white history continues to underpin what we do, but it alone does not define who we are.

We are now much bigger than that, having blended many European and Chinese cultural elements into our community, and we continue to value Aboriginal history especially as it resounds from our unique natural environment.

We treasure the granite country around Mt Pilot near Chiltern and the wine-growing flatlands of Rutherglen, the Murray River that draws our border in the north at Wahgunyah and the nooks and crannies of the Kiewa Valley. We maintain our love of the heavily forested areas around Stanley, Yackandandah and Beechworth despite their constant reminder of the reality of bushfires.

Many of us use the extensive network of cycle paths between our towns. But we are still realistic about our roads and pathways, having experienced storms, floods and bushfires over the years and lived with the devastation they can cause.

We value our locally grown food and support our economy by spending locally whenever possible. We recognise that Indigo Shire is special and attracts others who want to experience what we have. But we keep a keen eye on development, to make sure it fits with our aspirations for greener living and dealing with climate change, and that it does not occur faster than the infrastructure we need to provide.

We are richer for the way we have developed the creative talents of our people. Tourism helps to drive our economy and our various towns have grown their established festivals and events, and created new ones – unrivalled in this part of the world.



● *Yackandandah Primary School student Adam Bullivant puts pen to paper for his entry in the 2030 story competition.*

The work that the Council and community does with young people through our Junior Council and building leadership skills continues and we are enjoying the success of that, as are our children. We now have so many possibilities for education, study and training that many of our young people are choosing to stay.

And technology? The progress in that area has helped shed light in the black spots of the shire – we are more connected with each than ever before.

We still sing the song we helped create back in 2011, and the film we made then to capture our collective 'visions' makes for enlightening study.

Then, as now, we hold to our values and principles – people matter the most, and a sense of belonging and greater connection between our towns is uppermost in our thinking. We care for each other and value our safe and secure lifestyle. We believe in equality and justice for all, relish our expanded sense of history, and celebrate all that we have and all that we are.

Back then, we were beginning to earn a reputation for doing things differently. We are dynamic, creative, spirited and discerning. Our spirit is undimmed by the challenges that continue to face us.

# WHAT WE DID IN 2011

## **For this project we wanted to take a more creative approach to the way we gathered residents' aspirations for Indigo Shire.**

One of the main barriers was the geographical size and nature of our Shire. We have a population of 16,111 spread over five small towns and many hamlets and we cover more than 2000 square kilometres. Transport can be an issue and there are some technological black spots that prevent or impede internet use.

We have 16 schools, spread right across the Shire. One, at Sandy Creek, has just 13 students - and a cat. We have an abundance of community groups and sporting groups but not all can be reached via email.

## **The project ran from August to December 2011. This is what we did:**

- We recruited 71 residents from across the shire to help gather ideas through face-to-face conversations in their neighbourhoods. The champions could call a special meeting, take feedback sheets to meetings of groups they belonged to, gather ideas from friends invited over for dinner, remember suggestions made to them as they stood in the queue at their supermarket, or simply record ideas from casual conversation.
- Our Junior Council, comprising students from our primary schools, helped promote the 2030 project in their schools and gather ideas.
- Councillors and staff helped promote the project, facilitated 'conversations' and put forward their own ideas.

- We conducted a short story competition with categories for primary school age, 12 to 18 years and adults.
- We also conducted an art competition with the same age categories.
- Local artists were recruited to make artistic pieces of work as prizes in the various competitions.
- A reply paid postcard was sent to every resident for them to put their vision in words or a drawing on the reverse side.
- We used a local cartoonist to draw primary school children (and the cat from Sandy Creek Primary School) as they want to be in the year 2030.
- We staged a travelling art exhibition showcasing the artworks and stories, the postcard and the drawings by the cartoonist.
- We recruited a local musician to work with young people to record a song to celebrate our collective vision.
- We recruited a professional film director to work with our young people to capture residents' aspirations.
- We conducted a feedback meeting of the 'community champions' to draw together the major themes and principles from all the input we received.

- Along the way, we created a large amount of media coverage that helped maintain the momentum.



- *The entire process won the 2011 John Jago Good Governance Award from the Victorian Local Governance Association in November.*

# THE JOURNEY BEGINS



- *Leanne Murphy, Mike Byrne, Cr Vic Issell, Iris Mannik, Bill Wilson, Cr Ali Pockley and Anne Wilson participated in one of the first community conversations to gather information for the Indigo 2030 project.*



- *Jasper Thorpe featured on the 2030 postcard mailed to residents, one of many mechanisms to obtain people's feedback. Jasper shared a scone with then Mayor Cr Ali Pockley after she launched the 2030 project in August 2011.*



- *Adam Bullivant, Will Damm and Amy Boelke, members of the Indigo Shire Junior Council, helped launch Indigo 2030 at the Yackandandah Public Hall in August 2011.*



- *Council staff took part in a 'conversation' process and put forward their ideas in November 2011.*

# PEOPLE

**Vision: We see a united Indigo Shire that has preserved the individual style and character of its townships.**

People matter more than anything else. Everything we do is aimed at enriching life for our residents.

## *We see:*

- Diversity:
  - multicultural
  - old, young and in between
  - farmers
  - artisans, creative people
  - professional people
  - innovative businesses
  - newcomers and older residents
- Communities with many and varied skills and qualifications
- Community spirit in our villages as well as an Indigo Shire community spirit
- We have the services we need
- Our people, particularly our children, and their children's children, belong and feel safe
- No one is lonely
- We are more connected because our communication is always improving
- Local and lifelong learning
- Our young people revel in our history and our potential.



- *Baby Violet will be 19 in the year 2030. The wisdom available to her, from grandmother Kate Doughty, left, her mother Ashlee MacCalman, and great-grandmother Lois McClurg, will ensure a caring, rich, vibrant life for her in Indigo.*

## *What does this mean for Indigo Shire Council?*

1. Acknowledgement of the importance of sport and recreation to all community members – particularly the young – and ensuring that Council continues to provide significant funding and resourcing to the Shire's sporting/recreation groups.
2. We continue to provide, maintain and enhance the physical infrastructure eg. halls, pools, parks that support the social interactions of the community.
3. Council increasingly uses "place based management" to acknowledge local communities and to strengthen the links within these communities. We will devolve decision making, where possible, to the local community level and will continue to provide strong Council presence and resources in all our major urban centres.
4. Timely assessment and delivery of community care programs
5. Acting as an advocate by identifying relevant programs, sourcing funding
6. Strategies that unite Council and community/ education in joint projects
7. Minority groups are supported.

## *What does this mean for the community?*

1. Identifying needs
2. Community groups taking ownership of problems
3. Working in partnership with Council and other groups
4. Minority groups are supported.

## Vision: We nurture our land, our environment, and each other.

We are living in self-sufficient and connected communities and townships. We promote and support sustainable farming practices and are surrounded by flourishing ecosystems and viable agricultural and food enterprises.

### *We have protected and enhanced where we live:*

- We know that water is a finite resource and we harvest it wisely
- We know our environment sustains us and we respect it
- We face the challenge of climate change
- We know that what we do has an impact on others
- We treasure our mountains, hills and ranges
- Our natural and heritage landscapes, flora and fauna, Aboriginal history, are highly prized
- Our history (buildings, infrastructure, artefacts, stories) defines us but does not limit us
- We know that protecting and growing our working environments is an ongoing process
- Our villages are an ideal size for community belonging
- We have infrastructure relevant to our needs ie. sympathetic to the environment and people and constructed with heart
- We have a cycling-friendly culture with appropriate infrastructure
- Housing is affordable, with health, education and other services readily available
- We see village greens where people meet and great events happen.



● *Our natural environment is an integral part of our life in Indigo.*

### *What does this mean for Indigo Shire Council?*

1. We ensure that a wide range of local employment options are available
2. Council is actively involved and contributes to decision making by bodies/authorities such as Catchment Management Authorities, Water Authorities etc to ensure that local communities receive the best possible service delivery
3. We invest in achieving maximum environmental returns from the land Council has in its care. This includes roadsides, environmental reserves, urban land and industrial sites
4. Ensure the Indigo Planning Scheme, as Council's land use planning control document, reflects the need to ensure growth does not adversely affect the communities and environments we treasure. This may require defining limits to growth
5. As part of our "place based" decision making we maintain strong programs to enhance and enliven the character and structure of each township.
6. Key infrastructure is identified and planned for
7. Ensuring plans and strategies have a commitment to maintaining infrastructure covering recreation, health and wellbeing, economic development, community strengthening, environment, heritage, youth, arts, children etc.
8. Our environmental strategy reflects the need to protect the environment
9. Our history is recorded.

### *What does this mean for the community?*

1. Identifying issues, needs
2. Working in partnership with Council and other groups
3. Forming community groups to work on projects.

# OUR SPIRIT

**Vision: We are dynamic, creative, spirited and discerning. We can do anything together.**

We are warm and welcoming. Our spirit drives cultural change and influences the way we relate to each other, our land, our environment and our history.

## *Our spirit means:*

- We stand up for what we believe
- We are civil and just
- Everyone has a voice
- We generate debates that grow ideas
- Our sophisticated dispute settlement processes mean people live in harmony
- Our artistic community gives life to our spirit, generating jobs and tourism
- Our sporting spirit builds pride and participation
- We keep finding ways to do things differently and make our mark
- Our festivals bring us together and help us define our individual communities
- We are confident leaders
- We celebrate people and place, always mindful of who is not present and seek ways to include them
- We know it is up to us.



- *Beechworth cartoonist Adrian Osborne captured the futuristic spirit and images of Wahgunyah Primary School 2011 captains Andrew Love, 11, and Brooke Goddard, as part of the 2030 project.*

## *What does this mean for Indigo Shire Council?*

1. We continue to take decision making to local communities – we do this via rotating Council meetings and community forums, outreach community development workers, service centres, public forums and extensive use of traditional and new media
2. Ensuring community strengthening plans focus on identified needs
3. Ensuring customer service/communication policies work in harmony with community thinking
4. Making sure our tourism plans and strategies reflect current trends
5. Providing for artistic endeavours in new infrastructure.

## *What does this mean for the community?*

1. Open and productive communication with Council and other groups
2. Working in partnership with Council and other groups
3. Being self-starters and independent thinkers.

# GETTING ABOUT

**Vision: We have an extensive network of roads, cycle paths, rail trails, footpaths and walking tracks and an efficient public transport system.**

*These are accessible and well used.*

- In towns we have:
  - cycling / walking paths for safe transport across all ages
  - residential estates connected to main streets, schools and amenities
  - recharging points for electric vehicles
  - mainly local traffic through our main streets
- Between towns we have:
  - bike paths linking communities
  - links between tourism locations such as
- wineries
- natural environments e.g: Murray River, Lake Moodemere, Lake Kerferd, IndigCreek
  - linked coordinated rail / bus transport regional centres
- We have off road paths for cycling, horseriding walking.



- *The ability to move around in different ways, including on rail trails and cycle paths, was a strong feature in community responses.*

*What does this mean for Indigo Shire Council?*

1. Work with all relevant authorities and funding bodies to achieve a sustainable public transport network linking all townships in the Shire and linking regional centres such as Albury and Wangaratta
2. Prepare an inventory of all “missing” pedestrian and road links within all townships and adopt a financial plan to address all identified deficiencies
3. Ensure infrastructure spending supports creation of economic activity centres e.g: adequate roads provided for all industrial estates and tourist attractions
4. Adopt a long term plan to fully construct rural roads
5. Look for opportunities to ensure rail trails and other roads or paths used predominantly by tourists become at least partially self-supporting through initiatives such as sponsorship, leasing etc.
6. We manage and develop access routes, not just for transport purposes, and also acknowledge the role these pieces of land play in creating landscapes, building communities and enhancing the environment
7. We maintain a heightened awareness of the safety risks of road usage, from accidents through to bushfire risk. We take these risks into consideration (and provide appropriate levels of funding) when making decisions about transport routes.

*What does this mean for the community?*

1. Identifying transport needs
2. Working in partnership with Council and other groups.



# VALUE FOR MONEY

**Vision: We are economically vibrant, thriving and creative. Indigo Shire Council is well resourced and financially sustainable.**

We recognise that a resilient economy involves sound decision-making, support to grow business and industry, balancing the needs of agriculture and development, creating awareness of possibilities and fostering a positive approach in all that we do.

### *Our approach means:*

- Our financial decision-making and reporting is transparent
- There is equitable and just distribution of resources based on need
- Our planning process supports the strengths and natural advantages of our townships
- Innovative and sustainable businesses and industry are based on localism, specialty retail, local supermarkets, hand-made artisan products
- We encourage exciting partnerships that unleash potential in creative and strategic ways
- We recognise volunteers.



- *Agriculture – strawberries, wine, olives, fruit, nuts, dairy and grazing – together with manufacturing, are among 750 businesses in the Indigo Shire.*

### *What does this mean for Indigo Shire Council?*

1. Ensure adequate funding to maintain assets prior to construction/commissioning of new projects
2. Acceptance of the appropriate use of debt to finance “long life” infrastructure items eg. bridges, recreation reserves, land development
3. Increased attention to Tourism and Economic Development sections of Council to ensure greater acknowledgement and support for the creation and maintenance of local economic activity
4. Ensuring Long Term Financial Plan allows for future needs
5. Economic Development Strategy supports sustainable business and industry.

### *What does this mean for the community?*

1. Willing contributors to discussions
2. Working in partnership with Council and other groups
3. Proactive approach to finding solutions.



# OUR INDIGO STYLE

## Vision: We have stories to tell the nation.

In 2030 our broader sense of history continues to be a point of difference. We are a civil and just society that allows people to 'bloom where they are planted'.

We live in an interconnected world and have productive relationships with our neighbours locally, regionally, nationally and internationally. We are optimistic about our future and work together for the common good.

### Our stories show that we:

- Are a model municipality
  - No poker machines, no plastic or bottles, no chain stores
- Are a centre of excellence for history education
- Have a balanced blend of growth and open space
- Have a local and secure food supply
- Embrace alternative energy and technology e.g: solar capital of the country, wind farms
- Have a cycling-friendly culture
- Nourish our artists, scientists and creative people
- Nurture the creative spirit of our community through festivals, music events, performances, exhibitions, workshops
- Celebrate our young people and provide reasons for them to stay
- Create a safe peaceful haven that grows our rich local culture
- Encourage the community to think independently
- Are expansive in our thinking.



● Cr Ali Pockley awarded the adult art prize to Estelle Bunting.

### What does this mean for Indigo Shire Council?

1. Ensuring Council priorities link to this Indigo 2030 report
2. Regular communication with the community on our progress
3. Having the capacity to work with the community on specific projects.

### What does this mean for the community?

1. Working in partnership with Council and other groups
2. Thinking big, embracing change.

## THE TRAVELLING SUITCASE

**In a nod to our past, a tattered, brown-leather suitcase will be used to house copies of this report, the film, the song, and other material we have gathered in this project.**

It will be a tool that staff can take to promotional events or community meetings as required.

This material will be put on our website to help carry the collective vision into the future.



# THE JOURNEY CONTINUES

- *Community consultation for the 2030 project was facilitated by Indigo resident Cathy McGowan. She leads discussion to refine ideas into themes at a meeting in November 2011 with 30 of the 71 residents who helped in the conversation process.*



- *Story competition prize-winners in November 2011. In the 12-18 category Shona Kelly, left, won second prize, and Ellen Paull came equal first with Jacky Garvey, who could not attend the presentation.*



- *Council's Arts and Culture Development Officer Susan Reid displays the 174 postcards received in the project. The postcards, artworks and stories were part of an exhibition that was staged in Yackandandah, later moving to Rutherglen.*

- *ABOVE: Kelly Beer, Chris Lello and Kate Doughty were winners in the open category story competition.*

- *RIGHT: Cr Ali Pockley with Kayla Proctor, who won the Grade 3-6 section of the art competition with her work Lyrebird.*



# THE JOURNEY CONTINUES



- *Gabby Maginness won the 12-18 category in the art competition.*



- *Shannon Beacom set up a table to gather people's ideas at an Open Day in Chiltern.*



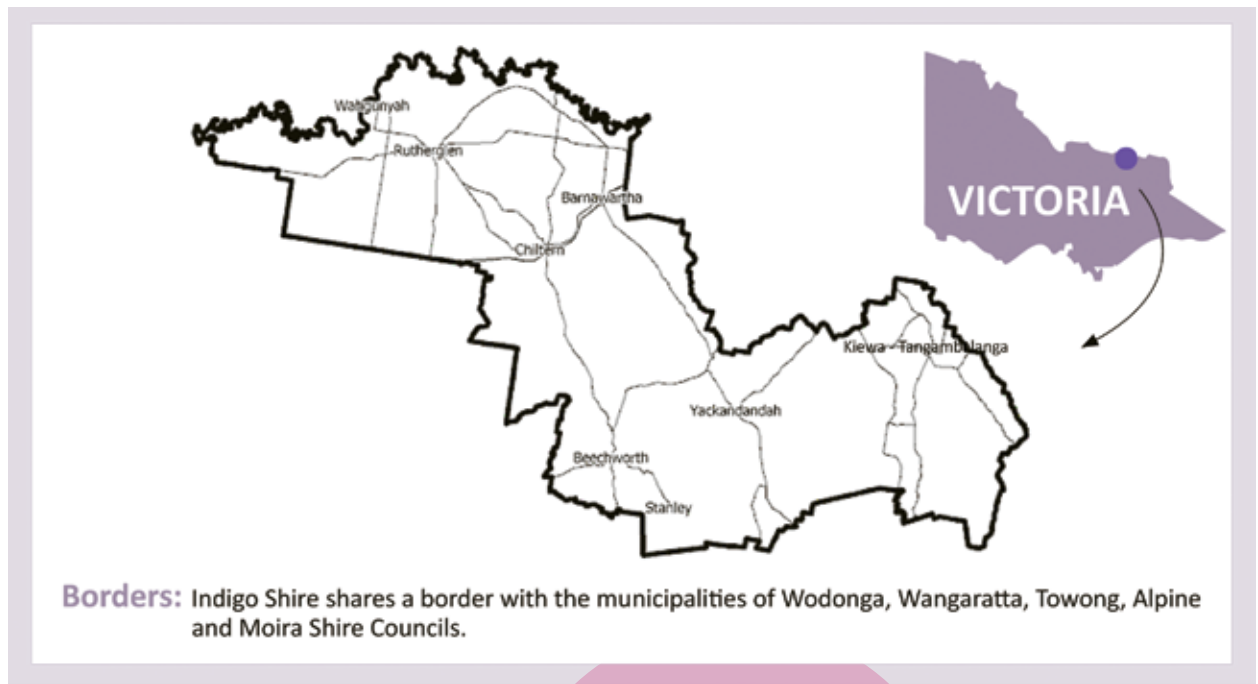
- *Damien Ley and Cr Peter Croucher discuss ideas during the feedback meeting in November, when the input from the 2030 process was gathered together to form a set of principles and vision statements.*



- *Pete Denahy wrote a song to capture the spirit of the 2030 project and worked with Indigo's young people to record it.*



- *Cathy McGowan facilitated the community conversations for the 2030 project and film director Amadeo Marquez-Perez worked with young people in Indigo to make a film of the project.*



# CONTACT

Call us on 1300 365 003  
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 Fax us on 03 5728 1676

## Where we live

**Allans Flat, Barnawartha, Barnawartha North, Beechworth, Brimin, Browns Plains, Bruarong, Carlyle, Charleroi, Chiltern, Chiltern Valley, Cornishtown, Glen Creek, Gooramadda, Gundowring North, Huon, Indigo Valley, Kergunyah, Kergunyah South, Kiewa, Lilliput, Norong, Osbornes Flat, Rutherglen, Sandy Creek, Silver Creek, Staghorn Flat, Stanley, Tangambalanga, Upper Sandy Creek, Wahgunyah, Woolshed Flat, Wooragee, Yackandandah**

### Beechworth office

Phone 03 5728 8000  
 Fax 03 5728 1676  
 Address 101 Ford street, Beechworth 3747  
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 Hours 8.30am-5pm Mon-Fri

### Yackandandah office

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 Post PO Box 75 Yackandandah 3749  
 Hours 8.30am-5pm Mon-Fri

### Chiltern Customer Service Centre

Phone 03 5726 1206  
 Fax 03 5726 1873  
 Address Conness Street, Chiltern 3683  
 Hours 9am-12.30pm, 1.30pm-5pm

### Rutherglen Customer Service Centre

Phone 02 6032 8206  
 Fax 02 6032 7427  
 Address 153 High Street, Rutherglen 3685  
 Hours 9am-12.30pm, 1pm-4.30pm Tue-Fri  
 9am-12noon Sat



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