

## Green Wedge Management Plan Factsheet - People

Part of the Whittlesea Green Wedge Management Plan 2011-2021

Version 5.0, July 2011

### Topics of Interest

The Whittlesea Green Wedge Management Plan (Management Plan) explores a range of themes important to the Green Wedge including land, biodiversity, water and its people.

A series of fact sheets have been developed for each topic. This fact sheet focuses on the people of the Green Wedge.

### People

The Whittlesea Green Wedge is home to around 7,000 residents and covers over 31,730 hectares. This area contributes to the local economy through agricultural activities, tourism and other businesses.

The health of our communities is increased through access to the recreational facilities and parklands located within the Green Wedge area.

Reminders of our past are evident in bluestone buildings and drystone walls, in farming and community relics and in heritage associated with the traditional custodians of this place, the Wurundjeri Willam Clan.

### Goal

The goal for the Whittlesea Green Wedge is:

*A connected community that respects, values and celebrates its past, present and future.*

The chapter on people in the Management Plan includes three sub-themes:

- Communities and Settlements
- Tourism and Recreation
- Heritage and Culture

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## Communities & Settlements

Our communities have expressed their thoughts on the Whittlesea Green Wedge in the following way:

**Residents in our green wedge communities wish to retain the rural ‘feel’ of towns such as Whittlesea Township.**

They are concerned that new residents are not fully aware of relevant planning controls and encourage Council to actively inform new residents of rural matters. Residents are often keen to be part of various community groups, yet the lack of new members is an issue.

As a result, the objective for this sub-theme is:

*To ensure residents have the opportunity to participate in decisions relating to their community and the liveability of the Whittlesea Green Wedge.*

The current and potential capacity of our communities to have meaningful participation opportunities is essential in developing ownership of the values and strategies for the Green Wedge area.



To meet this objective, the following key actions are proposed:

GWMP Action	Communities & Settlements Priority Actions
P1	Build upon the role of <b>existing local committees</b> and community groups to champion the cause of the Whittlesea Green Wedge. Establish an education program targeted at local committees and community groups.
P3	Create networking opportunities that raise awareness of the issues faced by both rural and urban residents, to promote the value of farmers and farming practices.
P4	Continue to distribute information on <b>community organisations and services</b> to encourage networking and increase community capacity, particularly within the rural community.
P5	Develop <b>‘Rural Information Packs’</b> that can be distributed to potential property purchasers that includes pre-purchase information such as planning checklists,

GWMP Action	Communities & Settlements Priority Actions
	siting and design guidelines, environmental values and land management tips.
P7	Provide diverse housing opportunities, including aged care housing, in areas of existing residential land in the Whittlesea Township, where services and facilities are located.
P9	Continue to advocate on behalf of the community to the Victorian Government for funding to support those <b>services and facilities</b> deemed most necessary in the rural areas and in particular Whittlesea Township.
This is a list of priority actions only. For a full range of proposed actions refer to the draft Whittlesea Green Wedge Management Plan.	

## Tourism & Recreation

Our communities have expressed their thoughts on tourism and recreation within the Whittlesea Green Wedge in the following way:

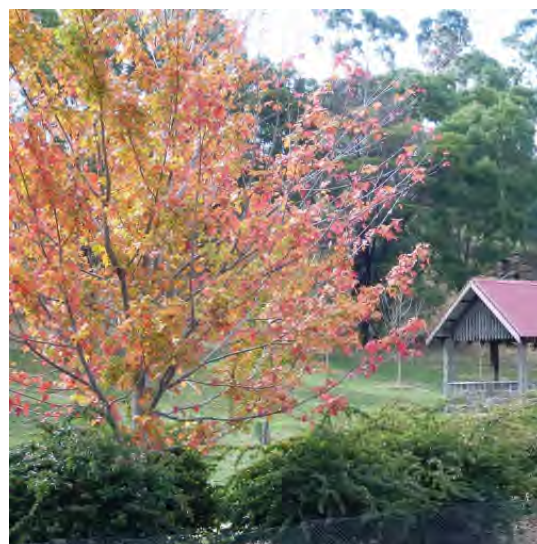
### Our municipality is an untapped tourism and recreation resource.

There is a need for targeted branding and innovative attractions, such as ecotourism, to attract greater visitor interest. The objective for this sub-theme is:

*To enhance and promote the diverse natural, cultural and landscape values of the Green Wedge for tourism and recreation opportunities.*

Existing and proposed public open space and conservation reserves, heritage places, lineal reserves and recreational opportunities will continue to attract visitors from the broader region and will be managed to respect other Green Wedge values.

To meet this objective, the following key actions are proposed:



GWMP Action	Tourism & Recreation Priority Actions

<b>GWMP Action</b>	<b>Tourism &amp; Recreation Priority Actions</b>
P12	Update Council's <b>Tourism Strategy</b> to highlight tourism and recreation opportunities in the green wedge.
P13	Develop a 'Welcome to Whittlesea Pack' that highlights tourism opportunities such as boutique agribusinesses, emerging and established tourist destinations.
P15	In partnership with land owners/managers, investigate partnership opportunities that extend our network of <b>multiuse trails</b> , including opportunities for heritage interpretation. Linking People and Places – Government Strategy for Trail Networks in the Metropolitan Area and The Victorian Trail Strategy will inform the potential location of multi-use trails. Attention should be paid to the disused Mernda-Whittlesea rail track as it provides linkages between rural and urban areas.
P16	Continue to develop Council's <b>Whittlesea Recreational Strategy</b> in consultation with the community and implement proposed actions.
P19	Advocate on behalf of the community to <b>Parks Victoria</b> regarding increased funding for state managed parks and the potential for creation of new parklands (such as Quarry Hills and around the Merri Creek).
This is a list of priority actions only. For a full range of proposed actions refer to the draft Whittlesea Green Wedge Management Plan.	

## Heritage & Culture

Our communities have expressed their thoughts on heritage and culture within the Whittlesea Green Wedge in the following way:

**Whittlesea contains places of heritage significance, yet lack of support often means preservation is not an option.**

Residents are concerned oral history and places are being lost to the passage of time.

As a result, the objective for this sub-theme is:

*To preserve and enhance the cultural heritage of the Whittlesea Green Wedge for current and future generations.*



Cultural heritage is an integral part of the Whittlesea Green Wedge and is strongly associated with Aboriginal cultural significance and the early European settlement of Victoria.

To meet this objective, the following key actions are proposed:

<b>GWMP Action</b>	<b>Heritage &amp; Culture Priority Actions</b>
P21	Explore options to promote Council’s full range of <b>cultural heritage opportunities</b> at festivals and events.
P22	Enhance community perception of heritage places and cultures through continued promotion of Council’s <b>Cultural Heritage Program</b> .
P24	Increase networking links with the <b>local indigenous community</b> to ensure understanding and respect for sites of Aboriginal cultural heritage sensitivity within the municipality.
P25	Explore opportunities to employ a <b>Heritage Officer</b> in order to develop a Heritage Strategy for the holistic management of heritage across Council.
P26	Following the heritage study undertaken during 2009/10, implement findings and apply a <b>Heritage Overlay</b> to all significant places not protected. Any proposed amendment to the Whittlesea Planning Scheme will provide additional opportunity for public submission.
This is a list of priority actions only. For a full range of proposed actions refer to the draft Whittlesea Green Wedge Management Plan.	

## Actioning the Plan

The success of the Whittlesea Green Wedge Management Plan relies on Local Government, State Government, Federal Government, agencies, organisations, community groups and residents working together.

The Whittlesea Green Wedge Management Plan proposes eighty two actions that are grouped according to priority:

- Short term priority (1-3 years)
- Medium term priority (4-7 years)
- Long term priority (8-10+ years)

The actions proposed in this fact sheet represent a variety of activities. Some can be delivered using local resources while others will require coordination from many sources.

Any proposed amendments to the Whittlesea Planning Scheme will provide further opportunity for community comment.

A range of funding sources will be needed in order to achieve many of these actions. And the challenge is there for the community to support and champion actions aimed at sustaining the Whittlesea Green Wedge into the future.

## **Monitoring and Review**

This Management Plan is a framework that guides a whole-of-Government approach to the coordination and implementation of sustainable actions within the Whittlesea Green Wedge.

Success can be measured by the number of actions commenced or completed out of the total number of initiatives proposed.

A five year review of the Whittlesea Green Wedge Management Plan will enable the relevance and the success of the plan in achieving the vision. goals and objectives to be reviewed.

Additionally, it is Council's intention to release a three and seven year report, based on an annual report to Council on the progress of implementation.

## **Where to get more information**

Visit Council's website [www.whittlesea.vic.gov.au](http://www.whittlesea.vic.gov.au)

Send an email [Green.Wedge@whittlesea.vic.gov.au](mailto:Green.Wedge@whittlesea.vic.gov.au)

Speak to a Council Planner

- Call a Council Planner on 9217 2164.
- Call the Strategic Planning Department on 9217 2346.

Documents

1. Whittlesea Green Wedge Management Plan
2. Whittlesea Green Wedge Management Plan: Community Views Final Report

Copies of these documents can be found at Council Offices or by calling a Council Planner.