

# Background research and analysis

## Great Western Township

## Historic Wine Village

**A Brief History**

The land around Great Western was opened up by squatters in the 1840's, with two vast stations, Conundragula and Altaville. The Great Western township started life as a changing station in February 1868 gold was discovered in the hill just north of the township, not far from Altaville township. Five months later the changing station was a bustling settlement involving a public camp, Quamling Chapel, a post office, Morgan's riding room, several general stores and the usual complement of grog shanties and diggers tents. The Great Western Lead, also known as the Shalebrook Lead was very rich. The Native Trust mine was the last mine closed in 1888, by mid 1888 there was an estimated 7000 people on the Lead and a Township committee was formed.

George Lambell surveyed the town, naming the streets after famous engineers of the time and the town, after the famous British Railway Line. The township of Great Western was proclaimed in 1928. Among the first purchasers of land was John Hinch, who gave twenty pounds for the town while the Great Western Hotel now stands, erected 'The First Flay' general store. The Commemorative stone the Church of England Sunday School, was erected in 1928. By 1930 the school was over crowded and a new school was erected next door, which is still in use. The first Methodist church was erected in 1934 on land donated by John Hinch. In 1967 the reserve was gazetted for history and recreation purposes. In the Year 2000 the Great Western Racing Club held its 125th meeting.

During a lull in gold fortunes of the 1930's grapes replaced gold with the area supporting over thirty vineyards by the turn of the century. Today the name 'Great Western' is synonymous with fine sparkling wines and red and white table wines. Two historical pioneer wineries, Best's Great Western and Seppelt Great Western are the two to survive successfully to this day. Out of work miners were used to dig the drives at Seppelt and the underground cellars at Best's.

**Details of local Wineries & Events on other side**

**BULGANA**  
A. Best's front gate  
B. Best's back gate  
C. Anglican Church  
D. Anglican School  
E. General Store  
F. Methodist Institute  
G. Hinch's house  
H. Great Western General  
I. Seppelt Winery  
J. Great Western Cemetery  
K. Race Course

**MOYSTON**  
**ARARAT**

Western View Rd  
Water Duty Rd  
Great Western Highway  
SHEPPET RD



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# Great Western Future Plan

May 2014





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## Report statement

The information contained in this document has been gained from anecdotal evidence and research. It has been prepared in good faith and is based on a review of documentation and data as well as interviews with Council staff, community members and relevant stakeholders and communities of interest. Neither SED Advisory nor its servants, consultants, agents or staff shall be responsible in any way whatsoever to any person in respect to the report, including errors or omission therein, however caused.

## Acknowledgements

SED Advisory would like to acknowledge and thank the organisations, groups and individuals who were part of our consultation activities and who contributed to this report.

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## Approach and methodology

The GWFP was developed using the following approaches:

- ▶ Review and analysis of local and regional relevant strategy and policy relating to economic, tourism, community development and land use planning;
- ▶ Western Highway and bypass documents;
- ▶ A program of targeted community and stakeholder interviews;
- ▶ Two community workshops;
- ▶ Opportunities for community to provide feedback and commentary on draft reports and recommendations;
- ▶ Project meetings with NGSC officers; and
- ▶ Observations from township visits by the project team.

A summary of reference reports and consultations is provided in Appendix 2: References and consultations. Community workshop flyers are also provided in Appendix 3: Community Conversation flyers.

## Regional policy and strategy

Local Councils, State Government and regional development organisations have over recent years, adopted a highly co-ordinated approach to local and regional economic, social and infrastructure planning. This includes local strategy, regional growth plans and collective identification of priority regional projects. It is important that local plans and projects align to regional plans and policy to support government and other sources of funding and investment. Without identifiable alignment and with consideration to the competitive nature of government funding, the GWFP has been developed with close reference to the local and regional development and investment policy. Due to its geographic location, NGSC sits within the Wimmera Southern Mallee (WSM) region, but is also influenced closely by the Central Highlands region to the east. However, for the purposes of this, a summary analysis of pertinent strategy and policy from the WSM region was completed.

### WSM Regional Growth Plan alignment

The WSM Regional Growth Plan provides the rationale and framework for regional growth and development based on land use direction and strategies over the next 30 years and identifies:

- ▶ Where future development will be supported, assessed at a regional scale;
- ▶ Environmental, economic, community and cultural resources or regional significance that should be preserved, maintained or developed; and
- ▶ Key regional priorities for future infrastructure planning and investment to support growth.

### Relevant principles

- ▶ Growth should be encouraged throughout the region to create a network of integrated and prosperous settlements.
- ▶ Key agricultural resources should be protected, productivity maintained, and the development of industry supported.
- ▶ The region's assets should be used to facilitate the diversification of the economy and ensure a resilient community.
- ▶ The development of distinct settlements should be supported to create healthy, attractive and liveable communities.
- ▶ Opportunities for growth should be identified to facilitate appropriate local development and infrastructure required to support growth should be identified.

### Directions and strategies

**Table 1 – Regional Growth Plan development policy**

Future directions	Strategies and actions
Tourism	
Encourage the development of the tourism sector by building on existing strengths around nature and agriculture.	The future highway bypass of Great Western provides the chance to enhance the town's character and its identity as a centre for wine tourism.  Provide infrastructure investment to support tourism where opportunities have been identified.  Ensure residential growth is not directed to areas where tourism developments should be given priority, to support the local economy.  Encourage further development of tourism related to the wine industry at Great Western.  Implement the findings of the Stawell-Ararat-Halls Gap rural zones review (jointly prepared by Ararat Rural City Council and Northern Grampians Shire Council) to provide opportunities for uses which will complement the tourism offer of this area.
Encourage smaller boutique tourism activities in rural areas where they are compatible with farming activities.	
Support infrastructure investment where it will maximise benefits to tourism	
Protect and enhance the features of the region that attract tourists	
Enhance Halls Gap and the Grampians as a tourism focal point for the region	
Environment and heritage assets	
Encourage initiatives that are compatible with heritage conservation to allow residents and visitors to engage with the history of the region.	Use planning schemes to recognise and protect significant landscapes to maintain the amenity of the region for residents and visitors and promote the economic contribution they make to the region.  Undertake heritage assessment across all local government areas in the region and ensure heritage assets are identified in and protected by planning schemes.

Future directions	Strategies and actions
<b>Small settlements</b>	
Plan for small settlements to manage local challenges and help these communities to be adaptable and resilient.	Encourage the development of integrated planning and economic development policy to identify tailored strategies for individual small settlements, including protecting strategic land for growth.
Encourage small settlements to contribute to their communities of interest to ensure good access to key services.	Undertake planning for settlements affected by major infrastructure to ensure they take advantage of opportunities. Identify actions to enhance streetscape character and sense of place.

### 2012 Ararat – Stawell – Halls Gap Triangle Project

Commissioned by Ararat Rural City Council and NGSC, the Triangle Project provided a review of the planning controls that apply to the Triangle, with an emphasis on the application of the rural zones.

The report recognises the long establishment of viticulture and cluster of wineries within the Great Western area. From project consultations, the current and future tourism role and revitalisation opportunities arising from the Western Highway duplication were highlighted as meriting further investigation which presented the following observations and future direction strategies for the community:

- ▶ Reinforce and enhance its role as a tourism and wine based settlement;
- ▶ The Bypass will create a challenge to attract passing tourists into the town, but will also provide an opportunity to consolidate and enhance the amenity of the town centre;
- ▶ Promote the revitalisation of Great Western associated with the Western Highway duplication;
- ▶ Reinforce the role of Great Western as a wine village and tourist destination, and encourage the development of tourism infrastructure;
- ▶ Prepare a Master Plan for the Great Western town centre, once the alignment of the Western Highway Duplication is confirmed, to direct investment and identify funding opportunities for public realm improvements;
- ▶ Develop a Signage Policy for Great Western that addresses visual clutter throughout the town centre, improves way finding and reinforces local character;

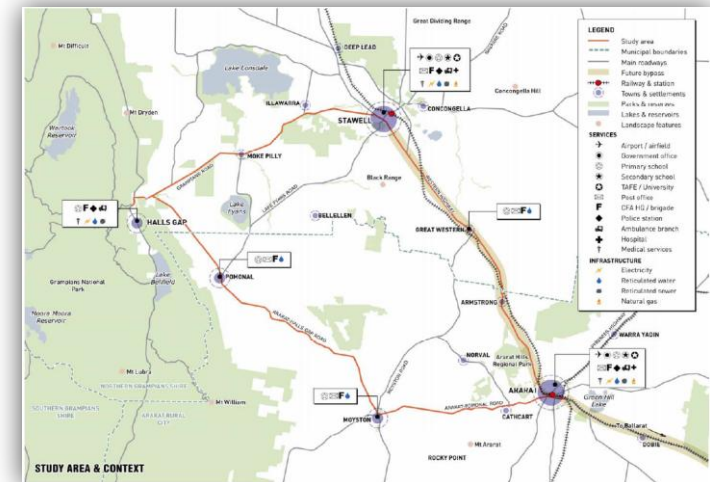


Figure 1 - Triangle Project study area



- ▶ Encourage improved tourist product at wineries, including improved cellar door facilities, dining facilities, and art or sculpture gardens for example; and
- ▶ Establish a heritage walk through the township to identify, interpret and link locations of historical interest throughout Great Western.

### **Grampians Tourism**

Grampians Tourism is the lead organisation for promoting and supporting the tourism industry and visitor attraction for the region. The organisation has adopted a Strategic Plan 2012-2016 and is currently finalising a Grampians Destination Plan and Investment Roadmap to provide a range of priority initiatives and projects to support development of tourism product and services. Apart from the overall marketing and building the tourism potential of the wider region, the relevant priorities for Great Western and the local region include the following strategic initiatives. The role of Grampians Tourism will be primarily to support Councils and communities with project facilitation, planning and service provision.

### **The Grampians Region Villages and Produce Regions Project**

- ▶ Better develop unique regional attractions around the Grampians region that complement and support the core nature / outdoor adventure / Halls Gap tourism product;
- ▶ Provide focus points to tourism investment attraction;
- ▶ Improve regional dispersal of visitors; and
- ▶ Support visitation to key produce and wine regions.

To achieve the desired Village and Produce Regions Project, the Destination Plan presents three key action areas namely:

- ▶ Planning and investment support for village and product regions development, investment attraction, events and activities;
- ▶ Effective promotion to potential and existing visitors in the region of village attractions and attributes; and
- ▶ Development of touring routes between villages with enough visual interest and points of interest along the way to encourage dispersal.

### **Grampians Region Events Strategy**

- ▶ Create product with a direct pathway for attracting more visitors and achieving greater regional dispersal for the Grampians Tourism region;
- ▶ Focus on surrounding towns and villages and not just Halls Gap as the central venue;
- ▶ Improve the sense of vibrancy in Halls Gap and other key tourist villages;
- ▶ Provide platforms to promote and celebrate the region's attributes; and
- ▶ Create activity around seasonally slow periods.

The Events Strategy is yet to be developed but provides a framework for Great Western to be a strategic part of.

## Western Highway duplication and Great Western Bypass

The Western Highway Project is a major investment by the Commonwealth and State Governments to duplicate the existing single lane Highway between Ballarat and Stawell. The project has commenced with duplication currently being completed between Ballarat and Beaufort. Advance route planning has also been completed for the Highway between Beaufort and Stawell including a bypass to the north of Great Western.

The bypass was a major project advocated for by the community and listed in the 2009-2013 Community Action Plan. Although this section of the Highway project is yet to receive confirmation of funding, planning of alignments and required support infrastructure is well advanced. The bypass will present both challenges and opportunities for Great Western which the Future Plan acknowledges and considers in its overall thinking and recommendations.

Full details of the Western Highway Duplication and bypass projects including background, technical and other reports are available on the VicRoads website: <http://www.vicroads.vic.gov.au/Home/RoadProjects/RegionalVictoriaRoadProjects/WesternHighwayBallaratToStawell/>

## Local policy and strategy

The 2013-2017 NGSC Council Plan lists the development of Great Western as food and wine village as a major priority. This is in addition to other economic, social and environmental objectives for the wider Shire and residents. In addition, the 2014 Open Space and Recreation Strategy recognises that the facilities at the Great Western Recreation Reserve (including the Racecourse Precinct) do not currently meet competition requirements and there is a need to improve and upgrade these facilities.

## Summary

The GWFP aligns to regional policy and strategy particularly in the areas of tourism and economic development, protection and growth of viticulture, improvement in township amenity and design including residential development and strategically plans for the implementation of the township Bypass.

## The township today

Great Western provides a range of services to local and rural residents as well as people travelling along the Western Highway and visitors to the Grampians tourism region. Retail and other community services include:

- ▶ Vineyards and cellar doors at Seppelt Great Western, Bests Winery and the Grampians Estate Winery;
- ▶ Petrol station with other general supplies;
- ▶ Post office and take-away food outlet;
- ▶ A cafe, art gallery and a handful of visitor accommodation;
- ▶ Hotel with motel accommodation;

- ▶ Primary school;
- ▶ Community and social groups and associations;
- ▶ Sport and recreation parks and public open spaces; and
- ▶ Annual horse racing carnival and a major rodeo event.

### The local economy

The wineries are the main employers within the community, with local businesses, the agricultural sector and neighbouring regional towns also providing employment for residents. Seppelt and Bests have established national and international markets and like Grampians Estate, also sell wines and other products through via their cellar doors outlets. Customers for businesses in the town include local and district residents and travellers and tourists.

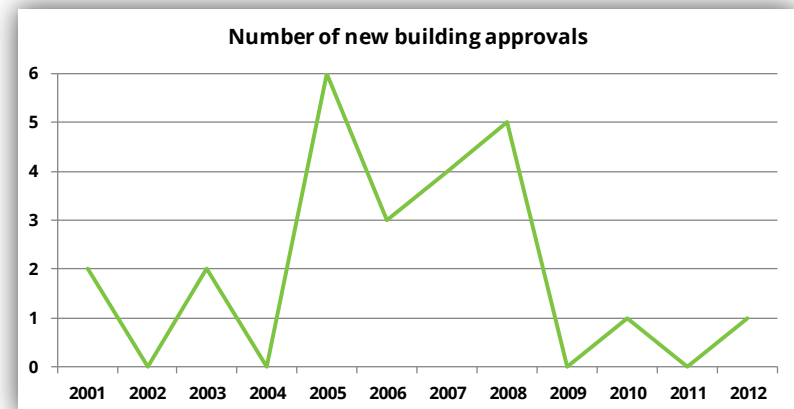
Great Western is located within the Grampians tourism region and is within easy travelling distance of the Grampians National Park as well as currently being directly situated on the busy Western Highway. There have been recent examples of business investment in the community. This includes the establishment of Salingers Cafe, the Toll Gate Art Gallery and investment in cellar door and retail experiences at the local wineries. It is understood that some of the local businesses including the service station and Cafe have attracted new owners and operators which would indicate a level of confidence or optimism in the local economy. A search of realestate.com.au shows that the Hotel and Motel is currently on the market for \$550,000 +SAV.

### Residential development

Great Western offers a range of residential development options including traditional township lots, rural living and hobby farm allotments (mainly to the north) and large agricultural and farm holdings (mainly to the south). Investment in sewerage and waste water infrastructure in the township will not only deliver environmental benefits, but should attract new residential development where connections are available.

NGSC data shows that there has been low demand for residential lots in Great Western with building activity peaking between 2005 and 2008. The 2012 Triangle report forecasts an average take up of three lots per year. A search of realestate.com.au (January 2014), showed that there were 14 residential properties for sale in Great Western. House prices ranged from \$170,000 to \$480,000 and vacant lots from \$120,000 to \$150,000.

**Figure 2 - Great Western building approval trends**



## Tourism

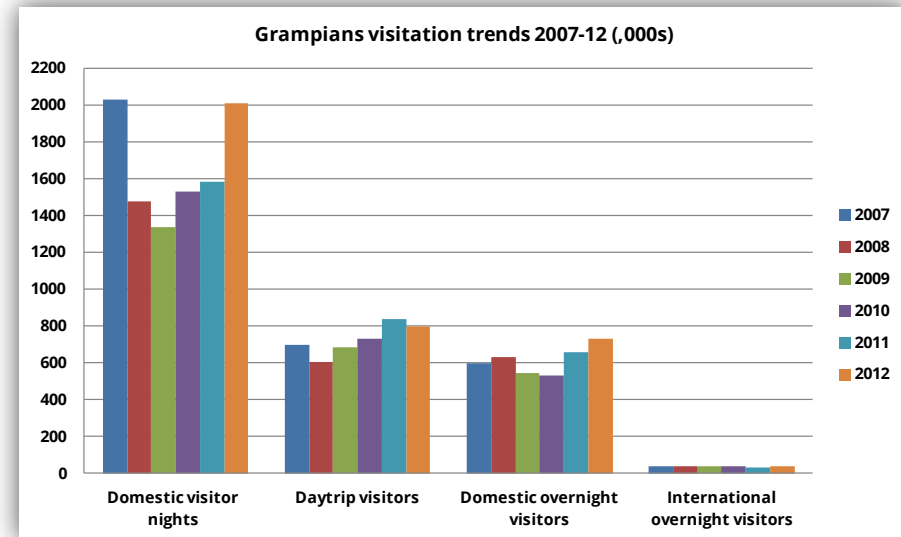
The Grampians National Park is a major contributor to tourism activity in western Victoria attracting domestic and international visitors. Great Western is a half hour drive from Halls Gap, the main population and service centre in the heart of the Grampians.

Tourism Victoria data shows that visitation patterns to the Grampians have been improving in recent years. In particular there have been strong improvements in the higher yield domestic overnight markets.

Following a moderate decline 2009-2011, international visitation has also improved. The earlier decline in this market could be attributed to global exchange rates not being favourable for international tourism to Australia. These visitation trends are shown in Figure 3.

Great Western primarily attracts the day trip market, visiting the local cellar doors or stopping for a journey break along the Western Highway. Although there have been some recent private investment in tourism related products and services in the township, the overall visitor offer is considered limited.

There is little product in Great Western that encourages higher yield overnight or longer stays or which is complementary to the wine-based attractions. In addition, tourism marketing, overall township presentation and general amenity aspects could be improved to help enhance the 'wine village' brand.



**Figure 3 - Grampians visitation trends. Source Tourism Victoria**



**Figure 4 - Seppelt Great Western cellar door. Source [www.visithallsgap.com.au](http://www.visithallsgap.com.au)**



## Social and community

For ABS census analysis purposes, the report has had to use Great Western State Suburb level data as shown in the Suburb map in Figure 5. This is a statistical area within the Rural South district of the NGSC local government area. ABS does not provide locally specific data at a locality level for Great Western. Great Western is shaded pink in the Suburb map. The overall population has declined from 646 residents in 2006 to 538 in 2011 (↓16.7%). In addition to this decline, the population profile is ageing, with an increase in the number of people aged over 65 year.

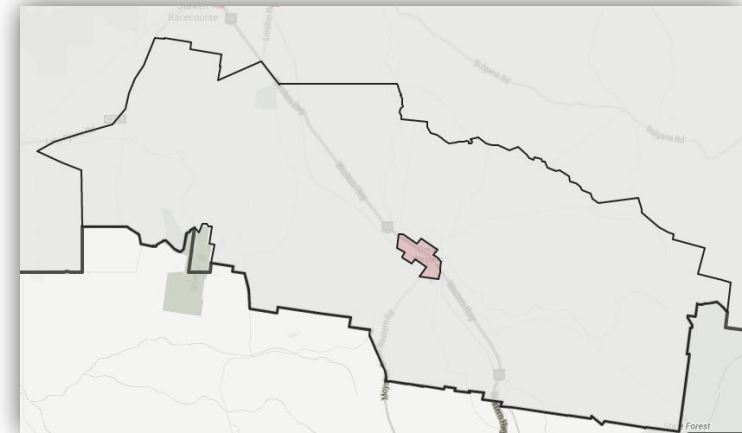


Figure 5 - Great Western State Suburb. Source [www.abs.vic.gov.au](http://www.abs.vic.gov.au)

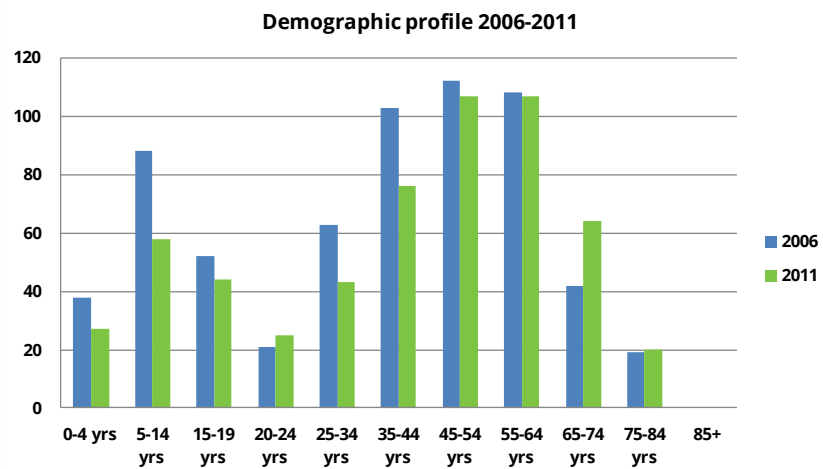


Figure 7 - Demographic profile

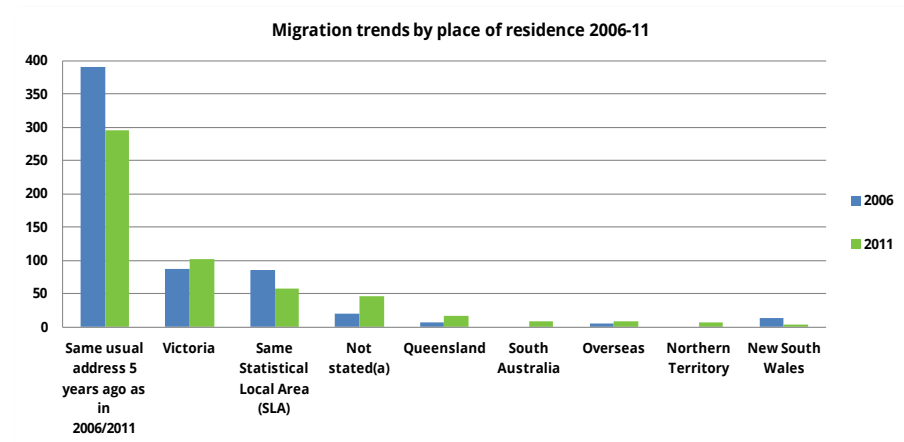


Figure 6 - Population migration trends

Figure 6 shows that Great Western has good retention of existing residents and attracts new residents primarily from within Victoria and the local region.

Like many rural and regional settlements, Great Western, households predominately comprise of couples or families with older / adult children. This is generally indicative of:

- ▶ Younger families wishing to be located close to education and other services for children and young people in larger centres and settlements;
- ▶ Empty nesters who have stayed in their community once children have moved out say for University or work;
- ▶ Relocating retirees who are looking for a lifestyle location or capitalising on investment and property realisation; and / or
- ▶ The trend in smaller family sizes and couples not having children.

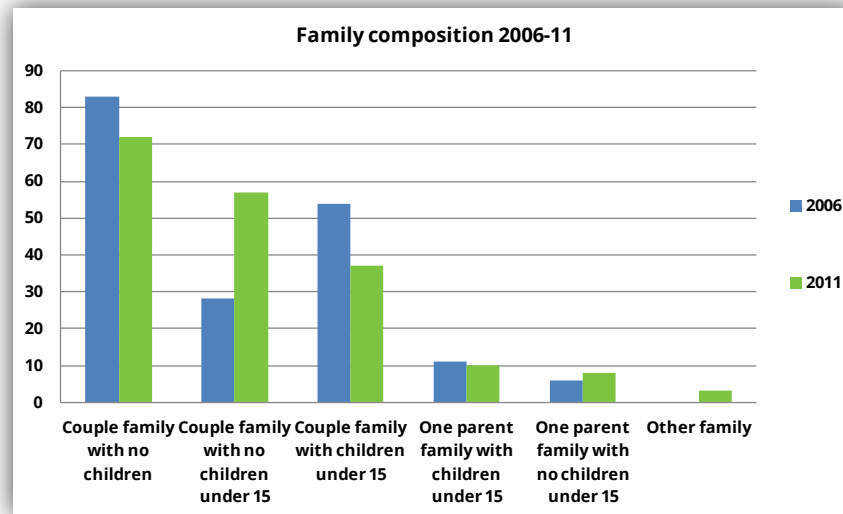


Figure 8 - Family composition profile

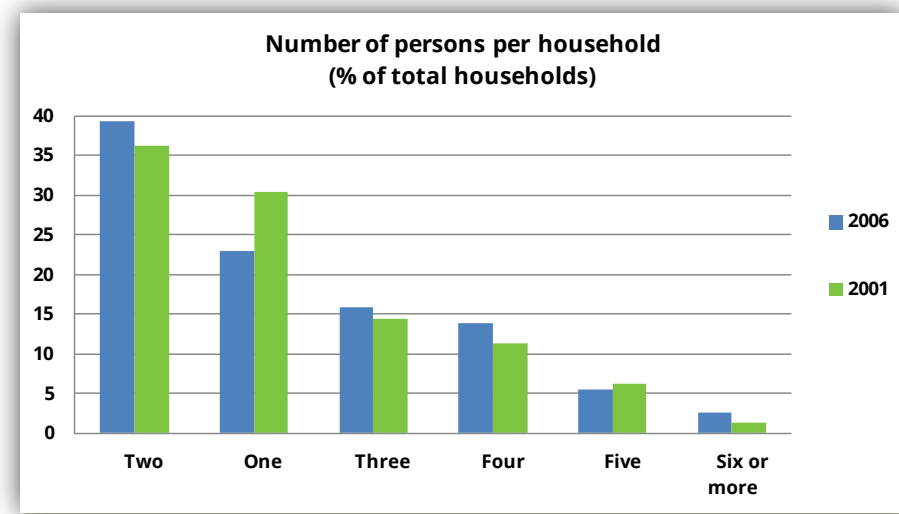


Figure 9 - Household composition profile

Finally the employment profile of residents from the Census region indicates a growing number of residents working within the primary services sectors (health, government agencies and education), tourism related services including retail, food and accommodation and business services. Employment creation is largely driven by investment and growth in regional services such as the Hopkins Correctional Centre in Ararat, health services in Stawell the development of regional tourism product and services. There have been some declines in the more traditional industries of manufacturing, agriculture, construction and mining, which is reflective of general economic transition within regional economies and Victoria and Australia more widely.

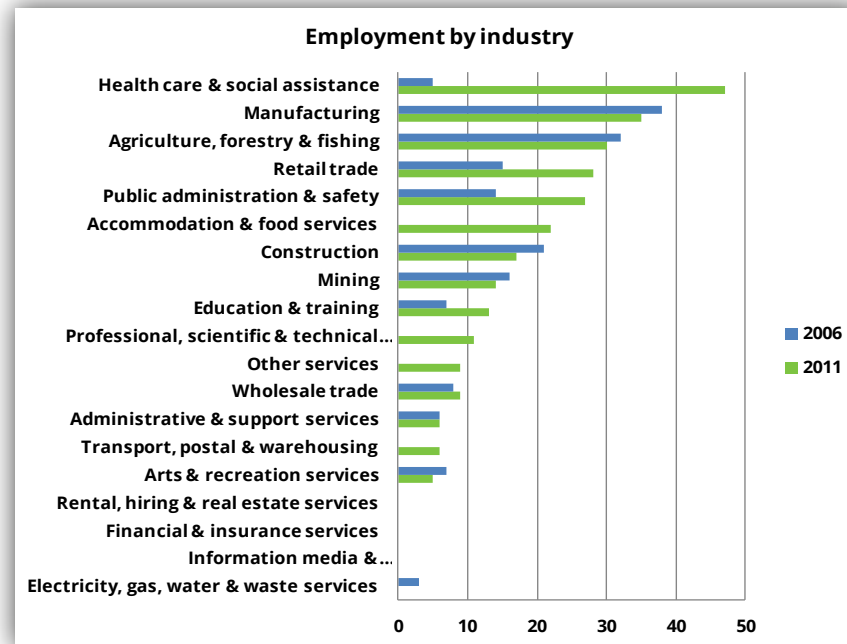


Figure 10 - Resident employment profile

## Land use and urban design

### Local planning policy framework

The current NGSC Planning Scheme (Scheme) which it should be noted, is subject to review, includes the following planning objectives and strategies under key planning areas for Great Western.

#### Settlement

Facilitate the orderly development of the Shire's main townships.

#### Specific development strategies for Great Western

- ▶ All development with frontage to the Western Highway will have regard to the importance of the highway as a national road. (It should be noted that Western Highway duplication and Bypass project development have primarily occurred since the 2006 Scheme was put in place).
- ▶ Industrial development will have regard to its location, siting, design and use with respect to adjoining and adjacent residential and commercial uses.
- ▶ Viticulture and wine production industries to be encouraged.
- ▶ Tourism and retail uses generally to be concentrated in the existing commercial area of town.

#### Settlement objective 2

Provide a diversity of housing styles and living opportunities throughout the municipality to ensure the attractiveness of the municipality as a place to live, work and invest is maintained.

#### General strategies

- ▶ Encourage a diversity of housing styles and densities reflecting changing market demands and recent trends such as the development of units and smaller housing lots.
- ▶ Accommodate the demand for low density allotments in planned estates rather than the ad hoc subdivision of, and excision from, rural land holdings.
- ▶ Rural Living areas will largely be limited to areas where such development currently exists and on the periphery of Stawell and St. Arnaud until a further appraisal of the demand and existing supply of land to cater for this lifestyle choice is carried out by Council.

#### Agriculture

Agriculture is the largest industry in the Shire. In general terms, broad scale cropping occurs in the north of the Shire and grazing and viticulture in the south. Intensive animal farming is emerging as an important industry based on rural land within the Shire. Such operations provide significant downstream benefits to the



Shire in the form of employment for local residents and through the attraction of supply industries due to the demand for transport, feed and processing. Viticulture is an established industry in and around Great Western and a growth industry in that part of the Shire located in the foothills of the Pyrenees.

#### **Strategies**

- ▶ Support existing and emerging agricultural activities such as viticulture and intensive animal industries in locations and on land that is suited to such enterprises; and
- ▶ Discourage the fragmentation of rural land by small lot subdivision as there is sufficient land zoned for smaller lot rural subdivision throughout the Shire.

#### **Retail**

##### **Objective 2**

To encourage compatibility between similar tourist and retail uses.

- ▶ Integrate tourist and retail services as a means of maximising marketing and purchasing impact and promoting a greater retention of local and tourist expenditure within the Shire;
- ▶ Promote integrated tourist and retail investment at the major tourist destinations of Halls Gap, Great Western, Stawell and St. Arnaud; and
- ▶ Infrastructure for tourists including accommodation, restaurants, entertainment facilities and recreation facilities will be encouraged to integrate where possible with town centre functions to maximise use of this infrastructure and enhance town centre activity.

#### **Industry**

Industrial development in the townships of the Shire, especially Stawell, St. Arnaud and Great Western is important to the Shire as it provides significant employment and contributes to the Municipality's economic base. The main industries in the Shire's key towns include brick making, rubber manufacture, textiles manufacturing, meat processing, grain and feed stores, and rural machine manufacturing.

#### **Strategies**

- ▶ Encourage industry associated with viticulture to locate in Great Western to promote development of the town and of the wine industry in the Shire.

#### **Western highway - use and development**

- ▶ VicRoads will be notified pursuant to Section 52 of the Planning and Environment Act 1987 of any application for use, development or subdivision of land with frontage to the Western Highway within the townships of Stawell and Great Western.

## Heritage

In 2004, Council completed a heritage assessment, audit and detailed report of heritage assets and features to provide a comprehensive survey of potential places of post contact cultural significance in the Northern Grampians Shire. Summary details of Great Western heritage assets and features are provided in Appendix 1: Listing of Great Western heritage assets and features and sourced from Northern Grampians Shire 2004 Heritage Study Stage 2.

### Township character and features

The town centre is located on low lying land within a valley. The Concongella Creek, winds its way through the northern edge of the town whilst low to moderate hills with gentle slopes form the township boundaries to the east, south and west. Key buildings throughout the town were constructed between the late nineteenth century and the early twentieth century. Significant street planting occurred in the 1930's and the sports reserve was established in 1915, followed by the creation of the Memorial Park in 1956. Views of vineyards along the Western Highway on the western approach to Great Western help to reinforce the towns 'wine village' theme. These views of the vines should be maintained and others created where possible as further expansion of the wine growing industry occurs within the region.

Significant built form, which contributes to the historic character of the town, dates from the late 19th century and the early 20th century. With the exception of Seppelt's Winery, the town's building stock predominantly consists of modest single storey buildings. Older residential buildings have primarily been constructed from timber whilst public buildings have generally been constructed from brick. These design elements significantly contribute to the overall character of the town and should be incorporated into future planning and township development initiatives.

## Urban Design Framework

A part of project activities, a review of the 2002 Great Western Urban Design Framework was undertaken with two key objectives namely:

- ▶ To assess whether the 2002 UDF supports the recommendations and implementation of the GWFP; and
- ▶ To identify primary gaps and how these could or should be addressed.

The following table presents an assessment of the 2002 UDF with supporting observations / recommendations.

**Table 2 – 2002 UDF summary**

2002 UDF Section	Observations / recommendation
<p><b>Background information: existing context</b></p> <p>Includes physiographic, historical context, Great Western Today, employment, business, industry and tourism and tourism linkages</p>	<ul style="list-style-type: none"> <li>▶ Some reference to flooding should be made in the physiography section.</li> <li>▶ Should have a separate reference to the Western Highway project and in particular the township bypass</li> <li>▶ References to the sewer scheme now installed.</li> <li>▶ Should update Tourism linkages section to make reference to the Grampians Destination Plan and the GWFP.</li> </ul>
<p><b>Character analysis and comments</b></p> <p>Visual quality, Town entrances, Vineyards, Concongella Creek and Environs, Significant trees and streetscape vegetation, Street furniture, Built form, Negative impacts on built form, Heritage assessment and Design guidelines (1997).</p>	<ul style="list-style-type: none"> <li>▶ “Grapes Amongst the Gums” theme has no context in the UDF and may need revision against the GWFP themes of ‘Great Place to Visit, Great Place to Live’</li> <li>▶ Update “Garden Gully” to Grampians Estate (applies across the whole UDF)</li> <li>▶ Incorporate statement entry features as recommended in the GWFP</li> <li>▶ Vineyards - views of vines should be protected rather than “maintained”.</li> <li>▶ Has a Concongella Creek Management Plan been developed?</li> <li>▶ An assessment on the condition and sustainability of large trees in the township should be undertaken and an appropriate replacement tree planting plan developed.</li> <li>▶ Street furniture designs should be consistent across the town and reflect the wine profile of the township.</li> <li>▶ Built form perhaps should reflect the changed nature of residential development and the need to provide smaller lots within townships to help encourage the retention of older people in the community and to provide a variety of development lots for the attraction of new residents.</li> <li>▶ 2004 Heritage Study should form the basis of the Heritage section. Have any Heritage Overlays been introduced as anticipated by the UDF or as result of the Heritage Study? Overlays should be applied as minimum to assets and features regarded as being of State Significance and buildings / features that make an important contribution to the features and characteristics of the township.</li> <li>▶ Cannot make comment on the relevance of the 1997 Niemen report – the date of the report may suggest that it will have variable relevance nearly 20 years later?</li> </ul>
<p><b>Infrastructure assessment and comment</b></p> <p>Sewerage and water, traffic, parking and pedestrian movements, public and community reserves, Memorial Park, Red Bend Road Rest Stop, Eric Thomson Sports Reserve, Cemetery and Racecourse and Recreation Reserve,</p>	<ul style="list-style-type: none"> <li>▶ Sewerage section needs to be updated given the investment in sewer infrastructure and include a map of the sewer district. Has there been any extension of the Ararat-Great Western Water Reuse Scheme as described in the UDF? Could this be extended to public areas of Great Western to improve the presentation and use of these areas during dry periods?</li> </ul>

2002 UDF Section	Observations / recommendation
<p><b>Infrastructure assessment and comment cntd....</b></p> <p>Sewerage and water, traffic, parking and pedestrian movements, Public and community reserves, Memorial Park, Red Bend Road Rest Stop, Eric Thomson Sports Reserve, Cemetery and Racecourse and Recreation Reserve,</p>	<ul style="list-style-type: none"> <li>▶ Traffic, parking and pedestrian movement section needs updating to reflect works undertaken in relation to parking around Memorial Park and that future improvements to parking and pedestrian movements will be possible once the Bypass is operational. This section also needs to include reference to the proposed GWFP bike/walking trail.</li> <li>▶ Memorial Park also needs updating to reflect works completed. It should also reinforce the role of the Park and key destination and dispersal point in the township and for improved opportunities to use for community events and activities. The installation of appropriate visitor information, improved seating and shade, and a planting and landscaping plan should be developed under a Memorial Park / Village Green Master Plan (GWFP).</li> <li>▶ Red Bend Road Rest Stop information shelter can be relocated to Memorial Park / Village Green, retained in situ or updated. However the main information and township story should be located at Memorial Park / Village Green. Investment in this rest area should be assessed against the primary recommendations of the GWFP. There appears to be little rationale for upgrading the Red Bend area in light of GWFP primary recommendation and given the current route of the bypass planned for the western end of the township. Entry treatments to the western end of the township need to consider the bypass route including exits and entries and be developed as presented in the GWFP.</li> <li>▶ Cemetery – included in the GWFP Great Trail and for interpretation and information signage. Have any significant flora assessments been made and protections applied as described in the 2002 UDF?</li> <li>▶ Racecourse and Recreation Reserve Master Plan as per GWFP.</li> </ul>
<p><b>Planning Scheme Provisions</b></p> <p>What is a planning scheme, Strategic Policy Context, Policy influences, Existing Planning Scheme Provisions, LPPF, Local Policies, Zones and Overlays,</p>	<ul style="list-style-type: none"> <li>▶ Township Zone map to be updated.</li> <li>▶ Policy influences to be updated to include key reference docs contained in the GWFP appendices and in particular the GWFP, the 2004 Heritage Study, primary Bypass documents, WSM Strategic Plan, WSM Growth Plan and the Grampians Tourism Destination Plan.</li> <li>▶ Provisions to be updated to reflect new zones and the proposed State Planning Policy Framework – this should also be incorporated into any proposed updates to the MSS.</li> <li>▶ LPP – Western Highway Clause 22.02 needs updating to reflect Western Highway duplication and in particular the Bypass of Great Western.</li> <li>▶ Overlays particularly for heritage and environmental assets and features should be reviewed.</li> </ul>



2002 UDF Section	Observations / recommendation
<p><b>Planning Scheme Provisions cntd....</b></p> <p>What is a planning scheme, Strategic Policy Context, Policy influences, Existing Planning Scheme Provisions, LPPF, Local Policies, Zones and Overlays, Referenced documents, Great Western Policy?</p>	<ul style="list-style-type: none"> <li>▶ Some reference to flooding should be made in the physiography section</li> <li>▶ Should have a separate reference to the Western Highway project and in particular the township bypass</li> <li>▶ References to the sewer scheme now installed.</li> <li>▶ Should update Tourism linkages section to make reference to the Grampians Destination Plan and the GWFP.</li> <li>▶ Referenced Documents need to be updated</li> <li>▶ Development of an updated Great Western planning scheme policy</li> </ul>
<p><b>Signage Strategy</b></p> <p>Existing situation, Key issues, Key Recommendations.</p>	<ul style="list-style-type: none"> <li>▶ Previous signage strategy background and key issues in the UDF are still applicable today. Development of a new signage strategy and gateway treatments are recommended in the GWFP, which are generally consistent with UDF signage recommendations. Design, style, location and hierarchy of signage should be completed as per the recommended GWFP signage, gateway and feature treatments recommendations.</li> </ul>
<p><b>Funding sources</b></p>	<ul style="list-style-type: none"> <li>▶ As per GWFP funding strategy but with consideration to possible government funding and policy announcements as part of 2014 budgets and 2014 State Government elections.</li> </ul>

### Other UDF observations

Although the 2002 UDF in some respects adequately covers the implementation of the GWFP, the document is generally out of date and should be subject to review and revision. However, there are some important revisions and additions that should be made to the document which it is acknowledged are mainly due to the age of the original UDF rather than any content or presentation issues. It is recommended that the UDF be reviewed and updated following the observations and recommendations contained in Table 2 and to include the following:

- ▶ Development of clear development principles focussing on protection and enhancement of the village, vineyard, heritage, open space and natural environment assets and features of the township and surrounds;
- ▶ References to key infrastructure projects including the Western Highway Duplication and Bypass, township sewerage scheme and GWFP proposed master plans, signage and streetscape plans;
- ▶ Inclusion of GWFP concept maps and descriptors under appropriate sections;
- ▶ Expansion of heritage and environmental overlays and other updates to the Local Planning Scheme;
- ▶ Update reference documents, policies and strategies; and
- ▶ Development of an implementation strategy that should mirror that as proposed in the GWFP.

## Consultation and engagement activities

During March and April 2014, the project team conducted a program of stakeholder interviews and community workshop to gather information, ideas, feedback and commentary as the Future Plan was developed. This included consultation with local businesses, community groups and associations, residents, VicRoads, Grampians Tourism, Department of Justice (Hopkins Correctional Centre), GM Water, Council and other communities of interest. The following provides a summary of key findings and learnings collated under the primary direction themes of the Future Plan.

**Table 3 – Summary weighted SWOT of consultations**

Commentary	Strength	Weakness	Opportunity	Threat
<b>Tourism and economic development</b>				
Concentration of quality winemakers presents an underutilised competitive proposition for food and wine tourism	Quality wine product	Supporting product gaps	Unique proposition to build product	Investment sources and market changes
Location on a major transport, commuter and visitor corridor	High visibility on major corridor	Amenity impacts	Build township heart	Lack of planning for Bypass impacts
Located within a high profile tourism region that draws visitors to the township	Visitor source	Under utilised	Linkages and partnerships	Market failure and variability in visitation
Service capacity to fully realise benefits from Highway and bypass construction works	Some services (existing)	Service capacity	Business attraction	Dispersal to Stawell and Ararat
Lack of number and range visitor accommodation in the township to entice longer stays.	Some existing providers	Product gap and reduced yield	Investment attraction	Market failure and variability in visitation
Increased branding and marketing of the food and wine experience and the wine village concept	Quality wine product	Lack of cohesive brand	Increased visitation and spend	Resources and funding
Make the destination more attractive well prior to the bypass	Timing	Brand and product	Product and brand establishment	Resources and funding
Development of township walking and cycling tracks and trails linking key assets and attractions	Attractive landscape and township features and wineries	Current highway	Builds tourism and community amenity	Resources and funding Bypass timing

Commentary	Strength	Weakness	Opportunity	Threat
<b>Tourism and economic development</b>				
Improved interpretation of heritage and historic assets and features of the township	Well documented with wine characteristics	Not well promoted with some assets in private ownership	Builds the visitor product	Resources and funding and community participation
Attraction of complementary retail activities	Passing and visitor trade	Current highway and availability of suitable premises	Increase visitor and community amenity	Lack of investment and appropriate planning
Preparation for disruption to township access and activities during Highway and bypass construction	Timing	Lines of communication	Collaboration and communication	Dissatisfaction with processes
<b>Gateways and streetscapes</b>				
Establishment of gateways prior to Highway off ramps including an appropriate Highway signage to draw travellers off the Highway	To encourage visitation	Constraints of VicRoads policy on signage	Redefine arrival points to township	VicRoads policy and resources and funding
General attractiveness of the streetscapes and buildings particularly within the main township area	Visitor drawcard and heart of village presentation	Current Highway and investment sources	Development of township and streetscape plan prior to Bypass	Resources and funding
Dissection of the township by the current Western Highway which can deter people for stopping	High visibility on major corridor	Economic and amenity impacts	Build township heart	Lack of planning for Bypass impacts
Current township layout and lack of cohesive signage does not prompt people to stop	Wine, heritage and history assets	Lack of brand and supporting tourism product	Implementation of a planned signage and interpretation strategy	Resources and funding
Reduction of speed limit through main township centre	Improve amenity and support township centre enhancement	Timing for bypass	Development of township and streetscape plan prior to Bypass	Resources and funding
Concerns over the lack of a westbound exit ramp near Bests Road	Enable 'second chance' entry to the township	Support for the proposal from VicRoads	Continued collective advocacy and lobbying	Lack of support from key stakeholders

Commentary	Strength	Weakness	Opportunity	Threat
<b>Community assets and services</b>				
Access to services, tourism pool and employment from two nearby regional centres	Contributes to the liveability aspects	Limit private and public investment and access to services by older residents	Promotion of proximity to services as part of regional liveability	Loss of residents over time (families and older residents) and attraction of new residents
Local community support for the local Primary School and loss of children to other schools	Commitment of Principal and community to retain school	Perception of education pathways	Promotion of the Primary School to residents	Decline in support and enrolment numbers
Township sewerage and waste water infrastructure delivering economic and residential utility improvements	Environmental benefits and supporting investment	Perceptions of limited scope of infrastructure	Increased take up of services and supporting residential and economic investment	Lack of take-up may limit further future investment
Township-level sports facilities with strong community support and good community participation rates	Contribution to township liveability and visitor attraction	Age of infrastructure and assets and upkeep and maintenance resources	Investment to support resident and tourism and economic activity	Community consensus on opportunities and resources and funding
Variability of retail opening times	Commitment of local business operators	Reduces visitor and resident amenity	Enhance local and commuter support of businesses	Loss of businesses and services from the township
Appearance of public open spaces during dry periods impacting of visual appeal and useability	---	Impacts on community and visitor amenity	Water harvesting and appropriate plantings	Resources and funding
Improve the streetscape and retail mix to build on the village attributes of the township	Features and assets of the township	Attraction of investment and availability of suitable premises	Development of township and streetscape plan prior to Bypass and attraction of private and public investment	Resources and funding
<b>Living and liveability</b>				
The village atmosphere	Resident attraction	Current Highway through township	Development of township and streetscape plan prior to Bypass	Resources and funding
Variety of residential development lots including size, location and potential supply	Variety of development options	Some lack of township development planning	Enhance the village features and reduce sprawl	Investment in future utilities and services
Population attraction to support township sustainability and in particular families	Liveability aspects	Draw of nearby regional centres	Promotion of liveability	Declining rural populations and loss of residents



Commentary	Strength	Weakness	Opportunity	Threat
<b>Living and liveability cntd....</b>				
Retention of key retail and community services	Commitment of local residents	Centralisation of services in larger centres	Development of township and streetscape plan prior to Bypass and attraction of private and public investment	Resources and funding
Lack of robust land use planning structures including DDOs and other land use and development management tools	---	Ad hoc planning and development outcomes	Consolidation of planning and decision-making processes	Loss of township features and decision making outcomes
<b>Governance</b>				
Consolidation of community governance resources to support sustainability of local groups and associations and attraction of investment	Strong local community pride and commitment and achievement of projects	Dilution of resources and perception of 'competition' for resources and funding	Consolidation of some groups and associations	Community dissatisfaction with process and outcomes from consolidation

A summary of reference reports and consultations is provided in Appendix 2: References and consultations. Community workshop flyers are also provided in Appendix 3: Community Conversation flyers.

## Appendix 1: Listing of Great Western heritage assets and features

Code	Property/asset	Description	Significance level	Est date
GW/01	Allanvale Homestead	Allanvale Homestead off the Allanvale Tuckershill Road at Great Western, has significance as a moderately intact example of a 19th century sheep station with the evolution of the property reflected in the various building developments dating from the mid 19th century until the early-mid 20th century.	State	1921
GW/02	Eric F. H. Thomson Sports Reserve	Has significance as an important historical and social recreational location in the township. The reserve was established in 1915 as a result of the formation of the Great Western Garden and Park Reserve Committee in 1914. The sports ground was developed soon after. Both the reserve and gate piers (particularly the plaque) have significance as a memorial to Eric F.H. Thomson, whose family were well known and highly successful vine growers and wine makers at the Concongella vineyard in the 20th century, producing "Bests Great Western Wines".	Local	1915
GW/03	Former Uniting Church	Makes a significant architectural and cultural contribution to the local Great Western township. The present church building, and the building that it replaced, have their origins in the early establishment of the Wesleyan Methodist faith in the Great Western goldfields in 1858 when services were held in rudimentary canvas tent structures.	Local	1880
GW/04	Great Western Cemetery	Has significance as an important place of commemoration and as a significant cultural landscape. It appears to have been established in the early 1860s and features numerous headstones, grave surrounds and other cemetery architecture amongst a rural grassed setting punctuated by eucalypts.	Local	1860s
GW/05	House, Cubitt Street	Significance as a reasonably externally intact example of a Late Victorian/Edwardian style. The design qualities of this house suggest that it was constructed in the early 20th century, and was at one stage the home of Charlie Bullock, local carpenter, builder and handy man.	Local	Early 20thC
GW/06	Public Weighbridge and Machinery Cabin Cubitt Street	Significant historical and architectural contribution to the central township area. They are associated with infrastructure developments in Great Western in the 1920s, and demonstrate important constructional and design qualities for that period.	Local	1920s
GW/07	Hard Hill Mining Site	The first gold was found at Hard Hill in January 1856 and it continued to be the site of alluvial mining until the 1870's. The area includes an almost intact example of an earthen water race system and associated mining evidence, including domestic and other complexes. The discovery of gold at Hard Hill in 1856, one of the earliest on the Ararat gold	State	1850s
GW/08	Armstrong Diggings Cemetery	Significance as a place of commemoration and as a cultural landscape to the local area. The cemetery dates from the 1850s and contains approximately 40 unmarked graves, many believed to be for children.	Local	1850s
GW/09	House, GW Gully Road	Significance as a predominantly intact example of the Victorian style. Built around 1888 under the ownership of a Mr. Pierlot, champagne maker at the Great Western Vineyard under the ownership of Hans Irvine	Local	1888

Code	Property/asset	Description	Significance level	Est date
GW/10	Seppelt Winery, Shaft House and Champagne Cellars	Significance as a substantial winery established in the 19th century with some surviving buildings, cellars and drives which clearly provide an appreciation of the wine making process. Originally established as the site of a slaughterhouse in 1857 by David Best and his two sons, Joseph and Henry, the home site was cleared from 1865 to make way for the growing of vines. A small four roomed cottage had been constructed, which was later altered and extended into a substantial Victorian Italianate residence known as Vine Lodge, while in c.1868 a rammed earth Shaft House was built as a press house and cellar. In the 1870s, the digging of tunnels was commenced, which has resulted in over 3 km of underground brick drives today. In 1888, the vineyard was acquired by Hans Irvine, Ballarat businessman, and he had constructed new above-ground red brick cellars which still survive within a 20th century cream brick building today. Irvine was also responsible for substantial expansion of the underground drives and the vineyard prospered under his ownership until 1930. Of particular interest is that the underground drives were opened by prominent figures between 1902 and 1950, including Lord Hopetoun and Dame Nellie Melba.	State	1850s to 1880s
GW/11	Great Western Racetrack	Significance as an important, longstanding and valued cultural landscape in Great Western. Originally established in 1866 with the setting aside of Crown Land, picnic races were held regularly on Boxing Day. A fret a lapse in the late 19 <sup>th</sup> century, races were revived in 1899 under VRC rules, and from the 1920s the picnic day races were held on Foundation Day in January of each year. The races attracted hundreds of people from the local area and further afield, and several local people were involved in developing the track (planting of pine trees, improving the track and associated buildings, or acting as officers or members of the Club).	Local	1886
GW/12	Main Street Tree Avenue	The avenue of American Ash trees (with some Oaks and Eucalypts) on the Western Highway at Great Western has significance as a predominantly intact row of trees on both sides of the road that were initially planted in 1934 by the Great Western Progress Association. Equally importantly, the second phase of the planting in 1936, formed part of the "Sun-News Pictorial" and Country Roads Board tree planting scheme, having been instigated by the Great Western State School in conjunction with the Great Western Progress Association.	Local	1930s
GW/13	House and mud brick buildings, 30 Main St	The timber house and two mud brick buildings, together with the exotic (including fruit) and native trees, 30 Main Street (Western Highway), Great Western, have significance as a relatively externally intact example of late Victorian buildings associated with a Mr. Thomlinson, bee keeper and orchardist. The design of the house suggests that it and possibly the mud brick outbuildings, were constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/14	House 31-33 Main St	Significant as a relatively externally intact example of a Late Victorian design. The design of the house suggests that it was constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/15	Allambi, 60 Main St	Contributes to the significant, single storey, pitched roof central township area. Set on a large allotment with a substantial front setback, this house has significance as a relatively externally intact example of a Late Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C

Code	Property/asset	Description	Significance level	Est date
GW/16	House, 67 Main St	Is historically and is architecturally significant at a CONTRIBUTORY level. It is associated with residential developments in Great Western in the late 19th and early 20th centuries, and it demonstrates some important Late Victorian and interwar Bungalow design qualities.	Contributory	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/17	Former St. Columban's Roman Catholic Church	Makes a significant architectural and cultural contribution to the Great Western township, and has visual connections to the Anglican Church nearby. It was erected to the design of the architect M. Ryan from Stawell in 1900. It is believed to have replaced an earlier Chapel named St. Augustine's, which was erected in the early 1870s. Catholic services, however, had been held at the Great Western diggings from 1858, the early days of the first gold rush.	Local	1900
GW/18	House, 76 Main St	Contributes to the significant, single storey, pitched roof central township area. This house has significance as a relatively externally intact example of a rudimentary Victorian style. The design of the house suggests that it was constructed in the second half of the 19th century.	Local	Mid to late 19thC
GW/19	House, 78 Main St	Associated with residential developments in Great Western in the late 19th and early 20th centuries and it demonstrates important design qualities.	Contributory	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/20	House 79-81 Main St – former School residence	Contributes to the significant, single storey, pitched roof central township area. The building also has significance as a reasonably externally intact example of a rudimentary Federation Bungalow style. The design qualities of this house suggest that it was constructed between the 1890s and c.1904, when it was occupied by Head Teacher, Mr. Kneen, for a short period.	Local	1890s and c.1904
GW/21	House, 83 Main St	Contributes to the significant, single storey, pitched roof central township area. This house has significance as a relatively externally intact example of a Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/22	House, 84 Main St	Historically and architecturally significant at a CONTRIBUTORY level. It is associated with residential developments in Great Western in the late 19th and early 20th centuries, and demonstrates some important design qualities.	Contributory	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/23	General Store, 93-95 Main St	Contributes to the significant, single storey, pitched roof central township area. This building is believed to have been constructed for a Mr. Simpson around 1914, with the post office attached. It replaced an earlier timber store dating from c.1862 that had been built for John Cornforth who, as well as being a shopkeeper, was also a local farrier. The site is associated with the first land sales in Great Western, with this site having been sold to John Cornforth in 1859, who established a timber store there in c.1862. The present building has associations with a Mr. Simpson, who had this building constructed in c.1914.	Local	c1914
GW/24	Former Store, 96 Main St	Contributes to the significant, single storey, pitched roof central township area. This building also has significance as an intact example of an interwar Bungalow style, and was possibly constructed by the 1940s for Norm Houston. It is associated with commercial developments in Great Western in the interwar period (1920s-40s) and it demonstrates original design qualities of an interwar Bungalow style.	Local	1930s to 1940s

Code	Property/asset	Description	Significance level	Est date
GW/25	Great Western Hotel	Contributes to the significant, single storey, pitched roof central township area. Originally known as the Shakespeare Hotel, this building has significance as a relatively externally intact example of the interwar Californian Bungalow style. It was built in 1930 for Parkhurst Bowtrell, replacing an earlier hotel building constructed in the 1860s. The site of the hotel was also originally owned by John Hatch, who had established the "Five Flag General Store" in 1859.	Local	1930
GW/26	Bills Horse Trough (97-99 Main St)	The horse trough, in front of 97-99 Main Street is significant as part of the Annis and George Bills Estate, which was established to provide watering facilities for horses after George's death in 1927. The structure is also a legacy of the days of horse drawn vehicles. The horse trough is historically and socially significant at a LOCAL level. Annis and George Bills established a fund in the early 20th century to provide adequate watering facilities for horses. The trough is just one of over a thousand troughs installed throughout Australia, and the USA, which are a legacy of the Bills Estate. The troughs are recognised by the local Great Western community as demonstrating a distinctive custom that is no longer in use.	Local	c1927
GW/27	Salingers building, 98 Main St	Contributes to the significant, single storey, pitched roof central township area. This building appears to have been constructed for Emmanuel Salinger in 1862. A merchant, Salinger was a member of one of the original vine growing families in Great Western.	Local	1862
GW/28	House, 100 Main St	Contributes to the significant, single storey, pitched roof central township area. This house has significance as a relatively externally intact example of a Late Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century. The substantial trees and timber picket fence also contribute to the significance of the place.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/29	House, 102 Main St	Contributes to the significant, single storey, pitched roof central township area. The house also has significance as a reasonably externally intact example of a Late Victorian style. The design qualities of this house suggest that it was constructed in the late 19th or early 20th century. The front timber picket fence and scrolled metal gate also contribute to the significance of the place.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/30	House and former shop, 104 Main St	The former butcher shop, 104 Main Street contributes to the significant, single storey, pitched roof central township area. This building has significance as a relatively externally intact example of the Victorian style. The design qualities of this house suggest that it was constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/31	House, 106 Main St	The former store, 106 Main Street is historically and architecturally significant at a contributory level. Although altered, it is associated with building developments in Great Western in the 19th century, and it demonstrates some important design qualities of a Victorian style. The left section of this building was relocated from Concongella Creek, where it is believed to have been part of the St. Nicholas Vineyard. After relocation, it was combined with the original right section of the building, and became a lolly and ice cream shop operated by Mrs. Jane Duscher.	Contributory	19thC

Code	Property/asset	Description	Significance level	Est date
GW/32	Great Western Hall – formerly the Mechanics Institute	Makes a significant architectural and cultural contribution to the Great Western township. The first section of the building was constructed in 1884 with the larger hall added in 1891 by the Ballarat Architects Figgis and Molloy. The hall still serves the people of Great Western as a public hall. It is associated with the development of Great Western as a township and is socially significant at a LOCAL level. It is recognised and valued as a literary and cultural centre in the Great Western township.	Local	1884 to 1891
GW/33	Toll Gate, (inside Great Western Hall)	The former Toll Gate in the foyer of the Mechanics Institute complex, Western Highway, Great Western, makes a significant aesthetic and cultural contribution to the Great Western township. The building, probably built in 1863, stood near Allanvale homestead on the main road from the mid 1860s until 1878 when it was sold to Mr. Blampied and was moved to St Peter's Vineyard. In the 1960s it was sold to the Great Western Mechanics' Institute where it has been used as a ticket box. It is associated with early road development in the Stawell and Great Western districts and with the former St Peter's Vineyard.	Local	1863
GW/34	House 155 Main St	Contributes to the significant, single storey, pitched roof central township area. Although relocated and altered, this house has significance as a relatively externally intact example of a transitional Late Victorian/Edwardian style. The design of the house suggests that it was constructed in the late 19th or early 20th century and it is suggested that it was originally built at Landsborough West by the Railways Department.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/35	House, 123 Main St	Associated with residential developments in Great Western in the early 20th century and demonstrates some important design qualities. These qualities include the gable roof form, horizontal weatherboard wall cladding, skillion verandah, galvanised corrugated iron roof cladding, and the timber framed windows. The front boundary hedge also contributes to the streetscape.	Contributory	Early 20 <sup>th</sup> C
GW/36	House, 125 Main St	The house at 125 Main Street (Western Highway), Great Western, has significance as a reasonably externally intact example of a Late Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/37	Memorial Park, Main St	The Memorial Park with its group of memorials, former lock-up and substantial cypress and eucalypt trees and grassed areas has significance as the location of important commemorative structures honouring local soldiers who fought and died in the Boer, First and Second World Wars. It also has significance as the location of the Blacksmiths' Memorial, honouring the local blacksmiths of the 19th century (who provided the necessary farm equipment for the vine growers), and as the location of the former lock-up (which represents the early infrastructure development associated with the 19th century Police Camp at Great Western). The Memorial Park, Memorial Gates, and group of other memorials, Main Street, Great Western, were officially opened and unveiled by the Governor of Victoria, Sir Dallas Brooks, on 16 August 1956. The establishment of the park was the result of several working bees under the management of the Great Western Progress Association.	Local	1956



Code	Property/asset	Description	Significance level	Est date
GW/38	Grellet House, Midway Road (Grellets Road)	The Grellet house, Midway Road, Great Western, has significance as a predominantly intact example of the late Victorian style. Built in 1909 under the ownership of a Mr. Grellet, a member of the Grellet family early winemakers at the Great Western Vineyard and local winemakers and farmers.	Local	1909
GW/39	St Peter's Vineyard, North Road	St Peter's vineyard was the first vineyard and winery in Great Western. It was established by Jean Pierre and Anne Marie Trouette in 1863. The only remaining obvious reminders of the vineyard orchard and homestead are the gateway and flanking English Elm trees marking the entrance to the property. It is of importance for its potential to provide information that contributes to a greater understanding of the history of the settlement and establishment of the district, and has a strong presumption of archaeological research potential. In 1863, having obtained freehold of the property, Jean Pierre Trouette planted the first vines. He began with planting half an acre of vines and named the vineyard, St Peter's. By 1867 the estate carried 50,000 vines and 2000 fruit trees, including cherries, plums, quinces and also some olives and chestnuts.	Conservation Desirable	1863
GW/40	Railway Bridge, Paxton St	The timber railway bridge at Paxton Street, Great Western, has significance as a rare surviving "humpbacked" bridge on the Ararat-Stawell railway line, which was erected from 1875-1876. It has associations with the erection of the Ararat-Stawell railway line between 1875 and 1876 and particularly with the line reaching Great Western around the end of 1875. The "humpbacked" form and timber piles and other timber members also represent a form of construction no longer practised and is a rare surviving timber bridge on this line.	Local	1875 to 1876
GW/41	Best's Cellars, Red Bend Road	<p>The Best's Winery (formerly Concongella Vineyard) off Red Bend Road, Great Western, has significance as a substantial winery established in the 19th century with some outstanding surviving buildings, cellars and vines that clearly provide an appreciation of the early evolution of the place. Originally established 1866 by Henry Best, son of David Best and brother of Joseph of the famous Great Western Winery, the Concongella Vineyard progressed and its wines became internationally renowned.</p> <p>The large three-level cellars were built between 1871 and 1874 of pise and timber, with the basement level being below ground. The Cellars at Best's Winery are architecturally significant at a STATE level. It demonstrates original design qualities of a Victorian vernacular style. These qualities include the three-levelled composition with below ground basement, and the long gable roof form. Other intact or appropriate qualities include the pise and timber weatherboard wall construction, substantial red gum structural system of beams, posts and planks, galvanised corrugated iron roof cladding with the signage that reads "Best's Cellars", and the large openings with vertical timber doors along one of the gable ends.</p>	State	1871-to 1874

Code	Property/asset	Description	Significance level	Est date
GW/42	Anglican Church Hall, (former Common School 860), Rennie St	The former Common School building and present Anglican Church Hall, Rennie Street makes a significant architectural and cultural contribution to the Great Western township. The building is visually connected to the immediately neighbouring Anglican Church building, and also to the Great Western School. It was erected in 1867 as the first permanent Common School at Great Western, replacing a number of private schools, which were set up to educate the children of miners who had come to the area after gold was discovered in 1858. In 1873 it became known as Common School No. 860. The former school building was sold to the Church of England and opened as their first permanent place of worship in 1885. When the adjacent Christ Church was opened in 1911, the present building became the Sunday School and Church Hall.	Local	1867
GW/43	Christ Church Anglican Church, Rennie St	Makes a significant architectural and cultural contribution to the local Great Western township. Contributing to the significance of the place are the visual connections with the neighbouring former Common School, St. Augustine's Roman Catholic Church, and the Great Western School. It is associated with the development of the Anglican Church at Great Western from 1911 until the late twentieth century. The church has also strong links with Mr. and Mrs. Hans Irvine and Mrs. Irvine's sister Miss Robinson, who were instrumental in providing funding to build the first purpose built Church of England in Great Western.	Local	1911
GW/44	House, 31-33 Stephenson St	Has significance has a relatively intact example of a Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century. It is associated with residential and farming developments in Great Western during the late 19th or early 20th centuries. Although slightly altered, it also demonstrates original design qualities of a Victorian style.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/45	Great Western School No 860, Stephenson St	The Great Western School was constructed in 1881 as State School No. 860, probably to a design by the head architect of the Education Department, Henry Bastow. In 1873, following the passing of the Education Act in 1872 the school became known as Common School No. 860. By 1878 the original one roomed school was hopelessly overcrowded with between 70 and 80 pupils. The School Committee made application to the Department of Education for a new school. The present timber school building was opened in May 1881 and the earlier building was closed as a school.	Local	1881
GW/46	House, 77 Stephenson St	It is associated with residential developments in Great Western in the late 19th and early 20th centuries, and it demonstrates some important rudimentary Victorian design qualities.	Contributory	19 <sup>th</sup> to 20 <sup>th</sup> C
GW/47	House, 138-139 Stephenson St	Has significance as a relatively externally intact example of a vernacular Victorian style. The design of the house suggests that it was constructed in the late 19th or early 20th century. Little information is known about this building, although early owners are believed to have been the Bowdell family. This house appears to have been the home to many local families at different times, including the Curran and Boyd families. It was also the home of a Mrs. Wathen, whose daughter Dorothy was a music teacher, and a Mrs. Dunmour, who was a midwife/nurse and delivered many babies in the district.	Local	19 <sup>th</sup> to 20 <sup>th</sup> C



Code	Property/asset	Description	Significance level	Est date
GW/48	Great Western Lead, Historic Mine Reserve, Ruthvens Access Rd	The Great Western Lead features a little disturbed narrow band of intensive shafts and mounds along a Tertiary gravel high lead and provides evidence of small scale mining following a rush of mainly Chinese miners in 1862. Gold mining sites are of crucial importance for the pivotal role they have played since 1851 in the development of Victoria. At the beginning of 1862 there was a large rush to great Western. The ground rushed was located a half mile from the Stawell Road. The gold was obtained from Tertiary or high level gravels and proved to be very rich. A great portion of the miners attending this rush were Chinese. Sinkings on the new fields was from 30 to 40 feet. The lead received considerable attention for several years and then, like many other alluvial workings in Victoria, which proved unsuitable for sluicing became the realm of lonely fossickers or hatters. These miners tended to be old men and mainly Chinese.	Local	1862
GW/49	St Ethel's Winery, Western Highway	Has significance as an example of a Victorian style house. The design qualities of this house suggest that it was constructed in the 19th century, and has ongoing associations with the wine industry in Great Western. It is associated with the wine making industry in Great Western in the 19 <sup>th</sup> century, and is further associated with the Heady and Salinger families. The house demonstrates original design qualities of a Victorian style. The rendered mud brick house was constructed by the Heady family who ran a winery on the site. The property was taken over by the Salinger family who continued winemaking. After 1923 Colin Preece, manager of Seppelts Great Western Winery, bought the vineyards and cellars of St Ethel's.	Local	19thC

## Appendix 2: References and consultations

References	Year	Author/source
Great Western Historic Wine Village Visitors Guide	-	Great Western Progress Association
Grampians Visitor Market Profile	Various	Tourism Victoria
ABS Census Data	2001-2011	Commonwealth Government of Australia
Great Western Community Plan	2009-2013	Northern Grampians Shire Council
Grampians Tourism Strategic Plan	2012-2016	Grampians Tourism
Northern Grampians Shire Council Plan	2013-2017	Northern Grampians Shire Council
Great Western Tourism Investment Study : As Strategic Wine Tourism Assessment	2002	Northern Grampians Shire Council
Great Western Urban Design Framework	2002	Northern Grampians Shire Council
Great Western Urban Design Framework	2002	Northern Grampians Shire Council
Northern Grampians Shire Heritage Study Stage 2	2004	Northern Grampians Shire Council
Northern Grampians Shire Planning Scheme	2006	Northern Grampians Shire
Wimmera Southern Mallee Regional Growth Plan	2010	Victorian State Government
Great Western Sewerage District Plan	2012	Grampians Wimmera Mallee Water Corporation
Ararat – Stawell – Halls Gap Triangle Project Report	2012	Northern Grampians Shire and Ararat Rural City Councils
Pyrenees Grampians Wine Industry Study Report	2012	Northern Grampians Shire Council
Western Highway Duplication Section 3: Ararat to Stawell – Social Impact Assessment Report	2012	VicRoads
Western Highway Duplication Section 3: Ararat to Stawell – Economic Impact Assessment Report	2012	VicRoads
Western Highway Project Section 3 Ararat to Stawell: Environmental Effects Statement	2013	Minister for Planning, Victorian State Government
Western Highway Duplication Section 3: Ararat to Stawell – Expert Evidence Statement	2013	Planning Panels Victoria
Wimmera Southern Mallee Regional Strategic Plan Draft	2013	Victorian State Government
Northern Grampians Shire Open Space and Recreation Strategy Draft Report	2014	Northern Grampians Shire Council
Grampians Tourism Destination Plan and Investment Roadmap: Final Draft	2014	Grampians Tourism

Consultations
Best's Great Western Wines
Department of Justice – Hopkins Correctional Facility
Grampians Estate Winery
Grampians Tourism
Great Western business owners and operators
Great Western Football and Netball Club
Great Western Primary School
Great Western Progress Association
Great Western Racing Club
Great Western residents
Great Western Service Station
GWMWater
Northern Grampians Shire Council
Seppelt Great Western
VicRoads
Wimmera CMA

## Appendix 3: Community Conversation flyers.

# Great Western Future Plan Community Conversations

**CONVERSATION 1**  
**TUESDAY**  
**11TH MARCH**

**CONVERSATION 2**  
**TUESDAY**  
**1ST APRIL**

**BOTH EVENTS**  
**5.30 FOR 6PM**  
**START**  
**GREAT WESTERN**  
**COMMUNITY HALL**



**FOR FURTHER**  
**DETAILS PLEASE**  
**CONTACT**  
**DEBBIE BACH**  
**NORTHERN**  
**GRAMPIANS SHIRE**  
**TEL: 5358 0513**  
**EMAIL:**  
**DEBBIE.BACH@NGSHIRE.**  
**VIC.GOV.AU**

Northern Grampians Shire Council are undertaking a Future Plan for Great Western and encourage your participation in this important community project.

The Plan will guide economic and social development and future land use planning given recent investment in community infrastructure and the implementation of the Western Highway duplication and bypass.

SED Advisory have been appointed to work with the community and Council on developing the Future Plan and we invite you to participate in Community Conversation activities.

The Conversations will seek your views and input into what the future looks for like for Great Western.

# Great Western Future Plan Community Conversation

**CONVERSATION 2**  
**TUESDAY**  
**1ST APRIL**

**5.30 FOR 6PM**  
**START**

**CLUB ROOMS**  
**GREAT WESTERN**  
**FOOTBALL CLUB**

**FOR FURTHER**  
**DETAILS PLEASE**  
**CONTACT**  
**DEBBIE BACH**  
**NORTHERN**  
**GRAMPIANS SHIRE**  
**TEL: 5358 0513**  
**EMAIL:**  
**DEBBIE.BACH@NGSHIRE.**  
**VIC.GOV.AU**

Northern Grampians Shire Council is undertaking a Future Plan for Great Western which will guide economic and social development and future land use planning given recent investment in community infrastructure and the implementation of the Western Highway duplication and bypass.

For project information please visit  
[www.ngshire.vic.gov.au](http://www.ngshire.vic.gov.au)

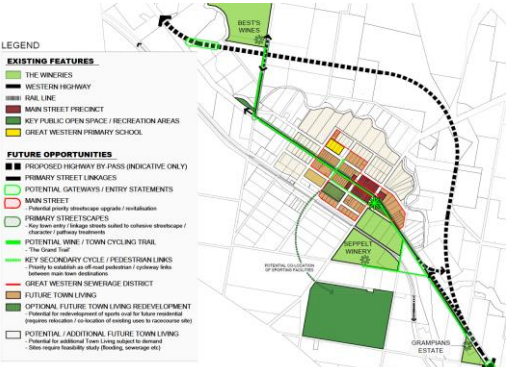
**LEGEND**

**EXISTING FEATURES**

- THE WINERIES
- WESTERN HIGHWAY
- RAIL LINE
- MAIN STREET PRECINCT
- KEY PUBLIC OPEN SPACE / RECREATION AREAS
- GREAT WESTERN PRIMARY SCHOOL

**FUTURE OPPORTUNITIES**

- PROPOSED HIGHWAY BYPASS (INDICATIVE ONLY)
- PRIMARY STREET LINKAGES
- POTENTIAL GATEWAYS / ENTRY STATEMENTS
- MAIN STREET
- Primary street structure upgrade / revitalisation
- PRIMARY STREETSCAPES
- POTENTIAL WINE / TOWN CYCLING TRAIL
- KEY SECONDARY CYCLE / PEDESTRIAN LINKS
- Primary street structure upgrade / revitalisation
- GREAT WESTERN RECREATION DISTRICT
- FUTURE TOWN LIVING
- POTENTIAL FUTURE TOWN LIVING REDEVELOPMENT
- Potential for redevelopment of sports and leisure facilities
- POTENTIAL / ADDITIONAL FUTURE TOWN LIVING
- Potential for additional town living subject to demand (sites require feasibility study (Planning, sewerage etc))



Conversation 2 will present on the final draft of the Future Plan and seek your comment and input.







SED